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# Press Kit

## 7<sup>th</sup> APG WORLD CONNECT

JORDAN 2009 – MONACO 2010 – SINGAPORE 2011 – MONACO 2012 – WASHINGTON 2013 – MONACO 2014

"AIR TRANSPORT: OPPORTUNITIES, TRENDS AND COMMERCIAL STRATEGIES"

October 28th - 30th 2015 / Marrakech



The Network for Airline Services

## COMPANY PROFILE

It has taken us more than 20 years to build the APG Network, the world's leading network for commercial and distribution services for airlines.



We had three key objectives:



**To be global**, and present in all the key markets in the world. Through our 110 worldwide offices, we now cover 176 countries.



**To be the best in each market**. By bringing together the key independent players in each country, we have created a team of highly experienced local managers and a strong presence in all areas of the world.



**To maintain a close relationship with IATA and ARC**. Over many years, we have achieved a very special relationship with IATA and ARC, including the joint creation of new distribution products.

Our key goals are to help airlines exploit small and medium-sized markets on a “variable cost” basis, to generate more revenue for less cost, and to maximize an airline’s distribution network with a comprehensive approach based on a tailored portfolio of our various distribution products.

The APG Network is organized on a worldwide basis with individual offices per country and a corporate body at the centre, APG Inc. The management of the network is carried out by a Board which includes the President of the Network, the CEO of APG Inc. one Vice President per major geographical area and one Executive Product Director per product.

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Links:

Website: <http://www.apg-ga.com/en/>

Corporate movie: <https://www.youtube.com/watch?v=sQuWnZiTdwM>



The Network for Airline Services

# MANAGEMENT TEAM

## Head Office



Sandrine de SAINT-SAUVEUR  
*President & CEO*  
APG INC.  
Paris - France



Richard BURGESS  
*President*  
APG NETWORK  
London & Paris



Bertrand LEBEL  
*Secretary General*  
APG NETWORK  
Paris - France

## Board Members

THE AMERICAS



Raul ROCA  
Vice President  
Argentina



Eduardo BAQUERO  
Venezuela



Jim FOSTER  
United States

AFRICA & MIDDLE EAST



Djibril B. TABOURE  
Vice President  
Mali



Eyad EL QIREM  
Jordan



Farouk ELLOUZE  
Tunisia

EUROPE



Ferzan UNLUSOY  
Vice President  
Turkey



Kees-Jan VANDERVELDEN  
The Netherlands



Dorin IVASCU  
Romania

ASIA & PACIFIC



Tunku ISKANDAR  
Vice President  
Malaysia



Masud KHAN  
Pakistan



Adam WATSON  
Australia

# KEY FIGURES

USD **2 Billion+** handled Turn Over



**1800+** Active Airline Contracts

**200+** Airline Customers



**170+** Countries Covered



**110+** Active Members



**One APG Network**



*Think Global, Act Local*



## CUSTOMERS

APG Network offers a wide variety of Airline dedicated Services to the Worldwide Airline community.

Today, APG Network serves +200 Airlines all over the World !

Clients of APG Network can benefit from the global presence: one single contract for multiple locations of service & from the global expertise.

All the services required to optimize the airline distribution.

## SERVICES

*10 products designed to increase airline revenues.*

*The APG World Program is a holistic approach to outsourced airline distribution and financial management, geared to helping airlines extract the last incremental dollar from both small/seasonal "Online" markets and "Offline" markets of all geographical sizes.*

### **APG ABCS** - APG BSP Coordination Services

ABCS allows airlines a variable cost, "Pay as you Earn" way to access up to 64,000 IATA accredited travel agents in 110 BSPs worldwide, in markets where the airline does not have a local presence, and is need of local administrative support to the trade. The APG Network, through our worldwide offices, has introduced more than 250 airlines to BSP membership in both "Online" and "Offline" markets.

### **APG ACADEMY** - Online Training for airline distribution & sales

After more than 20 years in the airline industry, leading a worldwide network of experts in airline distribution, APG has decided to share its experience and knowledge with people involved or interested in our industry. This experience is brought to the market through a modern Learning Management System (LMS). Everyone involved in airline distribution and sales can find useful information, from 15 minutes' reviews to 4 hours' lessons, should they be CEO, manager or travel agent.

### **APG ACTP** - APG Corporate Travel Plan

ACTP is a payment solution created to strengthen the bond between airlines and corporate customers. This new product initiated with UATP is tailored for underserved corporate card markets. It will help airlines to lower the acquisition costs of new corporate customers, increase their loyalty and distinguish partner airlines from competitors.

### **APG CCS** - Customer Care Services

CCS is a Multilingual Customer Care Solution that can be tailored for every type of airline. "Everyone is talking about outsourcing, we offer integration" - APG CCS adapts seamlessly into your structures, processes and brand identity. We provide all communication channels like telephone, email, chat and social media in 20 languages by native speakers with robust airline experience. Whether a comprehensive service center offer or specific solutions for selective regions, target groups or specially tailored for your individual needs, APG CCS is a flexible provider with proven infrastructure safety "Made in Germany".

