



For Immediate Release

***HK Express Appoints Air System Inc., Discover the World, Aviation Travel Services and AVS Express as General Sales Agents***

**Hong Kong, 11 October, 2013** – HK Express, Hong Kong’s one-and-only dedicated low-fare airline, announced today that it has appointed Air System Inc., Discover the World, Aviation Travel Services and AVS Express as General Sales Agents (GSA) in Japan, Malaysia, Taiwan and Thailand respectively.

HK Express will commence flights on 27 October, 2013 to a variety of destinations in Asia, including confirmed routes to Phuket and Chiang Mai in Thailand, Taichung in Taiwan, Kunming in Mainland China, Kota Kinabalu (Sabah) and Penang<sup>1</sup> in Malaysia, and Tokyo-Haneda<sup>2</sup> and Osaka Kansai<sup>3</sup> in Japan.

HK Express has appointed these GSAs as partners in addition to its own online booking engine, [www.hkexpress.com](http://www.hkexpress.com), emphasising the airline’s devotion to providing its guests with choice and excellent service.

As Mr. Andrew Cowen, Deputy C.E.O. of HK Express said, “HK Express is dedicated to offering amazing fares that make air travel easy and accessible for everyone. This is why we think that it is important to make our fares available through agents as well as online, allowing our guests to book their flights the way that they feel comfortable and proving our commitment to providing the best service possible.”

Air System Inc. has 29 years’ experience as a GSA with a proven track record in developing the Japan market for airlines and has enjoyed numerous successful operations.

Discover the World Marketing has earned a reputation as a leader in global travel distribution with an unrivalled worldwide network that makes it a dominant innovator in the travel industry.

ATS has almost 20 years’ experience in passenger sales and marketing in the field of GSA representation, positioning them as one of the leading GSA providers in Taiwan.

AVS Express was established in 2011 in Bangkok to represent Air Austral with fully comprehensive GSA functions, including passenger, cargo and airport supervision.

1. Penang flights commence 14 November, 2013
2. Tokyo flights commence 7 November, 2013 ex Hong Kong; 8 November, 2013 ex Haneda
3. Osaka flights commence 21 November, 2013.

**About Air System Inc.:**

Air System Inc. (ASI) is headquartered in Tokyo, Japan and has branches in Osaka and Nagoya. Established in 1984, ASI has become one of Japan's most respected General Sales Agents and its current airline client list includes a mix of some twelve national flag carriers and low cost carriers (LCC).

**About Discover the World Marketing:**

Discover the World Marketing has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 85 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of more than 70 clients utilizing its sales, marketing and business process outsourcing services, Discover the World Marketing remains a dominant innovator for the travel industry. For more information about Discover the World Marketing, visit [discovertheworld.com](http://discovertheworld.com).

**About Aviation Travel Services:**

Aviation Travel Services Co., Ltd. is a member of the Aviation Services group of GSA Companies Aviation Services Group of Companies was established to provide a seamless and yet effective GSA representation in the Pan Asia region.

Aviation Travel Services Taiwan company was founded in February 1993. With nearly 20 years of passenger sales and marketing experiences and experiences in the field of airlines GSA representations and well organized sales distribution system in Taiwan. For more information please visit [http://www.aviationservices.com.sg/trs\\_taiwan.html](http://www.aviationservices.com.sg/trs_taiwan.html)

**About AVS Express:**

AVS Express was established in July 2011 in Bangkok, Thailand to represent Air Austral with full GSA functions: Passenger, Cargo, and Airport Supervision. For more information please contact:



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即時發佈

## HK Express 正式委任 Air System Inc.、Discover the World、Aviation Travel Services 及 AVS Express 為特約總代理

(香港·2013年10月11日) 香港唯一一間以本港為家的低成本航空公司的 HK Express，今日正式宣佈委任 Air System Inc.、Discover the World、Aviation Travel Services，以及 AVS Express 為特約總代理，分別負責日本、馬來西亞、台灣及泰國的航班銷售等工作。

HK Express 將於 2013 年 10 月 27 日正式啟航，提供亞洲多個航點包括：布吉(泰國)、清邁(泰國)、台中(台灣)、昆明(中國)、亞庇(馬來西亞)、檳城<sup>1</sup>(馬來西亞)、東京-羽田<sup>2</sup>(日本)，以及大阪-關西<sup>3</sup>(日本)。

HK Express 並同時委託以上銷售總代理負責其網上航班預訂系統([www.hkexpress.com](http://www.hkexpress.com))，致力提供多元化的選擇及專業優質的航班服務。

HK Express 副行政總裁 Andrew Cowen 表示：「HK Express 會繼續提供驚喜而價格相宜的機票，務求令旅遊變成一件垂手可得的事情。因此，我們希望通過特約總代理，以及網上銷售平台，讓大家可以選擇自己喜愛的方式輕鬆預訂機票，實踐我們致力提供優質服務的承諾。」

HK Express 日本特約總代理 Air System Inc. 擁有 29 年相關業務的專業經驗，並已協助不少航空公司成功開拓日本市場，立穩陣腳。而馬來西亞特約總代理 Discover the World Marketing 則於業界享負盛名，佔著領導者的地位，其業務規模龐大，旅遊網絡更遍佈全球。

Aviation Travel Services 於航班銷售及市場推廣上擁有 20 多年豐富經驗，為台灣表現出眾的特約總代理之一。2011 年成立於曼谷的 AVS Express，代表 Air Austral 提供全面的 GSA 服務，包括客運、貨運及機場監督工作。

1. 馬來西亞檳城出發日期由 2013 年 11 月 14 日開始。

2. 由香港前往日本羽田出發日期由 2013 年 11 月 7 日開始，由日本羽田回程出發日期由 2013 年 11 月 8 日開始。

3. 大阪出發日期由 2013 年 11 月 21 日開始。

**關於 Air System Inc.**

Air System Inc. (ASI) 總部設於東京(日本)，分店分別位於大阪及名古屋。ASI 成立於 1984 年，是日本中最受尊崇的特約總代理之一，現時航空客戶包括 12 家國家航空公司及低成本航空公司(LCC)。

**關於 Discover the World Marketing**

Discover the World Marketing 是業界領航員，其業務規模龐大，旅遊網絡遍佈全球，包括於 60 多個國家中設立 85 家公司，提供優質完善的服務。客戶數量達 70 的 Discover the World Marketing 提供銷售、市場推廣及外判等工作，為旅遊業界帶來重要的革新。如需更多資訊，可瀏覽 Discover the World Marketing 網頁 [discovertheworld.com](http://discovertheworld.com)。

**關於 Aviation Travel Services**

Aviation Travel Services Co., Ltd. 是特約總代理集團公司(Aviation Services group of GSA Companies Aviation Services Group of Companies) 成員之一，為泛亞洲地區提供一個全面及高效率的特約總代理工作。

Aviation Travel Services 台灣分公司於 1993 年 2 月成立，在航班銷售及市場推廣上有擁有 20 年經驗，並精於航空公司代理工作及台灣營銷運作。詳情可瀏覽 [http://www.aviationservices.com.sg/trs\\_taiwan.html](http://www.aviationservices.com.sg/trs_taiwan.html)。

**關於 AVS Express**

AVS Express 成立於 2011 年 7 月，公司設於曼谷(泰國)，代表 Air Austral 提供全面的 GSA 服務，包括客運、貨運及機場監督工作。如需更多資訊，可聯絡：

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