



FOR IMMEDIATE RELEASE

PR contact: Susanne von Truetzschler & Kathrin Hamann,
AVIAREPS, Josephspitalstrasse 15, 80331 Munich, GERMANY
E-mail: press@aviareps.com, Phone: +49 (0) 89 – 55 25 33 21



AVIAREPS launches Trade & Investment Promotion Division

*New business division now represents
California Wine Institute in China*

19 September 2011

AVIAREPS now carries its global representation expertise to the next level. By successfully developing the field of Trade & Investment Promotions, the international representation expert bundles its marketing and representation services on behalf of national, regional or state trade & investment promotion agencies, industry associations and major exporters seeking to boost trade or attract new investment from overseas.

Benefitting from an international network in 35 countries and a unique expertise in the field of aviation and tourism representation, AVIAREPS caters

for client needs in the fields Sales & Marketing, Public Relations, Advertising and e-commerce by guaranteeing high service standards and direct access to key market players.

The establishment of the new Trade & Investment Promotion division has resulted in AVIAREPS' appointment as China representative office by the renowned California Wine Institute (CWI) representing more than 1000 wineries in California. After launching the successful first-ever China brand advertising campaign for CWI earlier this year, the experienced AVIAREPS Marketing Garden PR & Marketing Teams in Shanghai and Beijing have been appointed the CWI's official representative in China. The team will be dedicated to expanding sales of California wines in China and developing marketing strategies with significant Chinese wholesale and retail businesses.

"Trade and investment promotions are a new segment for the global group, but a segment that shows tremendous promise for growth given our existing expertise in sales, marketing , PR, consumer promotions and the full range of representation services", states Michael Gaebler, Chairman & CEO of AVIAREPS. "The trust put in us further encourages our teams worldwide to keep focusing on our added-value philosophy."

Lindsey Gallagher, Wine Institute's Director of International Marketing, noted: "China remains a top priority market for the California Wine Institute and its member wineries. We look forward to working with our new China representative office in communicating how California wine – with its quality,

diversity and value – is part of the state’s unique lifestyle that consumers worldwide find so appealing.”

For more information about the AVIAREPS offices in China contact:

AVIAREPS China

AVIAREPS Marketing Garden

JingAn New Century Plaza, Suite B, 18/F

881 Nanjing Road West (188 Wujiang Road)

200041 Shanghai

China

Phone: +8621 6359 1535

Fax: +8621 6359 1571

Email: china@aviareps.com

###

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, airport marketing, and trade &

investment promotion divisions. For further information, please visit

www.aviareps.com or follow us on twitter at http://twitter.com/Aviareps_Group.

We would kindly appreciate a sample copy of any reprints.

If you do not wish to receive further press releases, please unsubscribe here:

<http://www.aviareps.com/about-aviareps/press-room/press-room/unsubscribe-press-releases.html>