

Press release:

BARIG supports national image campaign "logistics heroes"

Frankfurt am Main, November 9th, 2018. The logistics industry is the third largest economic field in Germany. With the image campaign "logistics heroes" the newly launched initiative "Economic drivers" draws increased attention to the logistics sector, which is greatly underestimated in public discourse. The Board of Airline Representatives in Germany e.V. (BARIG) is now an official supporter. The Frankfurt-based association represents the interests of around 100 national and international airlines operating in Germany.

"Our airlines from the areas cargo, passenger and charter as well as our Business Partners are major components of the logistics industry in Germany and also worldwide," BARIG Secretary General Michael Hoppe states. „Skilled personnel, innovative concepts, digitization and modern structures are contemporarily discussed topics in air traffic. For this reason, we are strongly engaged in this campaign for an improved image and increased acknowledgement of the importance of the national logistics sector, which meanwhile records over 3 million employees, to the German economy.

Regarding the campaign's content Michael Hoppe further explains, "On posters, advertisements, internet sites and social media channels our 'logistics heroes', which are friendly employees from various parts of the logistics sector, present their professionalism, motivation and daily performance through clear statements and facts. We are looking forward to a great campaign and hope for positive feedback from our potential future 'logistics heroes'".

BARIG (Board of Airline Representatives in Germany e. V.) represents the interests of more than 100 national and international airlines in scheduled, charter, low cost and air cargo business. Since the foundation in 1951 the airline association works for the improvement of frame conditions in the aviation industry in Germany and is the key industry contact for politics, authorities, industry and media. Worldwide the BARIG member airlines transport around 1.8 billion passengers and more than 25 million tons of air cargo to over 1,500 destinations. Every year approximately 225 million passengers are travelling to and from Germany with BARIG airlines to more than 280 international destinations. The BARIG airlines have over 105,000 employees in Germany. The overall aviation industry secures 823,000 workplaces and therefore is a major factor of the German economy. www.BARIG.aero, <https://de.linkedin.com/company/barig>

BARIG / Board of Airline Representatives in Germany e.V.

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