

## WFW ADVISES AGODA ON LAUNCH OF ASIA-PACIFIC AND MIDDLE EAST ONLINE FLIGHT AND PACKAGE PLATFORMS

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### WATSON FARLEY & WILLIAMS ("WFW") HAS ADVISED AGODA ON THE LAUNCH OF ITS FLIGHT AND PACKAGES PLATFORMS IN THE FIRST PHASE ACROSS 15 COUNTRIES IN THE ASIA-PACIFIC AND THE MIDDLE EAST.

The new products offer consumers the ability to purchase flights and packages, through local language sites, making payments in local currency and reflects Agoda's strategy of investing heavily in technology to make travel accessible to more people.

Agoda is one of the world's fastest growing digital travel platforms, providing travellers with a choice of more than 2.5m properties including hotels, Agoda Homes (vacation rentals), serviced apartments in 200 countries and territories around the world. Agoda also offers flights, airport transfers and excursions on its platform.

The WFW Bangkok team was led by Partner Alan Polivnick, supported by Associates Nicharee Pudphetkaew and Kanyapat Ratanawilas. London Trainees Pierre Welch and Nick Cullinan also assisted.

Alan commented: "We are honoured to have been instructed by Agoda on this exciting and challenging project involving a number of legal and regulatory issues across multiple jurisdictions. This complex launch required in-depth, sector-wide aviation expertise on issues including consumer, corporate and e-commerce laws as well as contractual terms and conditions with airlines, consolidators and other suppliers. We also advised on the impact of the different legal and regulatory environments in each of the target markets on the Agoda platform for flights and packages. Acting as lead counsel on a sophisticated launch like this entrenches WFW's standing at the forefront of the aviation industry in Asia".

Peter McBride, Lead Counsel Flights, Agoda said: "At Agoda, we invest not just in the right technology expertise, but also the legal service providers. WFW helped guide us through complex regulatory and business requirements in these launch markets, ensuring a compliant, high quality new product for our partners and travellers".

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**Peter McBride, Lead Counsel Flights, Agoda**

## RELATED CONTACTS



**ALAN POLIVNICK**

PARTNER • SYDNEY

T: +61 2 9276 7607

[apolivnick@wfw.com](mailto:apolivnick@wfw.com)

## MEDIA ENQUIRIES



**WILL SALOMONE**

T: +44 20 3036 9847

[media@wfw.com](mailto:media@wfw.com)

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