## APG FFS - Fare Filing Services

APG Fare Filing Services, accomplished in our Paris and New Delhi offices, files published and negotiated fares on behalf of more than 20 airline clients in the Global Distribution Systems (GDS) and ATPCO. FFS is primarily designed for small to medium size airlines not having the manpower and/or expertise to execute the complex fare filings.

## APG GSSA - General Sales & Services Agency

The cornerstone of our World Program, since 1991, our GSSA product offers world standard commercial representation and management services – globally, by region or for an individual country. Our GSSA services also go “hand in glove” with our other APG products which provide access to the relevant area settlement system (ARC or BSP) or distribution via our APG IET product to facilitate ticketing in smaller markets, all to achieve maximum revenue results.

## APG GET - Global Extended Territories

The latest product in our growing portfolio and a hybrid distribution product, GET combines a number of our existing products. It has been developed following consultation with our airline partners and offers entry-level representation combined with BSP/ARC participation as required - all under one global agreement. GET targets all tertiary markets where an airline has no current distribution.

## APG IET - Interline E-Ticketing

Working with our partner Heli Air Monaco (YO/747), a scheduled airline flying between Nice, France and Monaco, APG IET affords joining airlines ticketing access on YO/747 ticket documents to travel agents in ARC and 100 BSPs covering more than 145 countries worldwide. In addition, APG IET gives member carriers the ability to interline, via YO/747, with all those airlines that have, or will join, the APG IET program. APG IET now has more than 110 airlines enrolled since its inception in 2008 and is targeting 150 airlines by the end of 2015.



## OUR PRESIDENTS



**Sandrine de SAINT SAUVEUR**

President & CEO  
APG DS – APG Inc

Born in 1971 in France, 2 children. Sandrine de SAINT SAUVEUR is graduated from San Diego State University in Finance. Employed by APG since 1993, she worked in all passenger departments of APG in charge of developing sales both of the French market and European markets together with APG Network. Since 1999, she has developed the IBCS-IATA product and has been running over 800 contracts around the world.

In 2003 she became President & CEO of APG DISTRIBUTION SYSTEM , full subsidiary of APG. In April 2007 she has taken over APG France and became President & CEO. Since 2011, she is also in charge of the incorporation of APG Network into APG INC and acts as President of APG INC.



**Jean Louis BAROUX**

CEO - JLB Conseil  
Founder and President - APG World Connect

Jean-Louis BAROUX has spent his entire career in the air transport. He is specialized since 1970 into the marketing, commercial and distribution aspects.

After 14 years dedicated to the French domestic airlines, he creates his own company which will become the major GSA in the French market with offices in several European countries. He initiates the APG Network in 1991 to be able to represent airlines in every market place. Now the APG Global Associates network is present in more than 150 countries and serves 200 airlines. Jean-Louis BAROUX is now fully dedicated to the management of the APG Network. He gives conferences in some commercial high schools and in particular the ENAC (Ecole Nationale de l'Aviation Civile). He is Officer of the French "Ordre National du Mérite".



**Richard BURGESS**  
President – APG Network

Richard BURGESS, based in Paris and London and President of the APG Network is a graduate of Fudan University in Shanghai where he studied Mandarin Chinese. He has over 20 years of airline experience, including heading up sales for a major Chinese airline in several European countries. Now part of APG for over 10 years, he has previously served as Vice President Europe and Executive Product Director for GSSA services.

## APG WORLD CONNECT

The APG World Connect Conference has been recognized as one of the “top 5” worldwide air transport sales and distribution conferences.

After the success of the previous meetings in Jordan 2009, Monaco 2010, Singapore 2011, Monaco again in 2012, Washington for 2013, back to Monaco in 2014, we are this year in Marrakech, and happy to invite top airline executives and top worldwide travel agents to the great social, informative and renowned event called APG World Connect, where strategic and commercial executives will be able to swap their experiences in order to create more value.

Last year in Monaco we welcomed 400 attendees from 80 different countries, including 120 representatives of Airlines & Travel Agencies. Participants invited to this event are decision makers in sales and distribution sectors of our industry. Also invited, C-level executives such as CEOs and Airlines Presidents. In addition to the Airlines attendees, we have invited the major Travel Agent firms covering the worldwide market.

The 2015 APG World Connect Conference will take place at the Hôtel La Palmeraie & Hôtel du Golf in Marrakech from the 28<sup>th</sup> to the 30<sup>th</sup> of October.



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### Links:

Website:

<http://worldconnect.apg-ga.com/home>

Official Movie - World Connect 2014:

<https://www.youtube.com/watch?v=t9kbHb8Mkjg>





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