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## Coke and ISG Sign Up as ARC Headline Sponsors

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Two major inflight brands have confirmed their involvement as Headline Sponsors at ARC2012 Asia-Pacific, organisers have announced today.



**Coca Cola** and **Inflight Sales Group** have both pledged their support for what is gearing up to be the most important inflight food, beverage and retail conference ever to take place in Asia. The event will take place from 6<sup>th</sup> – 8<sup>th</sup> February 2012 at the Sands Expo & Convention Center in Singapore.

This marks a confident return for the two companies, as both supported the inaugural Airline Retail Conference, which took place in Macau in January 2011.

**Coca Cola** connects people all over the world. It is the most valuable brand, and besides “OK” the best-known word. Everyone knows the brand, the bottle, the soft drink. Coca Cola is brand and myth at the same time, and part of our everyday life. The Coca Cola Company is committed to refresh the world, inspire moments of optimism and happiness, create value and make a difference – on ground or in the air.

Hong Kong-based **Inflight Sales Group** (ISG) is the pioneer of airline concession operations, management and marketing, with nearly 25 years of airline duty free concession management experience. ISG currently services more than 15 airlines worldwide, with a special focus on Asia and North Africa, and is well known for its innovative marketing programs such as Beyond Duty Free, its service culture, and its unparalleled success in driving sales onboard its airline partners.

ARC Account Manager Mike Sawicki says “We are absolutely delighted to welcome back ISG and Coca Cola. Both companies have a huge amount to offer the inflight market – their standing in the industry is well established – and their continued support means a lot to us and to our delegates.”

**To register, or for more information about ARC2012 Asia-Pacific, please call Shelly Guerrero on +44 20 7613 6959 or visit [www.airlineretail.com](http://www.airlineretail.com).**

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**Notes for editors:**

**About The Airline Retail Conference**

**ARC. Shaping the future of inflight retail.**

The Airline Retail Conference is the most focused networking platform for airline buyers and suppliers in the world. Through conferences, exhibitions and social events, ARC creates premium opportunities to build rewarding business relationships.

Since ARC first launched in 2007, over 1500 high-level delegates have attended this focused event, including representatives from almost all of the world's top 50 airlines and all of the major retail concessionaires.

ARC is the leading global conference for senior inflight professionals. We bring together chief executives, retail directors and ancillary revenue specialists from the world's leading airlines, to share knowledge and best practice in a professional networking environment.

Since Ink bought the conference in 2009, it has gone from strength to strength. Following demand from the Asia-Pacific region, the inaugural ARC event took place in January 2011 in Macau. This successful event hosted 18 speakers, 21 exhibitors, 4 sponsors and over 170 delegates. The 2011 London event was the largest in its four-year history, with 20 speakers, 51 exhibitors, 19 sponsors and over 400 delegates.

Each conference is accompanied by an exhibition blending the sector's leading brands with the newest companies and latest innovations in onboard retail, food, beverage and ancillary revenue streams. ARC is designed to be the best possible use of time for busy airline professionals.

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