

APG|SGA has won the contract from EuroAirport for the public-access sector and will expand its digital offering

EuroAirport and APG|SGA are continuing their successful partnership. From 1 January 2020 APG|SGA will continue to exclusively operate the 50-plus spaces as well as an attractive “star tower” in the Swiss public-access sector. Digital ePanels are also planned.

In a competition-oriented international selection process, the leading Swiss out-of-home advertising company performed well, winning the contract for all spaces along Flughafenstrasse and within the parking area in the Swiss public-access sector. APG|SGA will also expand its offering to include digital advertising.

“We are especially pleased that we can continue and intensify the successful decades-long partnership with EuroAirport. Of all the international competitors, we won the contract partly on account of our willingness to invest in new technologies. We submitted an economically attractive offer and relied on high-quality locations”, explains Christian Senn, Head of Partner Management, Central Region, at APG|SGA.

The binational EuroAirport in Basel-Mulhouse employs 6,200 people and is currently used by around 9 million passengers per year. Passenger traffic of between 11 and 13 million is expected by 2030.

Information

<https://www.apgsga-airport.ch/en/advertising-products/>

<https://www.euroairport.com>

Contact

Christian Senn, Head of Partner Management, Central Region
P.O. Box, 4002 Basel, T +41 58 220 73 33, christian.senn@apgsga.ch

Christian Gotter, Head of Partners & Operations
P.O. Box, 8304 Wallisellen, T +41 58 220 75 38, christian.gotter@apgsga.ch

APGISGA, Allgemeine Plakatgesellschaft AG, Media Office
Giesshübelstrasse 4, 8045 Zurich, T +41 58 220 70 71, media@apgsga.ch

About the company

APG|SGA Allgemeine Plakatgesellschaft AG is Switzerland's leading out-of-home advertising company. Specializing in digital and analogue posters and special advertising formats at busy locations on streets, in railway stations, at points of sale and points of interest, in the mountains and in and on means of transport and at airports, it covers all aspects of Out of Home advertising. With the addition of mobile advertising, interactive features and promotions, APG|SGA represents quality and tradition combined with innovation, and aims to inspire people with the very best communication solutions in public spaces. Over 500 employees ensure a lasting impression when communicating with customers, the authorities and the advertising industry. They manage screens and poster spaces with great care, technical expertise, environmental responsibility and maximum precision to ensure successful advertising broadcasts and campaigns throughout Switzerland.