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AVIAREPS welcomes Swedavia on board

*Global aviation management expert to conduct business
development and networking in Russia and CIS countries*

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AVIAREPS, the multinational aviation and tourism management expert, has been appointed by Swedavia Group, a Swedish enterprise responsible for eleven Swedish airports including Stockholm Arlanda Airport, to conduct future networking and business development in Russia and the CIS countries.

An integral business pillar of expertise conducted by AVIAREPS is the development and implementation of new business ideas combined with on the ground market support to strengthen the presence and competitiveness of airports within national and international markets. With this appointment, Swedavia Group has become the latest airport entity to avail of AVIAREPS' expertise in this specialized area, whereby AVIAREPS will be responsible for future networking and business development on the behalf of Swedavia Group in Russia and the CIS countries.

With its talented sales force and target-orientated marketing activities, AVIAREPS will establish a permanent presence for the Swedish airports in Russia and the CIS countries to support the development of long-term relations with Russian and CIS carriers and to assist when new flights to and from Stockholm are launched. Stockholm Arlanda Airport in particular offers

excellent travel options for Russians seeking access to Scandinavia and the Baltic states and will form a focal point of promotion whereby AVIAREPS will continuously market and position the airport as the airport of choice for travel between the two regions in order to achieve a rise in the number of passengers and frequencies of flights.

Founded in 2009, Swedavia Group is a system of airports connecting Sweden with the rest of the world. The Swedish enterprise is responsible for operating and developing a total of eleven Swedish airports including Stockholm Arlanda Airport, Göteborg Landvetter, Malmö Airport, Bromma Stockholm and seven other regional airports. Besides owning, developing and operating the national basic infrastructure of airports, Swedavia sets its focus on staying competitive in both national and international markets by establishing a representational presence outside of Sweden to attract as many travelers as possible to visit the country and thus, increase the passenger traffic.

“Once more AVIAREPS is faced with an exciting objective and we are looking forward to taking our new client to the next level of profitability. It’s the mix of our long-standing market expertise and our ongoing efforts of inventing innovative and creative solutions that will help us to exceed the expectation of Swedavia within the Russian and CIS Markets,” states Michael Gaebler, CEO and founder of AVIAREPS.

Says Erik Strandgren, Manager for Business Development & Corporate Markets at Swedavia: “We are looking forward to work with the AVIAREPS team in Moscow to further enhance Swedavia’s presence in a very important and large market such as Russia. Together with our regional network partners, Visit Sweden and Stockholm Visitors Board, we are convinced that AVIAREPS will facilitate our wish to broaden the knowledge of what Swedavia can offer Russian airlines and tour operators. Stockholm and the whole of Sweden welcome Russian visitors and new direct routes between the two countries which are needed to support the increased travel.”



Swedavia is the latest airport client to work together with AVIAREPS, the aviation and tourism management expert, for business development within Russia and the CIS countries.
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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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