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***AVIAREPS to start aviation and tourism
management services in Turkey***

Representation group to grow European network to 20 offices

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AVIAREPS, the global airline and tourism management company, continues its course of steady expansion. So far the European AVIAREPS network consists of 19 offices. Now, the renowned representation group is activating Turkey as a new market for its customers. This decision to incorporate a subsidiary office in Istanbul was made based on thorough market analyses mirroring the potential for both the aviation and the tourism industries.

Altug Bekdemir, the recently appointed General Manager, will be in charge of overseeing the smooth conduct of business in Turkey. The reputable airline and tourism professional is bringing more than 20 years of industry experience. After graduating in Journalism & PR, Bekdemir started his career in the hotel sector. Subsequently he gained valuable expertise working in various Country Manager positions for Austrian Airlines. Besides his professional know-how, Bekdemir is a linguistic multi-talent, having a command of four languages (Turkish, English, German and Russian).

Michael Gaebler, CEO and Chairman of the AVIAREPS group, considers the latest expansion to Turkey as very important to further strengthen the company's presence in Europe. He explains: "We greatly appreciate the addition of more manpower and expertise to our AVIAREPS family. By

approaching Turkey, we are opening a new representation office in the fastest growing nation within Europe. More and more Turkish people are looking to see the world – and our company group mission is to bring the world to people.”

“I am happy to join such a professional team, with global experience and know-how in the field of airline representation as well as marketing for tourism destinations, airports and hotel chains. AVIAREPS will meet industry expectations with ‘high quality and successful results’ and will help Turkish people travel and discover the world with new opportunities (new airlines, new hotel chains, new destinations),” adds Altug Bekdemir, who will be in charge of developing the Turkish market for the international aviation and tourism business of AVIAREPS.



Photo: Altug Bekdemir, the new General Manager for Turkey at AVIAREPS

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About AVIAREPS

Founded in Germany in 1994, with an extensive office network in over 30 countries and over 80 customers in aviation and up to 90 in tourism in its portfolio, the AVIAREPS Group is the world's leading airline and tourism management company. 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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