

Amadeus joins Barig's forum for communication



Source: Supplied | Barig's Michael Hoppe and Amadeus's Monika Wiederhold

Travel technology company Amadeus has become a business partner of the Board of Airline Representatives in Germany (Barig). Amadeus enters Barig's forum for communication through the agreement, joining more than 100 national and international member airlines.

Barig secretary general Michael Hoppe spoke on the partnership, saying: "Technology is one of the vital components for sustainable success today, as the current development of modern innovations in distribution and the IATA standard NDC prove. We are pleased to strengthen the Barig business partner segment 'Technology and Innovation' with Amadeus."

Managing director of Amadeus at Bad Homburg and executive vice president of airlines, central and eastern Europe of Amadeus, Monika Wiederhold, also commented, saying: "The technology used by the aviation industry is changing rapidly. Joint digital transformation and modernisation together with our partners along the entire travel chain are the key to success. We look forward to a strong and innovative dialogue with all Barig members."

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