

Business Traveller Report.

By Lufthansa City Center.

June 2009

Editorial

Dear Readers,



Already in the last issue of the 'Business Traveller Report', we informed you that in your local Business Plus Lufthansa City Center, you can

book not merely your business travel, but also your personal holiday trips. Lufthansa City Center realised early on that cruises – along with golf-related and study-oriented travel – will become a new trend on the market – and for some time now has trained its employees to become true experts in these areas. Therefore, in our LCC offices, you will be advised comprehensively and accurately on the ships and their routes, as well as on the nicest golf destinations and the most beautiful historical places. In this process, we address all target audiences with individually-planned offerings – from the exclusive round-the-world trip to the family-friendly holiday trip.

In this case, the price-performance ratio is also remarkable: for instance, two weeks on a cruise ship are no more expensive than a four-star hotel on the Canary Islands!

Enjoy your holiday break!

Yours,

Rainer Schäfer

Managing Director
Lufthansa City Center International

Lufthansa

Nonstop Lufthansa flights from Milan to the major cities of Europe

Lufthansa Italia can now offer your customers an even greater choice of flights to and from Northern Italy. The extended flight network contains eight new destinations across the whole of Europe and three within Italy.



With Lufthansa Italia Lufthansa is delivering a new brand, combining well-known Lufthansa values such as reliability and high quality with a touch of Italian flair. The

cabin design of the fleet of Airbus A319 aircraft is accented by subtle Italian features, and the whole experience is rounded off by Italian delicacies – so your customers can start enjoying a taste of la dolce vita as soon as they get on board.

From Milan Malpensa your customers can fly nonstop to Barcelona, Paris, Brussels, Budapest, Bucharest, London and Lisbon.

Additionally, they can fly from the Malpensa and Linate airports to five German destinations, with 185 direct connecting flights from Lufthansa per week. From Frankfurt and Munich, they can choose from over 200 onward destinations across the world.

News

Washing one's hands against viruses

The current swine flu (H1N1) wave again raises the question of an effective antivirus protection. The experts from the Robert Koch institute recommend among others to regularly wash one's hands.

Viruses are everywhere, where many people gather. They are spread from person to person through bodily fluids (sneezing, coughing) or by sticking to one's hands. From there it is to reach one's eyes, nose and mouth. Therefore it is very important: wash your hands regularly, especially before preparing food, before eating, after using the restroom or when you come

home – under flowing water, rub soap for 20 to 30 seconds between your fingers, then thoroughly rinse and dry.

Emirates Airline has increased its free baggage allowance

Emirates has unveiled a 10kgs increase in its free checked baggage allowance, giving it one of the most generous baggage policies of any airline today. Economy Class passengers now have a baggage allowance of 30kgs – up from 20kgs, the Business Class allowance has increased from 30kgs to 40kgs, and First Class from 40kgs to 50kgs.



Travel. So close.

Do's and Don'ts

Business Etiquette for Milan

Rules which business travellers should observe – and blunders to avoid.

Greeting

A handshake is a normal form of greeting. For those who have known each other longer, embraces are also typical.

Punctuality

As a visitor from abroad, one should be on time in keeping an appointment. However, one should reckon with the possibility of having to wait longer for the Italian partner (a delay of 15 - 45 minutes is not atypical).

Business Negotiations

Italians prefer to do business with someone they know. Therefore, recommendations are particularly important in initiating a business relationship. In meetings, please bear in mind that Italian companies are hierarchically structured; first, always establish contact with the oldest and highest-ranking participant. At the first meeting, business cards are exchanged. Only a few Italian businesspeople speak good English – at important negotiations, they require an interpreter. Do not expect the rapid successful conclusion of a negotiation; rather, this takes more time.

Attire

Always make a good impression („bella figura“)! Whenever possible, only wear top-quality designer clothing and shoes: this applies to men as well as women. Your success is strongly dependent on your outward appearance.

Invitations

Frequently, business-related matters are discussed at lunch (which sometimes can take 2-3 hours). Whenever possible, do not refuse an invitation. The host pays the entire dining bill.

Blunders to avoid

Avoid conversations on religion/the Vatican, politics and the Mafia. Also do not criticise Italian culture or inefficiency.

Lufthansa City Center

Schooner Viaggi: the „Business Plus“ branch office in the business metropolis

Since December 2008, a dozen travel agencies throughout Italy have joined the world's largest travel-agency co-operative, Lufthansa City Center. This has made Italy the largest international market within the Group. Schooner Viaggi, located in the business centre Milan, has been part of this co-operative for ten years now.



