

Press Release

Specialist in Airline Passenger Services Value Group Is New BARIG Business Partner

- Comprehensive range of services at over 300 locations in Europe

Frankfurt am Main, December 11, 2025. Value Group, a leading specialist in comprehensive passenger services within the aviation sector, is the latest company to join the airline association BARIG (Board of Airline Representatives in Germany) as a business partner. Value Group's services are particularly in demand when irregular operations arise due to weather, labor disputes, or other extraordinary circumstances. In such moments, flexible, coordinated, and professional support is essential to minimize inconveniences and enable passengers to continue their journeys as smoothly as possible.

"Exceptional circumstances in air traffic require flexible and reliable solutions," explains Michael Hoppe, BARIG Chairman and Executive Director. "With Value Group, we welcome a service provider with more than 20 years of expertise in this field. As a business partner, they contribute valuable know-how that helps optimize passenger processes."

"We are delighted to begin this cooperation with BARIG," says Thomas Sergnese, CEO & CCO of Value Group. "Together we aim to further enhance the passenger journey, supported by our Artificial Human Intelligence approach — combining cutting-edge technology with human expertise. Our newest technological solutions allow passengers to independently select their accommodation and ground transportation during disruptions, while airlines maintain full real-time visibility and control. In parallel, our in-person assistance service at the airport ensures the human presence that remains crucial in delicate moments of the travel experience."

Founded in Italy in 2001, Value Group provides services across more than 300 airports in Europe, supported by a network of over 11,500 service providers. The company also operates its own in-person assistance service locations in countries including Spain, France, Netherlands, and the United Kingdom.

Further current BARIG topics and news on aviation are available at www.barig.aero/en/news.

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. For further information please visit: www.barig.aero, www.linkedin.com/company/BARIG, www.instagram.com/barig.aero, www.youtube.com/@barig_e.v.

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

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Foto: © BARIG e.V. (LTR): Pedro Bermudo Cruz (Head of International Business Development), Michael Hoppe (BARIG Chairman and Executive Director), and Thomas Sergnese (CEO & CCO Value Group) are looking forward to the exchange.