

Plaza Premium Group appoints Emrecan Ergin as VP Middle East and Africa



Emrecan Ergin, Vice President, Middle East and Africa, PPG

Plaza Premium Group ([PPG](#)) has announced the promotion of Emrecan Ergin to Vice President, Middle East and Africa.

With a proven track record of transformative leadership across Turkey and Hungary as Area General Manager since 2023, Ergin brings extensive expertise in scaling operations and driving strategic growth within global airport hospitality contexts. Since joining Plaza Premium Group in 2020, he has successfully led complex multi-market portfolios and operational teams, accelerating the company's

footprint and elevating guest experiences across key regions.

In his new role, Ergin will be based in PPG's Regional Headquarter Office in Riyadh, spearheading the Group's strategic vision and operational excellence throughout the Middle East and Africa. He will oversee multi-unit management, drive innovation in service delivery, and cultivate strong partnerships with airports and hospitality stakeholders. According to the October 6 press release, Ergin's leadership will be instrumental in enhancing guest experience and strengthening the Group's market position throughout the region.

"Emrecan's deep regional insights and operational acumen have been instrumental in advancing Plaza Premium Group's mission. We are confident that his visionary leadership as Vice President, Middle East and Africa, will continue to drive meaningful innovation and superior service standards for our guests and partners," said Okan Kufeci, Senior Vice President for Europe, Middle East and Africa of Plaza Premium Group.

Prior to joining Plaza Premium Group, Ergin developed his career and strategic expertise through roles in business development and strategic planning with major international firms in the aviation and retail sectors. Academically, he holds a Master's degree from Chalmers University of Technology, complemented by international study experiences at prestigious institutions.