EUROPEANMISSIONAWARDS

BUSINESS TRAVEL

2022 EUROPEAN MISSION AWARDS

The first edition of EMA, the European Mission Awards, was a great success! Held at the exclusive St. Regis Rome on 10 October, this first Italian prize dedicated to the European business travel industry was organised by Newsteca, the publisher of Mission, a business travel magazine.
The winners of the 22 award-winning categories were unveiled during the event, as chosen by a jury consisting of international travel managers.

Rome, 10 October 2022 – Although the last two years have been particularly difficult for the business travel industry, signs of recovery can also be seen in the positive response of companies in the sector to Newsteca's new proposal. The publisher of **Mission, a business travel magazine**, immediately wanted to focus on holding events in person again, first by creating the ninth edition of the *Italian Mission Awards* and then by launching a new project, the **European Mission Awards (EMA).**

The winners of the award dedicated to the European business travel industry were unveiled during the gala held on **Monday, 10 October, in Rome at the exclusive The St. Regis Rome hotel**.

Some Figures

A total of 22 awards were presented to travel managers and companies that have stood out for their innovation and high-quality services provided to those travelling every year for business.

Among the 93 finalists participating in the competition, 40 were companies that presented their services to the jury, which consisted of expert international travel managers.

The event was attended by 185 guests, including travel managers and suppliers.

Awards and Music

Guests were welcomed in the elegant hotel lobby with a business cocktail party, an opportunity to network with international partners and colleagues, as well as an ideal moment to interact and exchange ideas.

The event then moved to the Ritz ballroom, where participants settled in, with harp music played by Valeria Villeggiam, who accompanied the evening with a classical and modern repertoire.

Here, during the sit-down dinner, the long-awaited winners of this first edition were announced.

The jury members, sponsor representatives of Emburse and of Visa and patrons, awarded the prizes, which were handcrafted by a Milanese artist.

For the names of the jury members, see https://www.europeanmissionawards.com/meet-the-judges/

The evening ended with a toast to thank to all the participants, the jury, and the sponsors.

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MOTIVATION WINNERS EMA 2022

AIR TRANSPORT

BEST AIRLINE FOR BUSINESS TRAVELLERS – LONG HAUL
Delta Air Lines

The winner is **Delta Air Lines** because of their focus on sustainability and strong loyalty program.

Being part of a global alliance, strengthens their position and was a determining factor in the choice. Delta Air Lines is well positioned globally having offices in many countries, and retains an established leadership in the United States. Additionally, the airline provides excellent support to travel managers and TMCs.

BEST AIRLINES FOR BUSINESS TRAVELLERS – SHORT AND MEDIUM HAUL
ITA Airways

The judges were most impressed by the courage of a start-up that has taken a prominent place in a competitive and extremely fragile aviation industry.

It was encouraging to see a new airline which promises to be competitive and to offer quality products.

BEST BUSINESS CLASS
Etihad Airways

For its high standards of service, which all the jurors had experienced. Their unique approach to travel is reflected by the professionalism of their staff, and the luxury of their product surpasses many airlines operating in the European market.

ACCOMODATION

BEST HOTEL CHAIN OF THE YEAR FOR BUSINESS TRAVELLERS
NH Hotel Group

The award goes to **NH Hotel Group** for being well positioned in all destinations, and for the variety of brands in its portfolio: from the luxury of the “Collection” label to the three-star hotels favoured by companies opting for a value travel policy. Quality with NH Hotel Group is a guarantee and they are fully committed to sustainability.

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BEST BUSINESS HOTEL FOR BUSINESS TRAVELLERS
VINCCI Consulado de Bilbao

Open since 2018, it is a hotel with excellent dining, up-to-date business meeting technologies. Located on the river, and with a boat available for small tours, they offer a very pleasant experience to their guests.

BEST APARTMENT PROVIDER FOR BUSINESS TRAVELLERS
Duomo Apartments by Starhotels

The apartments sport high quality furnishings and contemporary design. They are part of a prestigious Italian hotel chain with 75% of their customers being corporate guests. Located in the very centre of the city at a walking distance from the main cathedral, business travellers have use of the gym and wellness centre of the hotel next door.

BEST IN-HOUSE SAFE & CLEAN PROGRAMME FOR BUSINESS TRAVELER
Gruppo UNA

The award goes to **Gruppo UNA** for its UNA Safe protocol which includes complete automation of check in, restaurant service and check-out procedures. Thanks to this protocol, the hotel chain was among the first to offer a high standard of health and safety, allowing corporate travel to resume in full compliance with post pandemic requirements.

