



## PRESS RELEASE - FOR IMMEDIATE PUBLICATION

### **BT4Europe Welcomes BizAway as its Newest Affiliate Member, Aligning in Mission for Sustainable Business Travel**

**Brussels, 22 February 2024** – BT4Europe, the unifying force for leading National Business Travel Associations across Europe, proudly announces the addition of BizAway as its latest Affiliate Member. This partnership reinforces the **collective mission** to empower European representation within the business travel industry, with a steadfast commitment to **enhancing the customer journey** of the business traveler.

As the representative voice for buyers and users of business travel services on a European level, BT4Europe plays a crucial role in bridging the gap between users of business travel and decision-makers in governments, legislation, and other institutions. The organization unites thousands of corporations and millions of business travelers, providing a unique voice that influences the trajectory of the European business travel landscape.

*"At BT4Europe, we are thrilled to welcome BizAway as an Affiliate Member. This collaboration further strengthens our collective mission to empower the business travel industry across Europe. BizAway's commitment to sustainability aligns seamlessly with our goals, and together, we strive to promote positive change and innovation within the European tech community,"* said **Patrick Diemer** – **BT4Europe Chair**.

**Giovanni Bernardi – BizAway Head of Sales** added: *"BizAway is infinitely proud to partner with BT4Europe, an organization that lies on the same two values on which our company was built: digital transformation and sustainability. As one of Europe's leading digital TMCs and the first BCorp in the Business Travel industry, we are honored to bring our knowledge and perspective and to contribute to BT4E's mission of empowering a pan-European industry representation."*

BT4Europe is fully committed to advocating for European legislation that enables sustainable business travel, recognizing the undeniable positive effects on the European economy. The organization seeks to facilitate the digital transformation of business travel into a more sustainable future, emphasizing knowledge sharing among associations and providing educational resources to members of national associations.

BizAway 's inclusion in BT4Europe signifies a shared commitment to fostering sustainability, innovation, and positive societal impact within the European business travel community. Together, they will continue to work towards shaping a more sustainable and inclusive future for the industry.

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**About BT4Europe:**

BT4Europe unites the leading National Business Travel Associations in Europe, empowering local, regional, and pan-European representation within the business travel industry. Representing buyers and users of business travel services on a European level, BT4Europe advocates for sustainable business travel, digital transformation, knowledge sharing, and education for its members.

[www.bt4europe.com](http://www.bt4europe.com)

**About BizAway:**

BizAway is a socially and environmentally responsible platform focused on simplifying business travel and promoting sustainability. Recognized for its commitment to high standards of performance, accountability, and transparency, BizAway aims to make a positive impact on society and the environment while aligning with BT4Europe's mission for a more sustainable future in business travel.

[www.bizaway.com](http://www.bizaway.com)