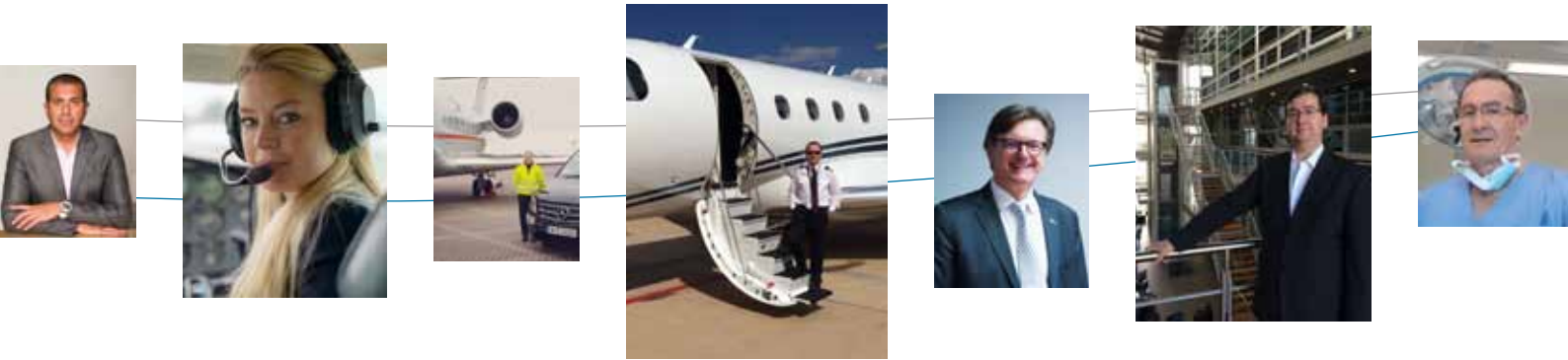


THE FACES OF BUSINESS AVIATION IN EUROPE

→ Stories of the sector's partners, users and employees

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→ INTRODUCTION



Dear Passenger,

Get ready to take a journey through the many different stories behind Business Aviation, some of which come from unexpected perspectives.

The diverse faces of Business Aviation include the business executive who would not be able to run his continent-spanning operations without this time-saving productivity tool. Then there is the ballet dancer who takes a leap of faith to fulfil her childhood dream of becoming a pilot in the most exciting sector in aviation. Consider the business school student who harnesses a simple curiosity and enthusiasm about flying to pursue a rewarding career in Business Aviation. And then there is the medical doctor whose passion for flying and saving lives leads him to fly regularly to remote and sometimes dangerous locations to rescue patients.

These and other stories offer a unique insight into the assorted facets of Business Aviation and the stimulating opportunities the sector has to offer. They show how Business Aviation reflects a commitment to excellence through its companies, innovations, economic opportunities, jobs and growth – but most of all, through its people.

So sit back, relax and enjoy learning about the exciting world of Business Aviation and the varied faces and personalities behind it.

Pleasant journeys!

European Business Aviation Association



BASSIM HAIDAR

Founder, Chairman and CEO of Channel IT Group



“I sometimes travel with my executive team to three countries in one day – doing this without a private jet is virtually impossible.”

→ My business depends on access

A Business Aviation User's perspective

When I started with Channel IT in 2003, I was using commercial aviation. Four years later I switched to Business Aviation, and it has now become indispensable to my business. Let me explain why.

“The success of our services relies on the personal relationships, confidence and trust we build with our customers, wherever they are based.”

Channel IT is a service company, delivering customised solutions to mobile operators around the world, from software through to telecom infrastructure. The success of our services relies on the personal relationships, confidence and trust we build with our customers, wherever they are based. I need to meet my clients face-to-face to understand their needs and tailor our services accordingly, but we also have to remain efficient and achieve our business goals.

“That's exactly where Business Aviation comes into play.”

So how do we combine client service and maximum efficiency? That's exactly where Business Aviation comes into play. Here's an example. Last month, I had a series of business meetings with customers in several countries in Africa. I only had one week to visit them all, I had to adapt to their schedules, and I was travelling with a team of executives.

Thanks to Business Aviation, it was possible to visit 9 countries in 8 days – travelling in a safe and secure environment. We had fantastic results from our trip because we could spend sufficient time with our customers without being under pressure to rush to catch the next flight or worry about missing connections.

“We don't lose any working hours when travelling.”

Far from being a luxury, Business Aviation is – for us – a critical tool which helps generate business and has become essential to many organisations because it is designed to take you from A to B in the fastest and most convenient way possible. From an efficiency perspective it is simply unbeatable. We don't lose any working hours when travelling, and the trips are fully flexible. I fly on average 40 to 50 hours per month, so it really makes a difference.

ABOUT CHANNEL IT GROUP

Channel IT Group is a diverse group of companies, active in the fields of IT, telecom infrastructure, mobile value added services and supplies & engineering for the power industry. We deliver solutions and services to mobile operators around the world to enhance and impact their revenue positively. Channel IT Group plays a major role in bringing infrastructure, technologies and services to emerging markets that shape the way people live, work, learn and socialise.



CECILIE OYAS

Head of US Operations and Pilot at Stratajet



“It’s very inspiring to do something that can make a real difference.”

→ Making a difference

A Pilot's perspective

I always dreamt of being a pilot, but my career path didn't take me there directly. I first studied at an Art College in Norway, graduating in dance and ballet. I then continued studying to become an international accountant, because it seemed like a 'normal' choice. Then one day, a woman came to speak at my university and told us to set our own boundaries and follow our dreams. That's where my adventure started.

"Business Aviation is a very exciting, challenging, ever-changing industry."

