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***AVIAREPS to realign in Chile***

*Joint venture with South American partner under the name  
AVIAREPS Chile Ltda.*

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AVIAREPS and its South American partner Strategic Aviation Planning (S.A.P. Chile), a local aviation representative in Chile, have decided to intensify their long-standing successful collaboration and combine forces. The world's leading aviation and tourism representation company and its franchise partner have thus established a new joint venture under the name AVIAREPS Chile Ltda., in which AVIAREPS holds the majority interest. The premises are located in the heart of Santiago, the country's capital and major economic centre.

Roxana Otero is heading AVIAREPS Chile Ltda. as General Manager. Together with her team of four highly motivated professionals she manages a client portfolio of seven airlines (Brussels Airlines, Czech Airlines, Ethiopian Airlines, Kenya Airways, LOT Polish Airlines, El Al Airlines and SAS), one hotel chain (Occidental Hotels & Resorts) and one car rental company (Thrifty Car Rentals).

“According to the Global Competitiveness Report of 2009-2010 Chile ranks as the most competitive nation far ahead of Brazil, Mexico and Argentina. As South America is a very significant market for AVIAREPS, we decided to enter into a joint venture with our partner in Chile after almost ten years of

successful franchise partnership. We are very proud to be adding more local personnel to our growing company network with this new foundation”, states Michael Gaebler, CEO and founder of AVIAREPS.



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Picture: The new team in Chile (from left to right): Andrea Mendoza (Inside Sales), Jorge Sanchez (Sales Manager), Roxana Otero (General Manager), Victor Moya (Office Assistant) and Andrea Otero (Admin & Finance).

For more information about AVIAREPS in Chile, contact:

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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. 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](http://www.aviareps.com) or follow us on twitter at [http://twitter.com/Aviareps\\_Group](http://twitter.com/Aviareps_Group).

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