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AVIAREPS and Airline Management announce merger in the Baltic States

Multinational representation expert enters Baltic markets with strong local partner

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AVIAREPS, the world's leading aviation and tourism representation company, continues its network expansion with its 42nd office by signing an agreement with the established Estonian General Sales Agent Airline Management. As a result of the merger, the office will now conduct all future business and be rebranded as AVIAREPS Airline Management.

Based in Tallinn, Estonia, AVIAREPS Airline Management will cover all Baltic States by providing Sales, Marketing and PR services for Aviation and Tourism accounts alike. Currently representing 10 clients - LOT Polish Airlines and Brussels Airlines (both in Estonia), Etihad Airways, Air Mauritius, Air Namibia, Air Seychelles, Jet Airways and Condor as well as Carnival Cruise Lines and Wyndham Hotels (all of them in Estonia, Latvia and Lithuania), the company is already a renowned and well established market leader.

"Estonia and the Baltic States through their growing economic markets have proved that a merger is a proactive way forward for the continuous and widespread provision of global services for our industry", states Michael

Gaebler, Chairman & CEO of AVIAREPS. “With Airline Management we have found a reliable and established partner to adhere to our high quality standards and service concepts.”

Leela Lilleorg, founder of Airline Management, will be the responsible General Manager of AVIAREPS Airline Management. The former Vice President Commercial of Estonian Air has a profound business and market acumen, and successfully set up her own business in 2005. Lilleorg expects “to add a global focus on the Baltic business by being able to satisfy client’s needs by guaranteeing high standards and benefitting from synergies”.



Leela Lilleorg, General Manager of AVIAREPS Airline Management

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About AVIAREPS

Founded in Germany in 1994 with an extensive office network in over 35 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 85 airlines and more than 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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