

GSM Pakistan has successfully entered into a merger

GSM Pakistan has entered into a merger with Hibiscus Travel & Tours, based in Malaysia. This will increase their reach in to the fast growing tourism market there, and support better fares for their clients.

The economic and security conditions in Pakistan, has forced some businesses to shut down and has badly affected others due to conflict situations in some parts. This led GSM Pakistan to explore new business opportunities in Malaysia. There are already strong ties between Pakistan and Malaysia, due to the similarities between their cultures and religion.

GSM Pakistan has also been working in the Malaysian market for 8 years, and each year the number of FIT's and Groups increase from Pakistan to Malaysia. They expect this partnership will give them greater insight and strengthen their experience in the Malaysian market. Hibiscus Travels will be their local office in Malaysia, providing their travelers with a personalized service and competitive rates for their MICE and leisure facilities.

About GSM

GSM represents a unique partnership of travel management companies that provide innovative, flexible and competitive solutions to meet International travel needs. Under the GSM brand, the network delivers custom programs with truly consolidated management information, increased purchasing power, high-touch service, and the best people, practices and technology in the marketplace. MeritBiz is the exclusive GSM Partner in Canada.

For more information please visit www.gsmtravel.com and www.meritbiz.ca.