

Mergers Alliance Press Release

Date: 11/07/08

Mergers Alliance Leisure Conference June 2008 - Barcelona

Mergers Alliance is a leading international network of corporate finance advisory firms, with 38 member offices around the world. With such a wide global coverage it is increasingly important that the partners and transaction professionals are in constant contact with each other to foster and maintain deep working relationships. These tight knit relationships are most prevalent within the Mergers Alliance Sector Teams, which consist of sector specialist from all the members around the world.

In June of this year, the MA Leisure team arranged a seminar to be held in Barcelona on Friday 13th June, which was jointly arranged by Norgestion & BlueMind on behalf of Mergers Alliance. This event was attended by senior people involved in the leisure and tourism sector from Spain, The Netherlands, UK and Italy.



local knowledge...
...global reach



This seminar was hosted under the theme “Communication between origins and destinations – How tourists and accommodations reach each other”. Under this theme the following topics were discussed:

- The increasing economic importance of the leisure sector
- Use of the internet in building flexible packages as an alternative to traditional package holidays
- Independent travel and dynamic packaging will strongly benefit low cost airlines
- High speed train connections throughout Europe become competition for low cost airlines
- A gradual process of consolidation: specialization versus diversification

These topics were covered by senior specialists within their respective fields including, Professor Fernando Bayon (from the Universidad Rey Juan Carlos); Alfons Clave (Director of Investor Relations and PR of Vueling); Jesus Alvarez Gallego (independent consultant); and Marin Muysen (Co-owner of Travel Intelligence).

Regarding the seminar, Stas Michael, the Mergers Alliance Business Manager, had this to say:

“It was very pleasing to see the number of sector professionals attending from all around the world, who have taken time from their busy schedules to travel to Barcelona today. I believe it shows the level of appreciation these individuals have for the sector expertise that the Mergers Alliance member firms can bring to their corporate finance activities.”

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For further information, please contact:

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Mergers Alliance

Mergers Alliance is an international network of independent firms offering high quality advice on mid market transactions. By bringing together an international team of dedicated corporate finance specialists with real experience of completing transactions together, Mergers Alliance provides a local contact point with an international reach. Cross border transactions represent an increasing proportion of M&A activity and Mergers Alliance is well placed to offer advice on delivering the full benefits of an acquisition, through to detailed integration planning.

The network has offices in the following cities:

Amsterdam	Istanbul	Stockholm
Bangalore	Johannesburg	Surat
Barcelona	Kolkata	Tokyo
Bilbao	London	Warsaw
Beijing	Madrid	
Birmingham	Melbourne	
Bogotá	Mexico City	
Bologna	Milan	
Chennai	New York	
Chicago	Nottingham	
Frankfurt	Paris	
's-Hertogenbosch	San Sebastian	
Hong Kong	Singapore	

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