



PRESS RELEASE

“Connected in Change”

The German Business Travel Association (VDR): 50 years of actively promoting business mobility

5 March 2024 The German Travel Management Association (VDR) was founded exactly 50 years ago, on 5 March 1974. Under the motto "Connected in Change" the business travel association kicked off its anniversary year today: At the ITB in Berlin, it hosted a reception in the VDR Lounge "Home of Business Travel by ITB & VDR". Numerous well-wishers from the circle of members as well as from politics and the industry took the opportunity to talk to the executive committee and the management of the association.

"The world around us is currently changing rapidly in many areas and we, the business travel managers, are also affected by this change," said VDR President Christoph Carnier at the ITB. A lot has happened in the 50 years since the organisation was founded in 1974 as the "Vereinigung der Deutschen Reisestellenleiter in Industrie und Handel e.V." (Association of German Travel Managers in Industry and Trade) to become the "Verband Deutsches Reisemanagement e.V." (German Business Travel Association) today. Business mobility has evolved fundamentally: New mobility services have been added, and the business travel process without sustainability and digitalisation is unthinkable today. "We are comprehensively involved in accompanying this transformation in integral mobility and are also devoting our attention to the 'travel and mobility management' job profile and the associated development of young professionals," says Carnier.

Companies are supported in the continuous professionalisation of their mobility management not only through an extensive seminar and training programme at the VDR Academy, but also through the association's committee work. "On the one hand, customers and providers work together in our committees on current and future-orientated topics in order to develop solutions and, on the other hand, to provide advice and support to the members", said VDR Vice President Inge Pirner.

Since its foundation, VDR has been characterised by a strong network. "With our anniversary motto "Connected in Change", we want to express the strong ties both

between our member companies and with the industry," said VDR Managing Director Jens Schliessmann, adding: "Despite the many challenges, change offers us the opportunity to shape forward-looking business mobility together in the industry." Dialogue and the exchange of different perspectives are important to him in this context.

After the kick-off to the anniversary year at the ITB, the VDR's official birthday celebration as part of the conference for business travel and mobility management from 3 to 5 June 2024 in Frankfurt offers the perfect opportunity for this. In the meantime, there will be an attractive birthday promotion "become a member or recruit a member", which includes a 50 per cent discount on the annual fee for new members or on the Academy's seminar programme for existing members.

About VDR

The German Business Travel Association (VDR) stands for comprehensive expertise in all aspects of business mobility and, with over 600 member companies, is the leading business travel association in Germany. For 50 years now, the association has been representing the interests of the German economy with regard to business travel and mobility in dialogue with business, politics and together with national and international partners. The focus is on a regulatory environment in which business and corporate mobility is economically and ecologically balanced as well as reliable and safe.

Contact

Sandra Waldinger
PR and Communications
Verband Deutsches Reisemanagement e. V.
Tel. +49 69 695229 36
E-Mail: waldinger@vdr-service.de
Internet: www.vdr-service.de