



FOR IMMEDIATE RELEASE

AviationNOW Academy, a GrowNOW Group Product, Expands to Liege Cargoland in Strategic Partnership with Liege Airport Academy

Liege, Belgium / Vienna, Austria - April 2026

Liege Airport and the GrowNOW Group today announced the expansion of its training platform, AviationNOW Academy, into Liege, one of Europe's most important cargo hubs. In collaboration with Liege Airport Academy, the initiative will deliver a new portfolio of high-impact training programs tailored to the evolving needs of the global air cargo industry.

This strategic partnership aligns advanced executive education with one of Europe's fastest-growing logistics ecosystems, centered around Liege Airport and its dynamic cargo community, Liege Cargoland.

Beginning in June 2026, the AviationNOW Academy, a GrowNOW Group product, will roll out several flagship programs at Liege, including its internationally recognized Air Cargo Executive Leadership Program in English and the Air Cargo Basic 5.0 course in French. What makes Liege uniquely powerful as a learning environment is its ability to bridge the full spectrum of professional development - from theoretical foundations to competency-based, highly interactive workshop formats, and ultimately to hands-on, "real-world" learning experiences directly within the cargo warehouses at Liege Airport. This seamless integration of classroom and live operational exposure creates an unmatched training ecosystem for air cargo professionals.

"Liege is not just another airport - it is a strategic nerve center for European and global cargo flows," said Roland Zistler, CEO and Founder of the GrowNOW Group. "By partnering with Liege Airport Academy, we are embedding our expertise directly into one of the most vibrant cargo ecosystems in the world. Through AviationNOW Academy, we are bringing cutting-edge learning experiences closer to where industry transformation is happening in real time - combining theory, interactive learning, and true hands-on experience in live cargo operations."

Founded in 2021, Liege Airport Academy has rapidly positioned itself as a key enabler of workforce development within the airport community.

The partnership reflects a shared vision: to elevate professional standards, accelerate career pathways, and support the continued growth of the air cargo sector through targeted, high-quality education - delivered through AviationNOW Academy, a GrowNOW Group product and member of TIACA.

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About GrowNOW Group

GrowNOW Group is a global consulting and training organization specializing in aviation, air cargo, and supply chain management. Through its flagship training platform, AviationNOW Academy, alongside its consulting activities, the group delivers cutting-edge education and advisory services to industry leaders worldwide.

About Liege Airport Academy

Founded in 2021, Liege Airport Academy (LAA) aims to promote careers in the aviation sector and enhance employability within the Liege Airport community by offering training solutions that are directly aligned with the real needs of companies.

Placed under the responsibility of Isabelle Perin and Aater Mina, LAA positions itself as a structuring actor within the airport ecosystem, fostering a coordinated and results-oriented approach.

By facilitating collaboration between economic stakeholders, training providers and target audiences, LAA contributes to the promotion of airport-related professions, strengthens the attractiveness of the employment area, and supports secure career pathways, thereby serving regional socio-economic development.

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