GROUND TRANSPORTATION

BEST TRAVEL PARTNER – CHAUFFEUR SERVICE – TAXI PROVIDER – CAR SHARING
FREE Now for Business

The jurors chose **FREE Now for Business** for its excellent sustainability programme which sets them apart from their competitors. Free Now has a widespread presence in Europe with a mainly electric fleet. They have a robust and user-friendly booking and accounting platform for business travel, and an excellent implementation team that supports European travel managers efficiently and professionally.

MEETINGS & EVENTS

BEST MEETINGS AND EVENTS SPACE
NHOW Milan

NHOW is part of a well-established hotel chain, and has venues in many destinations. It offers an appealing alternative to traditional meeting and events spaces, positioning itself as a venue with a difference, and providing the WOW effect to corporate events in trendy surroundings, always in line with the liveliness of the destination.

BEST MICE DESTINATION
Malta

The recognition of the jury goes to **Malta** for the best bleisure location, its air connectivity from all over Europe, for the widely spoken English language and for the favourable climate all year round. Malta offers a range or diversified hotels and charming residences. The organisation of events and meetings in the islands is supported by grants assigned to companies and associations.

TRAVEL PROVIDERS

BEST TRAVEL MANAGEMENT COMPANY
ACE Travel Management ATG UK

The three online booking systems with advanced functionality that the TMC makes available to travellers, stood out to the jury. In addition, the agency offers an in-house risk management technology platform. The company has a distinct presence in Europe, and is located in 140 countries.

TRAVEL TECHNOLOGIES

BEST RANGE OF TECHNOLOGICAL SOLUTIONS FOR BUSINESS TRAVEL MANAGEMENT
Cytric by Amadeus

The award goes to **Cytric by Amadeus** for its excellent Travel & Expenses functions and its very good reporting solutions. It is used in all European markets and it is user friendly and intuitive.

BEST SELF BOOKING TOOL
Egencia Travel Management

The best booking system for travellers is **Egencia Travel Management** for their new partnership with American Express Global Business Travel, which has recently acquired TMC from Expedia. This new partnership is set for a bright future due to new sustainability projects including the use of sustainable aviation fuel. Egencia is highly rated in the industry and is extremely focused on business travel management service.

BEST EXPENSE REPORT MANAGEMENT SYSTEM
Emburse

The winner of this first EMA award is **Emburse** with its brand **Captio by Emburse.** Their smooth integration with the most important TMCs in Europe is highly regarded.

They use OCR technology to process travel expenses receipts and provide automatic credit cards feeds, allowing direct communication between traveller's payment methods and company accounting, creating a safe and optimal process.

BEST REPORTING SYSTEM
Analytic Studio by Egencia

Analytic Studio supports many languages besides English. It is licence-free which creates a distinct advantage for companies by allowing an unlimited number of users to the platform, and provides a stable and fast reporting system.

BEST TRANSFORMATION INITIATIVE OF THE YEAR
Cytric Easy by Amadeus

The winner is **Amadeus' Cytric Easy** which has made what can only be described as a "giant leap", by integrating with Microsoft 365 and providing all necessary tools in the same platform, i.e. the Teams application and the Microsoft Outlook email program. Thanks to this transformation, it is possible to use only one application to search, book a hotel, flight or rental car without having to leave MS Teams. Furthermore, the sharing of the travel information in the provided chat tool allows individuals to book the same trip with other colleagues.

TRAVEL SOCIAL IMPACT

BEST TRAVEL SUSTAINABILITY AND INCLUSION INITIATIVE OF THE YEAR

The award goes to **HRS**, for creating a new "Green Stays" label which identifies hotels with a high focus on sustainability. The HRS solution allows corporate travel managers and travellers to select their accommodation based on sustainability scores. Pioneering a global hotels sustainability database helps companies maximize use of hotels partners in their program with reduced carbon emissions goals. The scores are calculated using a in house formula and taking into account various factors, like carbon, water and waste data.

