

GlobalStar Delegates from 75 countries to gather in Malaysia to discuss transformation strategies for business travel industry

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Kuala Lumpur – Malaysia

Delegates from 75 countries gathered in Sunway Resort City for the 11th Annual GlobalStar Conference in Malaysia for the first time from 11th - 13th March 2013. Sunway Travel Sdn Bhd, the host of Malaysia's conference has been selected through a formal selection procedure by GlobalStar for the Asia Pacific region this year.

With the theme Transform - Inform - Perform, presenters and keynote speakers from around the world shared their various insights and experiences to grow and develop its current positioning and future strategy for the travel industry. Delegates identified how best to direct more than US \$13 billion in annual sales across the constantly changing landscape of international business travel.

Delegates arrived a day before the conference to attend a welcome dinner before the three day conference. After the grand opening ceremony, guests and members of GlobalStar began their respective workshops, Optimizing Global Sales, Global Hotel Programs, Maximizing Client Partnerships, Partner Development Strategy and Delivering Client Data. The workshop is part of the transformation strategy efforts in maintaining world class service benchmark and increase sales revenue in GlobalStar.

Day two started with the Global Board Panel Discussion, Supplier Showcase & Product Demonstrations, Regional Sales Working Party Group and Global Sales Development. Meetings between the region, Europe & Africa, Asia Pacific, Middle East and North America held on the final day. Partners and suppliers were allowed to make appointments outside the conference sessions for further discussions and inquiries. The 11th GlobalStar Annual Conference welcomed new partner and suppliers who are attending the conference for the first time.

It's not all work and no play during the three day conference. Members of GlobalStar enjoyed international and local cuisine sponsored by Sabre, CCRA, Etihad Airways and Travelport, Amadeus and Tourism Selangor. Team building and activities are organized during free time to entertain the GlobalStar members. The GlobalStar Award Ceremony presented the best business development partner, most compliant partner and best data reporting partner per region. Additionally the best new partner 2012/2013 award was handed over to Club Travel - the dedicated GlobalStar partner in South Africa.

"I am excited about this conference because all of us have come together to share and experience different culture and insights which will help us grow in GlobalStar and ultimately increase our value in sales and in services. We have delegates from over 75 countries here to help us enhance and expand our strategy in maintaining and delivering consistency to our clients locally and globally," said Jeremiah Lim, COO of Sunway Travel Sdn Bhd.

GlobalStar Travel Management is a worldwide travel management company representing over US\$13 billion in sales, combining their local expertise with over 85 market leading enterprises, to deliver cohesive, multinational solutions through an innovative technology platform for the business travel industry

Sunway Travel is an exclusive member of GlobalStar who has over the years built a strong and expansive network of industry partners around the world. With this strong business relationship within the travel and tourism industry, it enjoys many benefits such as preferred rates and privileged services, which it extends to its clients.

About Sunway Travel

Sunway Travel Sdn Bhd was incorporated in 1986 and it takes pride in being a member of the Sunway Group. Sunway Travel has an authorised capital of RM5 million with a paid-up capital over RM 1.14 million. As a dynamic business travel and tour operator in Malaysia, Sunway Travel offers a wide spectrum of travel services. The strategic global alliance that Sunway Travel has forged with GlobalStar Travel Management is a clear manifestation of its uncompromising standard of service.

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About GlobalStar Travel Management

GlobalStar is a worldwide travel management company owned and managed by local entrepreneurs. Over 85 market leading enterprises, representing over US\$13 billion in sales, combine their local expertise, strength and commitment to deliver cohesive, multinational solutions through an innovative technology platform.

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