



## **Ralph Remkes Appointed General Manager Northern Europe Costa Group**

January 22, 2016

*Genoa, January 22, 2016* – Starting January 13 Ralph Remkes joined Costa Group in the position of General Manager Northern Europe, reporting to Massimo Brancaleoni Senior Vice President of Worldwide Sales.

In this position Ralph leads the recently created Northern Europe Region with a coordination center at the Costa offices located in Amsterdam. With the goal to provide even more support and unmatched services to its business partners achieving a sustainable competitive advantage in the local marketplace, the Northern Europe Region has been created by Costa and Aida joining forces for a new Sales & Marketing organization for Belgium, Netherlands, Luxembourg, Sweden, Norway, Finland and Denmark.

The Northern Europe region combines the experience of 13 sales staff, putting at the service of trade partners their expertise and professionalism, providing a personalized approach to each agents' needs to be able to support effectively their cruise sales with products specifically dedicated to the different types of consumers, both for Costa and Aida brands.

The two Heads of Sales – Kay Sion, Head of Sales Benelux, and Giancarlo Tedesco, Head of Sales Scandinavia – are reporting to Ralph as well as the Business Intelligence Manager, Francesco Minerva.

Prior to join Costa Group, Ralph gained an extensive experience in marketing and sales in the tourism sector.

Ralph Remkes, 40 years old, is from Utrecht – The Netherlands, he is married and has two sons.

For additional information:

Costa Cruises

Press Office - Tel. +39 010 5483523 / 010 5483068 - [costapressoffice@costa.it](mailto:costapressoffice@costa.it)

Gabriele Baroni – Communication Director – cell. +39 3497668013 - [baroni@costa.it](mailto:baroni@costa.it)

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