

## **Bird Group organised a special workshop with aviation expert DR. Klaus Jackel on Indian Aviation Industry**

**New Delhi, November 13, 2014:** Bird Group, India's largest diversified group in the aviation, travel and information technology arena together with eminent Aviation expert and German educationist Dr. Klaus Jackel conducted a special workshop on the aviation industry for the Bird Group workforce and Bird Academy students. The four day workshop was held at Dusit Devarana New Delhi from November 10 – 13, 2014.

The aim of the workshop was to share the best practices to identify and develop an understanding of the relevant and crucial determinants of the aviation industry such as business models of Gulf carriers and their impacts on the Indian markets. An Aviation Management professor at University of Applied Science Worms, Germany, Dr. Jackel also discussed the relevance of distance, diversity and culture, models to describe different cultures as well as extensive studies of the Japanese and Chinese societies. The training session also analysed the prevailing system of world travel and trade in globalized markets.

The workshop concluded with a special session for all the employees of Bird Group along with the students of Bird Academy highlighting the commercial aspects of the airport business such as analysis of special cost situation, route management and network operations. Apart from these insightful discussions by Dr. Jackel, the attendees were also addressed by Mrs. Radha Bhatia, Chairperson, Bird Group, on various relevant attributes of the aviation industry. Bird Group along with IATA Country Director distributed certificates in the ceremony.

### **About Bird Group**

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 45 offices supported by over 6000 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world's leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group's core business includes Travel Technology, Aviation Services, Hospitality, Luxury Retail and Education.

For more details please visit: [www.bird.in](http://www.bird.in)

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