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UK corporate market to be initial target

Fraser Eagle sets up Malta destination management subsidiary

International transport and logistics group Fraser Eagle has announced its latest investment in Malta: a destination management company that will organise meetings, incentives and conferences.

Allevants Malta Ltd will build on the experience of Fraser Eagle's Worldchoice travel agency and its existing UK corporate travel arm, which is involved in corporate travel management, leisure travel and event services.

Fraser Eagle's presence in Malta started two years ago when it awarded a contract for a new IT solution to a Maltese company.

Just months later the company set up a control centre in Mosta to provide 24/7 support to its UK transport clients. The centre now has a workforce of around 35 employees.

"Our experience over the past 90 years has focused on providing a comprehensive service that can cope with last minute crises, as well as the provision of a thoroughly planned service," managing director, Kevin Dean said.

"This is the kind of attention to detail that a destination management company must be able to offer and so this is another natural diversification for us."

The launch of Allevants will take place in London next month and various corporate clients from all over the UK will be invited. Allevants will be operating from its offices in Ta' Xbiex Terrace.

The company will initially target the UK corporate market, where Fraser Eagle already has a large client base, but later in 2007 it will also launch its services in Germany , where it already has a strategic partner.

"We have had numerous meetings with hotels and service providers and we have serious enquiries in the pipeline. Our aim is to create enduring bonds with our clients by providing differentiated and personalised services transforming them into memorable experiences," added Mr Dean.

"This is very encouraging not only for Fraser Eagle Group but also for Malta as the company will open doors for new markets that have not yet been tapped into, increasing business tourism and the supporting services tied to this industry."



Kevin Dean

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Fraser Eagle has entrusted the Allevents' corporate branding to local company Dmax, who also worked on all of Fraser Eagle Group's websites in the UK

End of Article