24.10.2007 | ABC PARTICIPATED IN AIR FREIGHT ASIA 2007

AirBridgeCargo Airlines took part in Air Freight Asia 2007- a major regional event organized by Reed Exhibitions and dedicated to the fast growing air freight industry in Asia-Pacific region.



For ABC, participation in Air Freight Asia has become an effective sales and marketing tool, ideal for promoting the company's services to the regional freight forwarding community, for networking with the industry players, for conducting surveys and collecting market information, making new contacts and exploring new business opportunities.

ABC's debut at Air Freight Asia conference and exhibition was made in 2006 in Shanghai. This year in Hong Kong our participation featured a full-sized custom-designed booth, and a delegation attending the industry conference held at the same time with the exhibition. Visitors to ABC booth had the opportunity to meet and have discussions with AirBridgeCargo's senior management team, including Asia-Pacific regional management, regional vice-presidents in charge of ABC development in other key markets of the world. An interactive presentation covering ABC growth today and tomorrow was offered to visitors' attention during the 3 days' event, introducing our company to local visitors, and acquainting them with competitive advantages and future plans of AirBridgeCargo- the largest Russian air freight carrier.

Participation in key industry events is an integral part of ABC's marketing strategy, aimed at the creation of a strong international brand associated with quality and professionalism in the sphere of air cargo transportation. From this year onward, Air Freight Asia will be held bi-annually, owing to the increasing attendance, growing number of participating companies, and wide coverage of the event. We plan our participation in AFA 2008, and are looking forward to meet with our old and many more new customers again.