

## PRESS RELEASE

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### **Germany's InAvia submits Expression of Interest for Air Botswana**

On 27 February 2017, German independent aviation consultancy InAvia Aviation Consultants GmbH has submitted an Expression of Interest for Air Botswana. Together with its network of partners in the aviation business, InAvia intends to restructure and grow Air Botswana for the benefit of the Republic of Botswana.

InAvia's strategy for Air Botswana envisages growing Air Botswana's regional network with the introduction of modern regional jets, but also establishing partnerships with international airlines to operate flights under codeshares with Air Botswana into Gaborone's Sir Seretse Khama International Airport.

Michael Hoevel, Managing Partner of InAvia comments:

"We believe Botswana has an as yet unrealised potential for travellers into the country, both on business and leisure. Air Botswana is a prime ambassador of the country, but has not yet lived up to the full potential of this role. We intend to change this and use the Air Botswana brand to attract traffic from Europe and key points in Asia and the Middle East. Continuing to limiting Air Botswana to a regional carrier, possibly even under a different brand, will not be to the benefit of the Republic of Botswana, and may reduce the national airline to a provider of aircraft and crew to other carriers."

The strategy of InAvia is to conduct a full analysis of the company, and then to implement the new vision into the existing restructuring plan. The next step will then be to assess the best suited partners and bring them into the project. This will include further financial partners to broaden the financial basis of the company for future growth.

## About INAVIA Aviation Consultants GmbH

**INAVIA** Aviation Consultants GmbH, based in Germany, is an independent, internationally operating consultancy for civil aviation. **INAVIA** consults to airlines, airports, aircraft manufacturers and other aviation related companies on strategic, commercial and operational aspects. **INAVIA** specialises in business strategy, restructuring, and traffic development.

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