



TAM Group Limited Announces Major Rebranding

The group's new corporate identity comes alongside growth in multiple key markets

Hong Kong, Aug 15, 2022: Tam Wing Kun Holdings, a leading GSA/GSSA in Asia and the Americas, has completed an extensive rebranding.

The company, now known as TAM Group, has unveiled a redesigned logo, a revamped website and a refreshed company vision to align with a new period of growth for the organisation.

TAM Group was founded in 1977 by Dr. Tam Wing Kun, BBS, MBE, JP., and is headquartered in Hong Kong. TAM Group presently has 22 offices in 12 cities and 6 countries, including Hong Kong, Mainland China, Malaysia, the Philippines, the USA and Chile. Opening later in 2022 is a new office in Brazil, which will play a pivotal role in connecting South America to the world. A joint venture in Bangkok, Thailand and Jakarta, Indonesia is also underway, which will enhance the group's footprint in Southeast Asia.

Over the past 45 years, TAM Group has cemented its status as one of the world's leading GSAs for both passenger and cargo services. In the last 12 months, the group has witnessed phenomenal growth, despite the various challenges caused by the COVID-19 pandemic. Over the past year, TAM Group has experienced 47 per cent year-on-year growth, tallying over 150,000 tons tonnage with 4,000 flights handled in 6 countries.

Combining an exemplary professional reputation with a forward-thinking, growth-oriented business plan, TAM Group has successfully weathered the challenges brought by the COVID-19 pandemic and is now positioned for growth in several key markets over the next six months, including in North and South America and ASEAN. The growth also reflects the increasing recognition of the group by key regional and global carriers and subsequent long-term partnerships.

Stepping into the future with enhanced digital capabilities

The rebranding also represents a step toward the future. TAM Group has embraced the accelerated digitisation brought about by the pandemic. "The ongoing global pandemic has sped up digitization, automation and the adoption of technology across all industries," says Alvin Tam, VP, Commercial at TAM Group. "Airlines prefer a partner that can adapt quickly, leveraging technology to streamline operations while embracing social media and digital marketing to deliver the desired results. At TAM Group, we are seizing the opportunity to enhance our digital presence and are rolling out various technological enhancements to meet the needs of our airline partners. We are also bringing new talent into the company to lead growth in this exciting new phase."

TAM Group embraces the future while honouring its roots. The company's founder, Dr. Tam Wing Kun, cements his legacy, bringing a lifetime of expertise as he continues at the helm of the organisation. "After almost 50 years building up a reputation as one of the world's most respected GSSAs, it is my honour to steer TAM Group into this exciting new era," says Dr Tam. "This rebranding represents an exciting new identity for the company, honouring our legacy of outstanding service while ushering in a progressive, digital-forward proposition that we are confident the market will eagerly receive."

Recruiting new talent to accelerate growth

TAM Group has also completed its recruitment of several senior-level personnel in key markets, including a Vice President in its Hong Kong headquarters, an Area Vice-President of the Americas in its USA office, and a General Manager in Brazil. Additional support staff have also been hired in Hong Kong, China, the USA and South America to better scale and execute corporate initiatives.

A new message for a new era

As part of the rebranding, TAM Group has unveiled a new logo, tagline, vision and mission statement to consolidate and communicate its corporate mission. The group is dedicated to providing exemplary service, responding to each client's needs with a personalized, flexible approach and delivering outstanding results.

Name and Logo

The new company name, Tam Group, honours the founder's legacy and entrepreneurial spirit while signifying a new chapter of growth. The logo communicates a global connectedness that is key to the company's mission of providing integrated services to its clients worldwide.

Tagline:

Service with no Limits.

Vision:

We commit to a vision and develop through collaboration.

Mission:

Clients choose TAM as a trusted, global cargo and passenger GSSA. We embrace the ever-changing environment and fine-tune our services according to our partners' specific needs with a human touch. We collaborate with our clients to support them to achieve their vision. At TAM, we believe flexibility and versatility are the keys to greater success. The vision for a better future inspires us to expand, create and innovate.

About TAM Group Limited

TAM Group Limited (TAM) is a General Sales and Services Agent (GSSA), representing airlines for freight and passenger, cruises and travel services globally. Headquartered in Hong Kong, it has 22 offices in 12 markets across Asia, Mainland China and The Americas. In its almost five decades in history, TAM Group has earned an enviable reputation as one of the world's most established GSSAs, with a proven track record of delivering success for its principals.

TAM Group presently represents 17 carriers in Cargo and Passenger Services and 2 Cruise products.

Visit tam.group to explore the new brand identity.

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Please refer to following pages for key reference images.

Key Reference Images

I. New logo of TAM Group



II. Image of Dr. Tam Wing Kun, BBS, MBE, JP, Founder and Chairman



III. Image of Mr. Alvin Tam, VP, Commercial



FOR HI-RES FILES, please refer to the [link](#) .