

PRESS RELEASE

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L'orchidea Viaggi Joins Global Specialist Markets

Milan, ITALY – Global Specialist Markets (GSM), a leader in global travel management, is pleased to announce the addition of Italy's L'orchidea Viaggi to its rapidly expanding global network. GSM represents a partnership of independent travel management companies from over 40 key markets around the world. Each GSM Partner is an expert in their local marketplace, enabling the delivery of global consultancy and solutions that harness local insight and expertise.

L'Orchidea Viaggi was founded in 1973, and has since grown to 55 employees. L'Orchidea Viaggi is known as one of the most technologically advanced agencies in Italy, as they are able to pair the traditional premium offline service with an online service offering containing many applications that allow the agency to manage and reduce costs for its valued clients.

"We are proud to become a Partner in GSM as it brings to life our aim of uniting our professionalism and local knowledge with that of many colleagues all around the world that share our same vision. To be a Partner in GSM offers us in first place to our existing clients an even better service as they now have available to them experts like us in the whole world who can step in at any time to find solutions to unexpected problems during their travels and secondly it gives us a great strength in acquiring new clients and being able to offer to them a global network of specialists in business travel", GianFranco Mainardi, General Manager, L'orchidea Viaggi.

"Each GSM Partner delivers in-depth local market knowledge and unparalleled expertise. We develop travel management programs with a unique commitment to the highest standards of client service only truly available from independent businesses. L'orchidea Viaggi shares this philosophy and promises to be a great asset to our network – we are thrilled to have them as our GSM Partner in Italy", Richard Boardman, Regional Director, EMEA, Global Specialist Markets.

About GSM

GSM represents a unique partnership of independent travel management companies that provide innovative, flexible and competitive solutions to meet International travel needs. Its custom programs deliver truly consolidated management information, increased purchasing power, high-touch service, and the best people, practices and technology in the marketplace.

For more information please visit www.gsm-partners.com and www.orchideaviaggi.it.