



## Press Release

### **IBS Partners with Traveltech Lab to Enhance Innovation in Travel Industry**

**London; 04 April 2017:** [IBS Software](#), the leading IT solutions provider to the global air transport industry will partner with London based [Traveltech Lab](#) as part of its ongoing commitment to enhance innovation in its technology offerings to its widening base of travel, transportation and logistics customers. [Traveltech Lab](#) is the UK's first ever incubator for travel technology start-ups. The incubator - a combined venture between London & Partners, The Mayor of London's official promotional agency for London and The Trampery (a London-based social enterprise), offers workspace for 30 people and the opportunity for companies to connect with a network of senior industry executives, partners, investors and mentors to help accelerate the growth and development of their businesses. London & Partners runs a partnership programme with over 600 of London's leading tourism businesses, while The Trampery specialises in creating working environments for early stage businesses. Through this partnership, IBS will establish links with the leading entrepreneurs in travel, getting them closer to the trends that are changing the sector.

The kick-off event in London tomorrow heralding the partnership will bring together nearly twenty of the most promising and innovative start-ups in the geography together with over fifteen select IBS customers. Slated to speak on the occasion are Mr. Rajesh Agrawal, Deputy Mayor of London for Business and IBS' Chairman, Mr. VK Mathews, Founder & Executive Chairman of IBS Group.

*"Technology is the biggest enabler of innovation in the travel industry and energetic start-ups are best placed to introduce disruptive practices. We hope to leverage the fresh ideas and lateral thinking emanating from Traveltech Lab to add cutting edge to our software and services offerings to our customers"* said **Peter Cefai**, President & Head- Consulting & Strategic Alliances, IBS.

"With Europe's largest technology hub and as one of the world's most visited tourist destinations, London has all the ingredients to be a leading hub for travel technology. The Traveltech Lab continues to help some of London's most exciting travel tech companies and provides a launch pad for their global growth. The success of the companies in the lab has been driven forward through partnerships with leading industry organisations and we are delighted that IBS has joined an already impressive line-up of partners. *As a company with deep expertise in travel, transportation and logistics, IBS'*

*knowledge, global connections and commitment to innovation will provide unique and invaluable support for London's Traveltech community,"* said **Andrew Cooke**, Acting Chief Executive, London & Partners.

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