



GlutenFree Trips in Europe

A «GlutenFree Trips platform» across Europe was developed in the frame of a partnership between Itinari, GPM and FEDRA.

Be connected and use
«the GlutenFree roads».

Nowadays, having a web presence has become a must for any company or SMB that wants to grow and not get left behind by the digital revolution. Investing in the digitalisation of your company is the ideal solution to be visible at different levels (regional, national and European), to conquer new markets, to lower operational costs and find new commercial opportunities.

In spite of this, far too many companies fail to connect, broaden their horizons and neglect the regional level. Indeed, there are more than 300 regions in Europe.

Thanks to the partnership with the Itinari platform, each trip can easily be organized for each GlutenFree traveller.

In addition to consumers-travellers, the platform is designed for all local and regional producers, the dealers, the retailers, not forgetting the shops and restaurants that offer gluten-free products.



A STRONG PARTNERSHIP

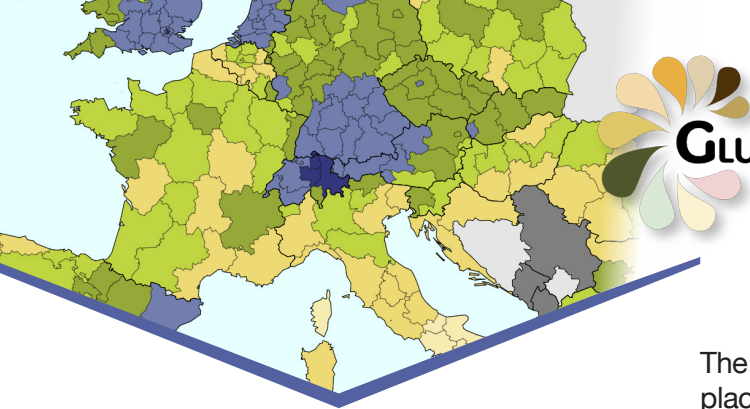


FEDRA, a European Federation specialised in projects at the regional level, is at the centre of the Community of Regional Growth Actors in Brussels and in **300 European regions**.

FEDRA supports the “Glutenfree Trips in Europe” platform.

Indeed, more than 115 of FEDRA's Young Regional Ambassadors will advocate this initiative over the whole European Union.

The “Glutenfree Community in Europe” will present the roads & trips on the Itinari platform, the travel expert in European Regions. This platform will benefit from the visibility granted by FEDRA and from its platform of growth actors in Europe.



GLUTENFREE
COMMUNITY in EUROPE

Added value of the “Glutenfree Trips in Europe” platform

through the partnership with Itinari, a digital tool that attracts, promotes and interconnects all actors linked to the world of «gluten-free» as part of a trip. Among other things, it gives you the opportunity to present your business, to geolocalise the places where your products are sold, to promote restaurants using gluten-free products and to announce upcoming events in the gluten-free sector. It also enables you to attract consumers/travellers, to present your different products or to simply announce events.

Specific offers for the different categories of the “Glutenfree Trips Platform”

- **“Glutenfree travellers” category :**

Free access to the platform for all travellers.

- **“Glutenfree shops / retailers / restaurants” category :**

For all dealers (restaurants, shops, retailers...), opportunity to communicate the different types of gluten-free products available.

- **“Glutenfree promoters” category :**

Promote different events or activities related to the gluten-free world (associations, circles, federations...).

Your brand, your activity or your product take centre stage on the «GlutenFree Trips platform»

- **“Regional actor” category :**

Visibility of your brand’s logo at the regional level for all the trips/roads in your region, emphasis on your brand at the regional level, opportunity to connect with the travellers through a link to your website,...

- **“National actor” category :**

Visibility of your brand’s logo at the national level for all the trips/roads in your country, emphasis on your brand at the national level, opportunity to connect with travellers through a link to your website,...

- **“European actor” category :**

Visibility of your brand’s logo for all Glutenfree trips and roads within all the European regions.

Partnership with Itinari

The GlutenFree Trips platform was developed by the “**Glutenfree Community in Europe**” in partnership with Itinari. The GPM company is assisting in the commercial development of the platform.

Interested?

Contact us: project@gpm-in-action.eu



Digital revolution : what about you ?

- **Digital revolution** is just beginning and will rapidly **change the habits** of consumers and citizens,
- In Europe, the **overall impact** of digital technologies is expected to triple revenue over three years,
- Studies show that digitalisation will lead to an average income growth of 8.4% by 2018 in **the food and retail sectors**.