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## ***Kenya Airways and AVIAREPS extend their partnership to Mexico***

*African airline strengthens market position in Latin America by  
appointing global aviation management company as GSA*

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Kenya Airways and AVIAREPS are to extend their partnership in Latin America with immediate effect with the multinational aviation and tourism representation company becoming the officially appointed General Sales Agent (GSA) in Mexico, responsible for all sales, ticketing and marketing activities on behalf of the Kenyan airline. Whilst Kenya Airways already relies on the market expertise of AVIAREPS in six other South American territories, the Kenyan airline will further strengthen its position in Latin America with this new collaboration.

For Mexican travelers, Kenya Airways' extensive flight portfolio provides the best flexibility for combining value-for-money air travel with customer comfort and reliability. From its hub in Nairobi the private airline not only provides connections to the European capitals of Paris, London and Amsterdam but also serves a variety of destinations in the Middle East and Asia. The current route network covers a total of 55 destinations, 45 of which are on the African continent. With its focus on serving a comprehensive domestic and regional

network, Kenya Airways continuously works on the ambitious aim of flying out of every African destination by 2013.

Within the coming years Kenya Airways aims to grow into a decidedly dominant carrier in Africa with a notable presence in Asia, Europe and the Americas, and operates a modern Boeing and Embraer fleet consisting of 32 aircraft. Founded in 1977, Kenya Airways emerged from the former East African Airways. Until 1996, the airline remained a hundred per cent holding of the Kenyan government, however today the carrier's shareholders are Kenyan small and large-scale investors, the Dutch airline *KLM*, the Kenyan government and foreign investors. A member of the global airline alliance SkyTeam, Kenya Airways partners with several other airlines including KLM, Air France, Aeroflot, Jet Airways, Korean Air, Precision Air, Air Mauritius, Air Mazambique, Air Nigeria, Air Botswana and TAAG-Angola Airlines.

For more information about Kenya Airways, contact:

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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, airport marketing, and trade &

investment promotion 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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