Beat: Business

"YOUR PICK OF RIDES AT LOW PRICES" BY BLABLACAR & CEO FREDERIC MAZZELLA

CHINESE BUSINESS CLUB GUEST OF HONOR

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USPA NEWS - BlaBlaCar is a French Online Marketplace for Carpooling. Its Website and Mobile Apps connect Drivers and Passengers willing to travel together between Cities and share the cost of the Journey. The Company does not own any Vehicles; it is a Broker and receives a Commission from every Booking. The Service is named for its Rating Scale for Drivers' preferred level of chattiness in the Car: "Bla" for not very chatty, "BlaBla" for someone who likes to talk, and "BlaBlaBla" for those who can't keep quiet.

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BlaBlaCar became the World’s leading Community-Based Travel Network enabling over 100 million Members to share a ride across 22 Markets. BlaBlaCar leverages Technology to fill empty Seats on the Road, connecting Members looking to carpool or to travel by Bus, and making Travel more affordable, sociable and convenient.

BlaBlaCar is available in 22 Countries, almost all of which are in Europe and Latin America, including: Belgium, Brazil, Croatia, Czech Republic, France, Germany, Hungary, India, Italy, Luxembourg, Mexico, The Netherlands, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Spain, Turkey, Ukraine, and the United Kingdom. Carpooling also creates a unique space, enabling exchanges between People who might have never met otherwise but who come together to share a ride.

Frédéric Mazzella, Founder and President of BlaBlaCar:
Since pioneering the idea for BlaBlaCar in 2004, Frédéric has led the Company to become the world’s largest long-distance Carpooling Community. As a Branding and Communications Enthusiast, Fred has built a Global Brand whilst relentlessly spreading the word about the Virtues of Carpooling. He carries BlaBlaCar’s Vision of a People-Powered Travel Network enabled by Trust and Technology, and is passionate about High Social Impact Solutions. His a regular Speaker at leading International Conferences and in the Media, where he comments on the fast changing Mobility Landscape, Entrepreneurship, Global Marketplaces and building trust in Online Communities.

On 30 January 2018, BlaBlaCar unveiled a new Corporate Identity and Style Guide. A new Algorithm was also put in place to increase the number of Trips proposed for Users. In November 2018, BlaBlaCar announced the purchase of Long-Distance Coach Operator Ouibus from SNCF. As part of the Transaction, SNCF became a Shareholder in BlaBlaCar. Ouibus was rebranded BlaBlaBus.

Chinese Business Club, created in Paris by Harold PARISOT, aims to develop and strengthen economics and friendly link between China and France and increase Bilateral Investments. Most Chinese Companies are present during the Official lunches organized by the Chinese Business Club.... On February 04, 2022 @ The Intercontinental Hotel in Paris, was organized a Business Lunch with French Founder and President of BlaBlaCar, Frédéric Mazzella, as Guest of Honor.

Source: February 04, 2022 @ Intercontinental Hotel in Paris. Chinese Business Club Lunch.

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