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## ***Ethiopian Airlines deepens business relationship with AVIAREPS***

*The Netherlands as new representational territory*

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Ethiopian Airlines has again expressed its trust in General Sales Agent AVIAREPS, the world's leading Aviation and Tourism representation company, with the Dutch team in Amsterdam becoming the latest AVIAREPS office to be named a representative of the East African carrier.

After successful cooperation in the European countries of Austria, Belgium, Germany, Hungary, Switzerland and various South American markets, it is now the turn of the AVIAREPS Netherlands office to steer Dutch travelers to the soon-to-be Star Alliance member. Sales, Marketing and Ticketing activities will be professionally handled from the AVIAREPS office which is located in close neighborhood to Schiphol airport in Amsterdam.

Currently passengers from the Netherlands can choose between convenient Ethiopian Airlines connections via either Brussels or Frankfurt, with Lufthansa feeder flights in place to Frankfurt. From both the Belgian capital and Germany's leading international airport, the airline departs 5 times weekly to Addis Ababa in Ethiopia, which also serves as a comfortable and convenient

hub from which to connect to a 63 international destinations, among them 51 throughout the African continent.

With its modern fleet, proven safety record and vast network, Ethiopian Airlines is a leading African flagship carrier.

“Ethiopian Airlines is one of our long-term partners with continuous expansion of services and markets”, appraises Michael Gaebler, Chairman & CEO of AVIAREPS. “We are glad that our cooperation is carried further with our eager team in the Netherlands and I do see the best of opportunities to position Ethiopian Airlines as airline of choice with Dutch consumers.”

“After our successful cooperation in Belgium, it was a logical step to also rely on AVIAREPS’ strength in the Netherlands”, states Tadesse Adane, Area Manager Benelux for Ethiopian Airlines. “Ethiopian Airlines has huge potential by providing an excellent product and vast African route network and we are convinced that the synergies in the whole Benelux area will be used to the best.”

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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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