

# PRESS REVIEW



## ECS GROUP MEDIA COVERAGE

DEC  
2018

### Million reinvested in

Branding is defined as the process of coming up or making a unique name or design for a certain product.

Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-value products? It's impossible to be both. You should consider on thinking what your customers need you to be. Your logo is the main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your brand.

Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertisement, visual communication and distribution channels are parts of brand strategy.



### Imagine a revenue of hundred million dollars

a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitions. Your brand tells your costumers what they can have or expect from the products and services you offer.

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### Fact about online marketing

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### Stock Market Strategy

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## ADRIEN THOMINET – ECS GROUP ACF TORONTO 2018

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Adrien Thominet, CEO of the ECS Group, explains his strategy and thinking for recruiting young people into the company.

[WATCH VIDEO](#)



Adrien Thominet runs us through the latest highlights at ECS Group. He explains why investors look at making investments in the logistics space. Thominet stresses on the importance of digitalisation and how it remains a key focus area for the company.

[WATCH VIDEO](#)



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## THOMINET : EXCITING TIME FOR GSSAs

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2018.12

When moving into a new or developing market, or cutting costs in an existing market the choice of the right GSSA can be a make or break decision.

Our teams then work together and in agreement to maximize the company's income and collectively work towards the best possible performance

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«Esperamos que nuestras autoridades estén a la altura y realicen las inversiones necesarias para asegurar el manejo de la carga nacional a través de sus centros». Nacho Ruiz, Director Comercial en España de Gen Air/ECS Group.

El 2018 ha sido un año satisfactorio para nosotros, las perspectivas para el próximo ejercicio son de crecimiento e intensa actividad en mercados muy diversos, como el textil, alimentación, farmacéuticos y automoción.

« Cada vez que se acerca el final de año y empezamos a pensar en los presupuestos del siguiente, nos asalta la misma duda: ¿Seremos capaces de superar lo conseguido?

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The US and Canada are two of the most significant air cargo nations that share border.

« For Paris-based ECS Group, the airfreight market in USA and Canada is 'pretty good » at the moment. That is the opinion of ECS Group regional manager North America Danny Olynick. However we have to face some changes. In Canada, the recent legalization of cannabis in October also adds a huge player in the market, with the challenges related to the handling of that commodity.

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