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PR contact: Ireen Schaffer (née Heinrich), AVIAREPS AG, Landsberger Str.
155, 80687 Munich, GERMANY

E-mail: press@aviareps.com, Phone: +49 (0) 89 – 55 25 33 188

AVIAREPS makes second move into Africa and enters Nigeria

Office opening in Lagos with launch customer Afriqiyah Airways

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AVIAREPS has opened its second fully-owned subsidiary on the African continent. After becoming established in Johannesburg (South Africa), the world's leading aviation and tourism management expert has extended its network to Nigeria. The new branch is located in Lagos, one of the four economic centres of the country. Afriqiyah Airways will act as a launch customer for AVIAREPS' new subsidiary. This recent GSA appointment is a positive result of Afriqiyah's successful representation in South Africa and China through AVIAREPS.

Afriqiyah, the Libyan private carrier, currently operates four flights a week (Wednesday, Thursday, Friday and Sunday) from Lagos to its base in Tripoli. The airline uses Airbus A320 or A330 planes for these flights from Nigeria's major city. Starting in July 2010, Afriqiyah will even increase the frequency up to five flights a week (one additional flight every Monday).

The team in Nigeria is headed by recently appointed General Manager Olugbenga Onitilo. This accomplished senior manager with an excellent market reputation brings to the position a whole wealth of experience in the airline business. He gained his industry expertise working in various responsible positions for prestigious companies such as Virgin Nigeria

Airways and Ever Green Travels. Onitilo gained further important experience while working in the telecommunications industry, one of the fastest growing markets in the world.

With more than 150 million inhabitants, Nigeria has the densest population and the second largest economy on the African continent. The bulk of economic activities are centred in the four main cities Lagos, Kaduna, Port Harcourt and the capital Abuja. In 1971, Nigeria joined OPEC and has since become the country with the 10th largest proven oil reserves. The first reserves were found in 1956, and petroleum now plays the most important role in the Nigerian economy - accounting for 40 per cent of Nigeria's Gross Domestic Product (GDP) and 80 per cent of Government earnings.

Besides crude oil there are many other underexploited resources to be found, such as natural gas, coal, bauxite, tantalite, gold, tin, iron ore, lead and zinc. Although Nigeria possesses huge deposits of natural resources, the mining industry is still in its infancy. However, it is not just petroleum that accounts for Nigeria's economic growth. The most populous African country also boasts a highly developed financial sector with a mix of local and international banks and a fast growing telecommunications market where major operators are trying to position their profitable products.

"Africa has been on our road map for a long time. After starting business in South Africa we are very proud to extend our global network now to Nigeria. With more than 150 million citizens living there, and being one of the world's most important raw-material suppliers, Nigeria opens up an interesting and emerging market. Trading through our self-owned subsidiary brings AVIAREPS closer to the country and its people", states Michael Gaebler, Chairman and CEO of AVIAREPS.



Photo: General Manager Olugbenga Onitilo - heading the newly opened AVIAREPS office in Lagos, Nigeria.

For more information about AVIAREPS, contact:

AVIAREPS Nigeria

No. 79 Allen-Avenue
Ikeja, Lagos - NIGERIA

Phone: + 234 (0) 70 84 77 50 88

E-mail: oonitilo@aviareps.com

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About AVIAREPS

Founded in Germany in 1994 with an extensive office network in over 40 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 75 airlines and 85 tourism clients in its portfolio. In addition to its core businesses, passenger GSA services and tourism marketing, clients can also choose from the successful company divisions public relations, advertising, IT solutions, financial services and airport marketing. For further information, please visit www.aviareps.com or follow us at twitter http://twitter.com/Aviareps_Group

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