



## NEWS RELEASE

### **European Markets' Sales Conference Selling twice daily frequencies from Europe to Mauritius and beyond**

Air Mauritius is holding a full day conference today with its representatives in various markets in Europe.

The purpose of the conference is to provide all information on the new Air France/Air Mauritius Alliance and focus on the various possibilities offered to our valued customers as many markets now become online – Air Mauritius being able to place its code on Air France connecting flights from/to Charles de Gaulle airport in Paris.

Manoj R K Ujoodha G.O.S.K., Chief Executive Officer addressing the audience this morning said: "The airline industry is in crisis and Air Mauritius has also been affected by the soaring fuel prices and its effect in destroying demand. The situation is exacerbated by the worldwide financial crisis. We therefore have to adapt to the changing environment and innovate continually. The Air France/Air Mauritius alliance provides us with new opportunities and it is important that the benefits are communicated internally, and to our customers and stakeholders. The means are there. We now have to sell our country and airline even more aggressively."

Raj Bhujohory, Executive Vice President, Sales & Distribution says "We are focusing on three key messages: connectivity, accessibility and frequency as the 35 destinations which have now become online in Europe also offer more than 100 connections per day through the Charles de Gaulle hub with our partner Air France. There could not have been a better solution for growing the business to Mauritius and we are delighted with the response from our market representatives on these breakthrough initiatives. "

Participants at the conference cover Benelux, Nordic Countries, CIS and Baltic States, Austria, Spain, Portugal, Greece, Turkey, Israel, Russia, USA and Canada.

The communications exercise will also include a meeting with trade partners and an advertising campaign in Europe and Mauritius.

#### **29 October 2008**

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*Air Mauritius is the national carrier of the Republic of Mauritius in the Indian Ocean. Created in 1967, it currently operates a fleet of five A340-300, two A340-300E, two A319-100, one A330-200 and two ATR72-500. Air Mauritius presently flies to twenty-four destinations in Europe, Asia, Australia, Africa and the Indian Ocean.*