

# HORIZONS

2023

**Edition 3**

Highlights in this Edition of **HORIZONS** include:

- **GlobalStar 19th Annual Conference in Kuala Lumpur Review**
- **Welcome New Partner TravelDesk, Italy**
- **Welcome New Partner Asiatic Travels, Bangladesh**
- GlobalStar Meetings & Events
- GlobalStar In The Press
- Sales Update
- GHC Supplier Relations Update
- Business Travel in China
- IT Corner - ShareStar
- And much more



**“Engage in the beauty as the leaves ignite into glorious reds and golds and we succeed in another rewarding Annual Conference.”**

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# New Partner Announcement

## We are proud to welcome our new Partner TravelDesk in Italy.



Mirella Bruschi, Founder & CEO



*"We get your work all over the world"* has been TravelDesk's motto since it was founded in 1991 in Genoa, Italy, as a privately-owned business travel agency. Over 30 years on, TravelDesk is a market leader in Italy committed to becoming a true business partner and improving company productivity by managing and optimising every aspect of corporate travel, meetings & events, and marine and offshore travel.



Mark van Iersel

**TravelDesk** boasts a team of over 25 professionals serving 500+ corporate clients in Italy and abroad, with a total turnover of EUR 11 million. Our team of travel consultants always knows how to strike a balance between cost containment and traveller comfort, offering a bespoke and reliable service whilst creating lasting professional and personal relationships based on credibility and trust. Free 24-hour assistance, quality control, reporting and self-booking tools along with the organisation of any kind of event relating to company life, complete our 360-degree service.

Well aware of the impact of the travel sector on the environment, environmental protection and attention to reducing carbon emissions represent key elements in TravelDesk's company policy and R&D strategy. We strive for building trips in a sustainable way and carefully choose our suppliers.

*"We are very proud to be the GlobalStar partner in Italy and are confident that the synergies that will result from this partnership will ensure an even higher standard of service for our customers. At the same time, we look forward to putting our long-standing know-how and expertise at the service of GlobalStar's other partner agencies around the world, doing our utmost to create and develop win-win business opportunities"*  
– Mirella Bruschi, Founder & CEO at TravelDesk.

*I am sure you will all join me in welcoming TravelDesk to the GlobalStar family.*

Mark

**Mark van Iersel**

Executive Director of Partner Recruitment  
GlobalStar Travel Management



Carlo Laudicina, COO



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