

GBTA Europe Launches Advocacy Group

Frankfurt, Germany (31st May, 2011) -- The Global Business Travel Association (GBTA), the premier business travel organisation in Europe, today has announced the creation of an advocacy group to engage with the industry and the European Commission on behalf of its buyer members.

The group is being led by Hans Ingo Biehl, executive director of VDR, GBTA Europe's German business travel association partner, and presently includes buyer representation from the UK, Netherlands and Nordics. The network is presently calling on its partner network to put forward buyer representation to create an advocacy group with buyers from every region in Europe.

The GBTA Europe Advocacy Group's objectives are to represent the interest of buyers in Europe and co-ordinate GBTA global policy with the U.S. on issues which span from Washington, D.C. to Brussels.

"The creation of a solid pan-European advocacy effort is incredibly important for VDR, GBTA and the European business travel sector. This is the only voice representing the interests of buyers of travel in Europe and we have a number of issues already in our sights," said Biehl.

Paul Tilstone, GBTA Europe's managing director added, ***"We have prioritised issues presently surrounding data privacy, competition, airline contracting and ancillary fees and we will continue to build our advocacy efforts to ensure the voice of the buyer is heard in Europe."***

The group also includes Mark Cuschieri from UBS in the UK, **Jens Liltorp from Novo Nordisk in Denmark** and Jan van Veen from NATM in the Netherlands.

About GBTA Europe

GBTA Europe is the only buyer-led business travel and meetings industry network across Europe. The network is part of the Global Business Travel Association (GBTA), the world's premier business travel and corporate meetings organisation, with a role to lead debate, networking, education, advocacy, events and innovation in the business travel and meetings sector. GBTA Europe represents more than 2,500 regional corporate and government travel and meetings managers, as well as travel service providers.

Members of the network collectively manage and direct more than €100 billion of global business travel and meetings expenditures annually on behalf of more than 3 million business travellers within their organisations.

GBTA Europe is powered by the Institute of Travel & Meetings (ITM). For more information, visit gbta.org/europe

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