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## **Press Release: Let's unlock efficiency and sustainability gains through the full digital transformation of business says BT4Europe**

**Free for publishing on November 29, @ 11:00 CET**

**The launch takes place Tuesday 29 November 11:00-11:30 CET, with opportunities for questions.**

**Link here: <https://us06web.zoom.us/j/85267955061>**

BT4Europe, the European Network of Business Travel Associations, today launched a Position Paper on Digital Transformation in Business Travel.

BT4Europe, represents European buyers and users of business travel services, is urging EU regulators to promote the full digital transformation of business travel. The business travel industry, with millions of Europeans travelling on business every year, sustains thousands of jobs across Europe and is vital to our economies and our societies. Full digital transformation will unlock efficiency and sustainability gains.

This Position Paper, developed by BT4Europe's Digital Transformation Working Group, urges EU regulators to ensure the forthcoming EU initiatives on passenger rights and multimodal digital mobility services (MDMS) to promote the full digital transformation of business travel. BT4Europe is also urging the EU to make use of the digital transformation to exempt business travel from the bureaucratic A1 cross-border social security form.

'BT4Europe is arguing for nothing short of the full digital transformation of business travel to facilitate seamless paper free cross-border business travel. In our Position Paper we set out the key challenges to achieving the sector's digital transformation, assess how they should be addressed and make recommendations for action. We invite the entire travel sector to support these recommendations and the EU to take action to implement them.' says Patrick W. Diemer, Chair of BT4Europe.

'The EU's forthcoming initiatives on multimodal digital mobility services and passenger rights represent a timely opportunity to make sustainable, connected and automated multimodal mobility a reality. For instance by making it possible for passengers to buy a single ticket for multimodal and cross-border journeys. Smarter mobility will strengthen passenger rights and promote sustainable travel options and doing away with paperwork such as the bureaucratic A1 Social Security Form, will boost our economy', says Dominic Short, Chair of the BT4Europe's Digital Transformation Working Group.



Dominic Short concluded, 'All stakeholders – business, citizens and the European Union must work together to seize the benefits of full digital transformation in the up coming EU proposals, to unlock efficiency and sustainability gains, to benefit business travellers, economy, and the environment.'

Patrick W. Diemer and Dominic Short are available for interview.

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For more information on the European Network of Business Travel Associations, and to obtain a copy of the position paper please contact [mail@BT4Europe.com](mailto:mail@BT4Europe.com)