



Press release

## Business class – for pets

### Participating for the first time in the international tourism fair

### IMTM, Terminal For Pets, specializing in flying animals overseas

IMTM 2007 will take place on February 6 - 7 in the Tel Aviv Exhibition Grounds

Approximately one million animals fly every year around the world. In Israel, more than 20,000 animals were flown abroad in 2006. In the past, it was a long and complicated business to take a pet abroad. Terminal For Pets, the Israeli agency for flying animals abroad, deals with all the administration, examinations and permits required for pets to fly, at business class standards. A travel agency exclusively for animals!

Ora Ben-Yaacov, the company's marketing and business development manager: "We have chosen to participate in the tourism fair because it is attended by many travel agents and travelers, whom we hope to reach and show the basket of products that we provide."

Dr. Eitan Kreiner, CEO of the company, and flying veterinarian: "Flying animals is a profession, one in which we have been involved for many years, so we know exactly what you and your pets need. It is necessary to be familiar with international rules and regulations, the laws in force in each different country, the rules of each of the airlines. No less importantly, it is necessary to have broad veterinary knowledge, both with regard to the inoculations and permits required for each animal, and also with regard to the characteristic illnesses and problems in each country, and their approach to animals. We have already flown a snake and a tortoise from Britain, two huge dogs to China, two cats from Mitzpe Ramon to Alaska, a rabbit to Paris, goldfish to Romania, an iguana from Brazil to Israel, and many other animals to exotic destinations around the world."

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יעוץ תקשורת ויחסי ציבור, תקשורת שיווקית ל-HR

זוכי פרס "האריה השואג" – קמפיין השנה ביחסי ציבור לשנת 2003

# דורן תקשורת

Terminal For Pets is the Israeli representative of IPATA, the international organization for flying animals and pets, and enjoys regular and up-to-date information from the airlines, flight organizations and authorities of countries around the world.

IMTM is the central annual event of the tourism branch in Israel, and it is intended to encourage incoming, outgoing and domestic tourism, and increase cooperation with many countries around the world. This is the fair's 13th consecutive year.

Alongside the foreign countries, there are also Israeli representatives participating in the fair – tourism associations from all around the country, airlines, hotels, car rental companies, and service providers in the field of tourism.

The fair is organized by Ortra Ltd. and Israel Travel News, and is sponsored by the Ministry of Tourism, the Israel Hotels Association, the Israel Tourist and Travel Agents Association and the Tel Aviv - Jaffa Tourism Association.

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