



Evon Söderlund

Entrepreneur, Born in 1984
Founder and Group CEO of HUONE

Evon is a battle-hardened entrepreneur. Originally from Malaysia, she has lived in Finland since 2005. In 2012, she founded HUONE, the concept that won 7 awards today, including Evento Awards' ['Best Event Venue in Finland'](#) twice (in 2014 and 2016, under 100 pax).

Acknowledgements:

- In 2014, Evon was the first immigrant to receive the ['PwC's Most Valuable Entrepreneur 2014'](#) in Finland' award.
- Evon was the youngest and the first foreigner to receive the Restonomi of the year 2015 award (BBA of Hospitality of 2014).
- Evon's entrepreneurial stories were featured in the [Taivas+Helvetti vol.2](#) book (in Finnish)
- Evon is an ambassador of the [¹SISU movement](#) (in Finnish)
- In 2017, on the occasion of Finland's 100 years of Independence, Evon was named by [Helsingin Sanomat one of the 10 Economic Heroes in Finland](#) (in Finnish).
- She was the first female to be featured on the [cover of the Forbes Finland Magazine](#) in October 2017.
- HUONE was awarded as the ['Most Successful Multicultural Company 2017'](#) by Finland Chamber of Commerce.

Evon is an inspirational speaker on girl power, motivation and entrepreneurship, and a big supporter for charities focusing on children's welfare. She is also an ambassador of famous Finnish spirit 'SISU'.

¹ The word Sisu, the famous 'Finnish spirit,' is often translated as perseverance, resilience and having firm purpose.



Born in a small village in the Southern Malaysia, Evon was raised by her grandmother. Without the financial support for higher education, she was determined to become a professional dancer, and had spent most of her teenage years training; By 17, she was a professional dancer and dance teacher. At 19, she left home and flew to Europe just with a naive hope and determination to build her dance career. In 2005, she ended up in Finland and stayed for love.

She served as the Social Secretary in the Embassy of Malaysia in Finland for a few years before taking her Asian inspired business idea to school. She studied Hospitality Management and developed her business idea. In 2012, she graduated with merits and the business plan for 'HUONE Event Hotel.' In the same year, at the age of 28, she became the founder and CEO of the world's first Events Hotel - HUONE, est. November 2012.

Today, leading a global team, Evon is working hard on taking HUONE to all the major cities around the globe.

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