

PRESS RELEASE

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MeritBiz Joins Global Specialist Markets at Fourth Annual Global Summit

TORONTO – As the exclusive Canadian Partner in Global Specialist Markets (GSM), MeritBiz participated in the thriving network’s fourth annual Global Summit, held September 22nd – 24th in Hong Kong. GSM represents a unified network of leading travel management companies from over 40 key markets around the world. Together, they deliver unparalleled expertise in local markets while driving new and exciting opportunities globally. MeritBiz plays an integral role in the GSM network, with Michael Merrithew, Chairman & CEO, Merit Travel Group, residing as Chairman of the entire GSM network.

At this three day event, GSM Partners from around the globe celebrated the network’s many achievements, set-out aggressive plans for future growth, and reinforced its vision, unique operating philosophy, and ownership structure. Several key strategic supplier partners, sponsors and special guests including Amadeus, PhoCusWright, GDSX and ISOS, shared the latest research, ideas and trends with the GSM network in a very interactive series of workshops.

“GSM plans to remain focused on delivering high-touch service through customized global programs that truly deliver locally”, said Michael Merrithew, Chairman, GSM. “Driven by our unwavering commitment to clients, GSM will also move forward with exciting initiatives focused on traveller safety and security, sophisticated professional development programs for GSM staff, and a strong and dedicated focus on innovation through technology.”

Next year, the Summit is scheduled to take place in Toronto.





### **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.gsm-partners.com](http://www.gsm-partners.com) and [www.meritbiz.ca](http://www.meritbiz.ca).