

**PRESS RELEASE**  
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## **L'AFTM broadens its horizons and sets up a cooperation agreement with ACTE**

The business travel market is changing ever more rapidly, moving inexorably outwards to cross our national borders.

Without in any way neglecting its core vocation to bring together sector players in France and promote recognition at the national level of the role of Travel Manager, with all the role's associated activities, AFTM nevertheless recognises a need to broaden its horizons to encompass markets which are now operating in the global context.

The regional meetings we hold across the country and with our French-speaking peers (in Brussels and Geneva), together with the 2010 partnership with ARSEG\*, present excellent opportunities to explore new territories.

A new stage of this expansion has just been formalised with the implementation of a one year renewable cooperation agreement between AFTM and ACTE.

In line with its desire for independence and the non-profit vocation that led to its creation, AFTM intends to proceed, on a non-exclusive basis, with the creation of this type of arrangement, offering its members a network that favours varied and high-quality exchanges.

In the coming weeks the pages of the [aftm.fr](http://aftm.fr) website will provide details of the joint actions to be carried out with ACTE in 2011.

(\* ARSEG (Association des Directeurs et Responsables de Services Généraux) is the French association for General Services Directors and Managers ([www.arseg.asso.fr](http://www.arseg.asso.fr))

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### **About ACTE**



The Association of Corporate Travel Executives (ACTE) represents the USD \$900bn business travel industry through its international advocacy efforts, executive level educational programmes, and independent industry research. ACTE's membership comprises senior travel industry executives from 102 countries. Members serve more than 12 million business travellers worldwide. With the support of sponsors from every major sector of the business travel industry, ACTE develops and delivers educational programmes in key business centres worldwide. ACTE has representatives in Africa, Asia-Pacific, Canada, Europe, Latin America, Middle East and the United States. Visit [www.acte.org](http://www.acte.org).

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## About AFTM



AFTM was created in 2008 as a non-profit association according to the French law of 1901.

The “*Association Française des Travel Managers*” (French Association of Travel Managers) ([www.aftm.fr](http://www.aftm.fr)) was created by a group of business travel managers who wanted enhance the professional status and promote the role of Travel Managers, helping newcomers to the trade and obtaining professional recognition from public bodies and international organisations.

Presided by Michel Dieleman, Travel Manager for the Orange Group, and supported by leaders in the field, AFTM is seeking proper recognition for a complex and exciting profession which links the worlds of Sourcing/Purchasing, Information Technology and Human Resources with expertise in business travel.

AFTM is looking to move beyond the traditional corporate approach to the profession by expanding into training, knowledge exchange and preparations to welcome those who will be the future heads of “Travel” for major French, European and international companies.