TRAVEL MANAGERS OF THE YEAR

TRAVEL MANAGER OF THE YEAR FROM 300 TO 1.000 TRAVELLERS
Giuseppe Viesti, Business Travel Coordinator & Mobility Manager at Salvatore Ferragamo

The winner is **Giuseppe Viesti, Business Travel Coordinator & Mobility Manager at Salvatore Ferragamo**, for his long and specific professional experience in business travel. After working for 15 years as a travel agent and then in an international payment systems company Giuseppe has joined this prestigious fashion house founded in 1927. During his career, he was able to introduce and implement a

digital platform to manage corporate travel that facilitated the expansion of the company activities.

TRAVEL MANAGER OF THE YEAR FROM 1.000 TO 3.000 TRAVELLERS
Patricia Marcaide, Global Travel Manager at Sibelco Group

The award goes to **Patricia Marcaide, Global Travel Manager at Sibelco Group**, for having consolidated the travel program in over 30 countries. In her project, Patricia was committed to profound change and focused on the well-being of corporate travellers. The passion for her work and the enthusiasm was evident from the submission to the 2022 EMA nomination and won the judges over. During the pandemic she relentlessly worked in difficult circumstances maintaining a detail focused approach while testing new technologies.

TRAVEL MANAGER OF THE YEAR WITH MORE THAN 3.000 TRAVELLERS
Gregoire Henry, Chief of Travel, Accommodation & Conferences services at UEFA Champions League

The winner is **Gregoire Henry, Chief of Travel, Accommodation & Conferences services at UEFA Champions League**, for his ability to organise business trips in a very complex environment such as the Union of European Football Associations, with institutional representatives and VIPs among the travellers. His activity as a Travel Manager is unique and requires him to be strategic in all processes.

TRAVEL TEAM OF THE YEAR
Stellantis

The award goes to **Stellantis**, the automotive group born from the merger between FCA-Fiat Chrysler Automobiles and Peugeot-Citroen. This travel team has undergone a profound transformation and evolution moving to a new end-to-end business travel process, revisiting the complete cycle from the pre-trip approvals, through the booking system and finally the expense reimbursement post trip. All corporate departments involved in the business travel environment work closely together and the staff travels to 30 countries.

PLATINUM CIRCLE CAREER AWARD
Laura Campodonico, Travel, Fleet and Mobility Manager at ERG

Laura Campodonico, Travel, Fleet and Mobility Manager at ERG, is the winner for her brilliant career in the group dealing with the production of electricity from renewable sources. She started in 1991 as an assistant, moving to roles of increased responsibility, until she became the Chief travel manager with a global function.

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ABOUT US

NEWSTECA
Two leading publications in their respective sectors (the business travel magazine MISSION and the corporate car magazine MISSION FLEET) plus an online editorial space and the only Italian digital portal dedicated to corporate mobility (MISSIONLINE.IT). On top of that, the publishing house has organised more than a hundred training courses, national conferences and the Italian Mission Awards and MissionFleet Awards. This wealth of experience makes Newsteca Italy's most authoritative publishing house and a name that companies feel able to turn to when they wish to optimise management of their corporate fleet and business travel.

MISSION – The business travel magazine

Published by Newsteca srl, Mission is Italy's leading magazine in the corporate travel industry. Now in its twenty-second year, Mission is the most authoritative and trusted name in the Italian business travel sector providing a respected source of information and insights to corporate buyers (travel managers, purchasing managers, heads of HR) and suppliers (business travel agencies, airlines, hotels, car rental companies).

MISSIONFLEET – The company car magazine

MissionFleet is a bimonthly magazine that provides in-depth analysis of all aspects of corporate fleet management. The magazine is innovative in the strong focus it places on the needs of companies and it is this that sets MissionFleet apart from other publications in the automotive sector, providing a wealth of information and ideas on how to manage a corporate fleet efficiently and effectively.

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IMA, Italian Mission Awards

The IMAs are the first corporate travel industry awards in Italy organised by a publisher. Now in their ninth edition, the awards are a competition and, most importantly, an opportunity to showcase major business travel operators and top travel managers, who are judged by an impartial panel of travel managers and industry press**.**

MISSIONLINE.IT

Missionline.it is the only Italian portal to provide an in-depth, up-to-date look at all aspects of mobility, business travel and the MICE industry. In addition to news and insights from industry experts, the news site also includes “Analysis and Survey” (sector studies on corporate mobility and business travel), “Training and Events” (courses and events organised by our publishing house), and an innovative “Advertorial” space. Plus, the MissionMice section provides news from the incentive travel and corporate meeting supply chain. You can also read the digital format of Newsteca’s Mission and MissionFleet on Missionline.it.

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