In 1982, Dott. (Dr.) Franco Vismara founded the travel agency „Schooner Viaggi“ in

Milan. Today, there are several branch offices throughout Italy: two of these are long-standing LCC members. A third LCC was opened early this year in Lugano. The Milan office has been an LCC since the year 2000 - and since April of this year, it even holds a „Business Plus“ licence, since more than 60% of its total turnover results from business travel and incentives. The major corporate customers include STM, Numonyx and Acer.

Milan is the major business centre in Italy – yet nevertheless, a liveable city of great significance in terms of its role in Italian history and culture, says Managing Director Giusi Pennati (Tel. 0039-39-920 2110, g.pennati@schoonerviaggi.it).

Insider Tips Milan

Milan has two airports. International flights take off and land in Malpensa, which lies very far outside the city itself. By taxi, it takes approx. 50 minutes to reach downtown, and one pays 50 EUR. An alternative is the „Malpensa Express“, for which the fare is a mere 11 EUR; however, this also takes 40 minutes to reach the airport. The „city airport“ Linate – from where i.e., the shuttle to Rome takes off - can be reached by taxi in 25 minutes from downtown (Price: 30 EUR). In the city proper, the fastest way to get around is by metro.

As accommodations, Giusi Pennati recommends the Town House - Principe di Savoia (Luxury) or the Jolly President - Una Century (Business Class). For dinner, she recommends the traditional restaurant El Brellin on the Via Vicolo dei Lavandai. The local speciality is ‚risotto allo zafferano‘ (saffron rice). The locals enjoy their evening drink at the Bar Cova, on the Via Montena-poleone.

Milan is among the world's best-known



fashion centres; all around the Via Montena-poleone, the flagship stores operated by the major Italian designers – from Armani to Gucci, from Prada to Roberto Cavalli. Worth seeing (and significantly more affordable) are also the numerous markets located throughout the city. The major tourism centre is located in the vicinity of Milan's cathedral and the opera house La Sca-la. The Pinacoteca di Brera and the Castello Sforzesco are also worth seeing. Please note: be extra-cautious in the downtown area in the vicinity of the Cathedral Square; numerous pick-pockets frequent this area. In an emergency, dial either 112 or 118.



Marriott Hotels

Travellers discover ultra-modern Hotel Renaissance Paris Arc de Triomphe

Opened on May 06th, 2009, the Renaissance Paris Arc de Triomphe combines an ultra-modern design by renowned Paris architect Christian de Portzamparc with the best of the Renaissance brand experience.



The 118-room hotel offers an incomparable and historic location, contemporary and comfortable guest rooms, chic public spaces and an innovative restaurant pairing French and Indonesian cuisine.

The hotel provokes the guests' sense of discovery, offering cutting-edge architec-

ture, intriguing interiors and a restaurant and lounge that is undeniably Parisian – all with a touch of the exotic. Built on the site of the famous Theatre de l'empire, the hotel is already causing a buzz in Paris design circles.

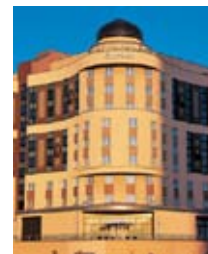
Just steps from the Arc de Triomphe and Avenue des Champs-Elysees, the Renaissance Paris Arc de Triomphe has spectacular views of Paris from its top floors. Technologically advanced, the hotel offers wireless Internet access throughout the building, and guest rooms are fitted with VoIP telephones, wired and wireless Internet access, high-definition, LCD televisions and digital connectivity panel allowing guests to connect their laptops, camcorders, digital cameras, video games and more.

Bonjour Paris – Bonjour Renaissance Arc de Triomphe !

Dorint

Business travel to Prague

The Dorint Hotel awaits you with 397 Superior and "EXPECT MORE" rooms and suits.



A lounge located on the top floor with a private library, a small conference room and a roof garden are waiting for you.

For Events of every kind are best taken care of in our Business Hotel with a meeting area of 1,400 m2. If you book the category "EXPECT MORE", you will be inspired by using the parking lot, pay tv free of charge and 1 hour wireless LAN per day free of charge and you will receive a credit of 300 CZK for food and beverage (excluding tips and tabak). We will pamper you with Czech and international specialties in the "Allegretto" and "Teatro" restaurants.

Special offer: Free entrance to the EXPECT MORE Wellness and Fitness center.

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