

## ITB Business Travel Forum

Date	Time	Location
March 6, 2019	15:00 - 17:45	Convention Hall 7.1a, Auditorium New York 1



Valuable know-how for travel and event managers.

More information about the ITB Business Travel segment can also be found here: [www.itb-convention.com/businesstravel](http://www.itb-convention.com/businesstravel)

This year's focus: **Smart mobility concepts of the future**

With predictive analysis and the use of artificial intelligence, business travel processes become more efficient and companies more effective. The Business Travel Forum provides insights into practical applications and concepts of market leaders and start-ups. Learn how innovative approaches are revolutionizing business mobility. In addition to what is technically feasible, the focus will also be on the concrete benefits for travelers. Our keywords are: innovative sharing concepts, urban change, traveler centricity and mixed reality.

### Events

**15:00 - 15:05**

#### Welcome

**Speaker:**

[Christoph Carnier](#), Senior Director - Head of Procurement Category Travel, Fleet & Events, Merck, VDR Board Member

**15:00 - 15:45**

#### A Holistic View Of Mobility Concepts & Alternatives

Entrepreneurial competitive advantages through a holistic view of mobility. Where are the challenges in this dynamic field?

**Speaker:**

[Prof. Dr.-Ing André Bruns](#), Professor, RheinMain University of Applied Science

**16:00 - 16:45**

#### Innovative Sharing Concepts Will Change The Business Travel Market In The Long Term

Business Travel will change lastingly through forward-looking sharing concepts and only open-minded companies can create added value for their employees and increase satisfaction.

**Speaker:**

[Jörg Mayer](#), Founder & CEO, CityLoop Travel GmbH

17:00 - 17:45

## Urban Mobility In Transition

A traffic collapse threatens many cities, therefore a rethinking of urban mobility is necessary. One key is the Sharing Economy. What does this change mean for the business traveler?

**Speaker:**

[Alexander Mönch](#), General Manager, mytaxi Germany

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