

## **Cisalпина Tours International (CTI) appoints Jean-Michel Comte as country manager for France**

*The travel management company, a subsidiary of the MSC Group, is now firmly establishing its place on the world stage by strengthening its business travel services*

**Paris, March 20<sup>th</sup>, 2025**

Cisalпина Tours International, a subsidiary of the MSC Group, is excited to announce the appointment of Jean-Michel Comte as Country Manager for France. With an extensive background in the airline, TMCs, and consulting industries, Jean-Michel brings a wealth of expertise to this role. A graduate of EM Lyon, he is poised to drive the growth of the French Business Travel market and lead the implementation of a global strategy for France. In addition to overseeing operations, he will be responsible for managing the French team, further reinforcing the company's commitment to excellence and customer-centric services.

As a key player in the MSC Group, Cisalпина Tours International provides corporate travel services that focus on quality, personalization, and continuous support. The company prides itself on offering tailored solutions that meet the unique needs of its clients while also emphasizing cost-saving opportunities. This approach ensures a seamless and highly efficient experience for businesses, with a clear focus on delivering maximum value through expert advice and consistent assistance.

Founded in 1970 in Italy, Cisalпина Tours International is rapidly expanding its presence. Since embarking on its ambitious global expansion strategy in 2022, Cisalпина has established offices in Turkey, Brazil, the US, Cyprus, Germany, France, Spain, the UK, and Switzerland. Looking ahead, the company plans to further extend its reach into Africa and the Asia-Pacific region.

Ranked 16th among Europe's largest TMCs in 2024, Cisalпина Tours International is proud to have achieved the International Air Transport Association's (IATA) GoGlobal accreditation, becoming one of the few global travel organizations to complete all the necessary steps for approval.

The company holds several ISO certifications, including ISO 9001, 14001, and 27001 for Information Security, ensuring compliance with the highest standards in data protection and cybersecurity. Additionally, Cisalпина has received the UNI/PdR 125:2022 certification for Gender Equality, further reinforcing its commitment to diversity and inclusion.

Cisalpina Tours International is now firmly asserting its place on the global stage. As part of the MSC Group, the company remains focused on delivering exceptional corporate travel solutions, driven by a commitment to excellence, innovation, and the needs of its customers.

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**For editors:**

*Cisalpina Tours International (CTI), wholly owned by the **MSC Group**, is a premier Travel Management Company (TMC), specializing in the comprehensive planning and execution of corporate travel, delivering seamless, cost-effective, and high-quality business travel solutions.*

*Driven by an ambitious international expansion strategy, CTI has achieved the GoGlobal IATA Certification and has established a strong presence in key global markets, including the United States, Brazil, France, the United Kingdom, Germany, Spain, Switzerland, Cyprus, and Turkey. This sustained growth underscores its commitment to delivering tailored, high-performance travel management services on a worldwide scale.*

*Beyond business travel, CTI is a trusted partner in corporate event management (MICE) and also offers expertise through **Cisalpina VAAM** (Voluntary Adoption, Association, Missionary), a specialized division catering to non-profit and humanitarian travel.*

*Cisalpina Tours International (CTI) is an integral part of **Bluvacanze Group**, a leading force in the Italian and international tourism sector, distinguished by its diversified business structure and strategic positioning. The Group operates through three distinct legal entities, each catering to a specific segment of the travel industry: **Bluvacanze**, dedicated to travel distribution with approximately 300 directly owned sales outlets and a network of 600 independent agencies affiliated through its **Blunet** distribution hub; **Going**, an innovative tour operator specializing in high-end, tailor-made travel experiences across 40 curated destinations; **Cisalpina Tours International**, a world-class Travel Management Company (TMC). Its extensive global presence, combined with its expertise in corporate, leisure, and luxury travel, underscores its unwavering commitment to innovation, excellence, and customer satisfaction across all facets of the travel industry.*