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AVIAREPS extends its Latin American Network to Argentina

*Self-owned subsidiary in the central business quarter of Buenos
Aires opened*

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AVIAREPS, the world's leading aviation and tourism management company, has further established itself at home in Latin America with the opening of its first fully-owned subsidiary in Argentina. During the past four years AVIAREPS successfully coordinated operations in Argentina with its local franchise partner "Lambertini Representation", however in accordance with the Latin-American expansion plan of AVIAREPS the decision was made to operate its own subsidiary, thereby extending the global network of AVIAREPS' General Sales Agent (GSA) and tourism management reach to 40 local representations in more than 30 countries.

AVIAREPS Argentina is headed by recently appointed General Manager Maria Julieta Valls, who brings with her over seven years of tourism industry work experience and expertise. Together with her team Maria Julieta currently manages a client portfolio of six airlines including; Brussels Airlines, Czech Airlines, LOT Polish Airlines, Kenya Airways, Ethiopian Airlines and SAS Scandinavian Airlines.

"Argentina is ranked as one of the G-20 economies and has the second highest Human Development Index and GDP per capita in purchasing power in Latin America. Additionally, with more than 40.1 million inhabitants the

country is ranked second in size in terms of population in South America, making it an important and strategic market for AVIAREPS. Argentina opens meaningful possibilities for AVIAREPS to firmly establish ourselves in this large market allowing us to bring service offers on the behalf of our international clients closer to the local consumer”, states Michael Gaebler, CEO and founder of AVIAREPS. “With our new Buenos Aires office we are linking our global network to another important Latin American market”,



Photo: Recently appointed General Manager Maria Julieta Valls is heading the new AVIAREPS subsidiary in Argentina.
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About AVIAREPS

Founded in Germany in 1994 with an extensive office network in over 30 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 80 airlines and up to 90 tourism clients in its portfolio. In addition to its core businesses, passenger GSA services and tourism marketing, clients can also avail themselves of services by the company's successful public relations, advertising, IT solutions, financial services and airport marketing divisions. For further information, please visit www.aviareps.com or follow us on twitter at http://twitter.com/Aviareps_Group.

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