



## PRESS RELEASE

### Kenya Airways Appoints APG As Its Passenger GSA In Europe

**Nairobi, 21 September 2020** – Kenya Airways the national flag carrier of the Republic of Kenya and APG, are proud to announce the signing of a new Passenger GSA partnership in Europe. Under the new agreement, APG will be providing wide-ranging sales and marketing activities for Kenya Airways as well as full customer and agent support in 39 European markets, including the Netherlands where the airline traditionally operates a daily service to Amsterdam.

In addition to the Netherlands, the agreement also covers Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Georgia, Germany, Greece, Hungary, Iceland, Kazakhstan, Latvia, Lithuania, Luxembourg, Montenegro, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey and Ukraine.

Julius Thairu, Sales Director commented *“Kenya Airways is pleased to appoint APG as our GSA passenger sales in numerous European countries. As air travel restarts across the globe, we look forward to working closely with APG to deliver excellent service and proactive initiatives to all of our direct customers and trade partners”*

Richard Burgess, President of APG Network commented *“As a globally recognised airline with an excellent product and network, we are delighted to be partnering with Kenya Airways in Europe. The current aviation environment is of course challenging, but our offices in Europe are looking forward to creating a strong sales and operations structure for Kenya Airways to maximise sales as soon as the market returns.”*

On 01 August, Kenya Airways resumed international passenger services. From Europe, Kenya Airways has re-started flights from Amsterdam, Paris and London to Nairobi and frequencies are gradually being increased in line with market demand. Kenya Airways has recently announced the re-starting of flights to South Africa, Zimbabwe, and Tanzania amongst other key markets of interest to European passengers

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## **About Kenya Airways**

*Kenya Airways, a leading African airline and SkyTeam Alliance member, is based in Nairobi, Kenya which before the COVID-19 pandemic operated flights to 54 destinations worldwide with a network that spans the entire African continent including important Indian Ocean islands such as the Seychelles and Mauritius. Kenya Airways takes pride in being at the forefront of connecting Africa to the World and the World to Africa through its hub at the new ultra-modern Terminal 1A at the Jomo Kenyatta International Airport in Nairobi.*

*The airline aims to differentiate by positioning itself as a modern customer focused and human airline combining its cultural heritage with an agile approach to create a unique end to end experience for its valued customers.*

*Its fleet of 36 aircraft is one of the youngest fleet in Sub-Saharan Africa by both passenger aircraft count and total aircraft count, which includes its flagship B787 Dreamliner aircraft. The on-board service is renowned and the lie-flat business class seat on the wide-body aircraft is consistently voted among the world's top 10.*

More information on Kenya Airways is available on the airline's website - [www.kenya-airways.com](http://www.kenya-airways.com)

## **About APG**

*With over 25 years' experience in the field covering all continents and reaching over 170 countries worldwide, APG is the world's largest and most successful airline representation network, partnering with over 200 valued airline clients. APG offers a holistic approach to airline distribution, offering not only airline representation but also interline e-ticketing solutions, fare filing, BSP support services as well as other airline distribution solutions, all aimed at maximising an airline's revenue potential. APG is always at the forefront of distribution development and our latest systems assist airlines unlock the benefits of NDC with the APG NDC Compliant Distribution Platform. One of the newest products offered by APG, APG Cargo is gaining worldwide interest by airlines interested in incremental revenue, which includes APG Cargo Interline eTicketing solutions (Cargo IET) & General Sales & Services Agents (GSSA) covering commercial representation, cargo handling and CASS management services. The APG Network is indeed, "The World's Leading Network for Airline Services".*

More information on APG is available at [www.apg-ga.com](http://www.apg-ga.com)