

## MEDIA INFORMATION

### **Business Travel Workshop 2008 – «Shaking up the GDS Market»**

The Business Travel Workshop – launched five years ago – is one of the highlights of the annual TRAVEL TRADE WORKSHOP (TTW) in Montreux. Every year it focuses on a current major issue confronting the industry in Switzerland. The 2008 topic is the deregulation of Global Distribution Systems and carries the title «Shaking up the GDS Market». Following an opening address by Regula Dettling-Ott of Swiss International Air Lines, this controversial issue will be debated in a one-hour podium discussion by leading trade representatives. Moderator will be Beat Eichenberger, Editor-in-Chief of «travel manager», the monthly magazine for the Swiss travel industry.

**Zurich, 13 October 2008** – «Shaking up the GDS Market» – that's the issue up for debate at this year's Business Travel Workshop (BTW), taking place on Friday 31 October 2008 in Hall A4 of the Montreux Music & Convention Centre. The two-hour programme starts at 10.30 hrs. with an opening address by keynote speaker Regula Dettling-Ott (Managing Director, International Relations & Government Affairs, Swiss International Air Lines).

The topic will then be debated in a podium discussion by other leading specialists from the airline, GDS, travel agency and business client sectors. The debate will be moderated by Beat Eichenberger, Editor-in-Chief of «travel manager». Participants will be Rudolf Schumacher (Head of Sales & Marketing Switzerland, Swiss International Air Lines); Chris Donner (Country Manager Switzerland, Travelport); Daniel Neukomm (Manager, FCm First Business Travel); and Fabian Bryner (Travel Manager, Zurich Insurance Company).

The programme will be presented in German, with simultaneous interpretation in French.

**The TTW (TRAVEL TRADE WORKSHOP)** is the official trade fair of the Swiss travel industry. Every year, the event attracts some 450 exhibitors from more than 50 countries. It also serves as an important educational and training platform for Switzerland's domestic travel industry. The next TTW Montreux (the 33rd) will be held on Thursday and Friday, 30 & 31 October 2008. On Wednesday, 29 October, TTW Montreux will again be preceded by two major trade events – the Travel Star Awards Night, and the TTW BusContact (the annual workshop for service providers and coach operators in Switzerland and neighbouring countries).

#### **Further information:**

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