Today at Stratajet, a real-time, private jet online booking platform, I am Head of US Operations, responsible for building up the business in the US, and I am also a pilot. There are some very positive elements to working in Business Aviation. It is a very exciting, challenging, ever-changing industry, keeping us on our toes, and bringing satisfaction to the end-customer. What matters to me today is to make it more visible.

"We are the last travel industry to go online."

What I like most about my job at Stratajet is that we can start a revolution by making the world smaller and connecting people. This is an amazing thing to be able to do! We are the last travel industry to go online, so there is so much we can still do, improve, and move things forward. I love being part of that.

"We feel we're making a difference, and that makes me really proud."

Commercial and Business Aviation are very different. In a commercial pilot job, you know what routes you'll be flying, you know what days you're off, and you know what sort of passengers you'll have. In Business Aviation, that changes completely. Everything is possible! For example, at Christmas we flew a girl with cancer to Disneyland. She couldn't fly above 2000 feet because she was too sick and needed to fly in a depressurised environment – we feel we're making a difference, and that makes me really proud.

ABOUT STRATAJET

Stratajet is a real-time, private jet online booking platform founded in 2011, dedicated to making the world's supply of private jets more accessible and helping operators achieve maximum efficiency by adapting existing empty legs to suit customers.



FIONA MADDEN

Customer Service Agent at
Signature Flight Support

“Getting an aircraft off on time, with a happy crew and happy passengers, is probably the best thing about the job. It’s rewarding for everyone.”

→ Passengers are my priority

A Customer Service Agent's perspective

I've been working in Business Aviation for the past 10 years. I started off as a Customer Service Agent (CSR) with Universal Aviation, and since 2014 I've been with Signature Flight Support, based at Dublin Airport.

"Of all the jobs that you can get at an airport, it's probably the greatest one!"

I didn't specifically plan a career in Business Aviation, and it was rather a coincidence that I started working for this sector - but it was one of the best decisions of my professional life. Of all the jobs that you can get at an airport, it's probably the greatest one!

In commercial aviation, a CSR is just responsible for getting the plane in and out on time. In Business Aviation the scope is surprisingly diverse and incredibly wide, which makes the job very interesting.

"You also have to be able to multi-task."

There are so many things that you need to think about, you're doing so many jobs. We need to make sure that flights arrive on time, slots are fine, the weather is ok, and that the pilots have somewhere to park. Yet, of most importance is taking care of the passengers and their requirements.

You also have to be prepared 24/7 - my alarm regularly goes off at 3am or 4am, things need to be done when they have to be done! You also have to be able to multi-task. For example, you may

be dealing with the arrival of an aircraft, and all of a sudden an air ambulance landing requires your attention. On the other hand, you get to meet all walks of life, different people, and interesting characters. What counts, in the end, is to meet their needs.

"The safe arrival of passengers, and ensuring they can keep to their schedule, are my top priorities."

Whilst working in Business Aviation I've acquired a serious love of customer service. The safe arrival of passengers, and ensuring they can keep to their schedule, are my top priorities. For example, if there is a missing passenger, we don't go, we wait for this passenger. It's all down to that one person and their schedule.

I enjoy meeting so many interesting people. I get to have a chat with passengers quite often, and it is fascinating. I relish this personal contact. We drive them through customs, welcome them to the country, and explain how things work. That part of the job is very exciting!

ABOUT SIGNATURE FLIGHT SUPPORT

Signature Flight Support is the world's largest network of Fixed Base Operators (FBOs), with over 200 locations providing consistent service. Signature's worldwide compilation of FBOs deliver essential support services for business and private aviation, including refueling, hangarage, and a variety of other amenities essential to the safe and efficient operation of an aircraft.



MAXIME WAUTERS

Pilot and Safety Manager at
ASL/JetNetherlands

“I learn something every day: as a pilot in Business Aviation, you cannot take anything for granted.”

→ Every mission is special

A Pilot's perspective

I've been working in aviation for 10 years. After managing a major flight school in Belgium, I joined Business Aviation in 2013 both as a pilot and as a safety manager for ASL / JetNetherlands – and I've never regretted that decision.

"It's the excitement of flying, where every mission is special."

There are many things that I love about my job and which make Business Aviation special and more appealing to me than commercial aviation.

It's the excitement of flying, where every mission is special. There is no routine, as we don't have a pre-determined schedule – the fun comes when your company calls to say that you depart in one hour! We get to be in contact with our clients and have to be able to multi-task. We are pilots, but we have to know about engines, about regulations, medical issues and health, meteorology and electricity.

The medical flights are also extremely rewarding and we do a lot of these within the company. We go with a medical team to fetch organs from somewhere in Europe and bring them back to Belgium. Knowing that you're helping save someone's life, even though your contribution is small, is very rewarding.

"It's a constant learning process as technology, regulations, and standards are evolving at such an amazing pace."

I have the chance to fly one of the most advanced jets in our fleet and I always need to adapt my

knowledge, because the systems are different, aircraft are becoming smarter, and automation is of increasing importance. It's a constant learning process as technology, regulations, and standards are evolving at such an amazing pace.

"Flexibility is one of the key assets of our business, and it is also what the client expects."

There is no standard schedule or mode of organisation in Business Aviation, as it differs from traditional commercial aviation. We sell an on-demand, tailored service, and as a pilot you have to be ready to move and adapt to your clients' needs and expectations.

Flexibility is one of the key assets of our business and it is also what the client expects. There is no such thing as a weekend or holiday in Business Aviation, but the reward is enormous. I've visited many places in the world, although we often need to be on standby in case the client changes the schedule or another flight is sold. Once you get used to that way of living, it's fantastic – it's the magic of the job.

ABOUT ASL / JETNETHERLANDS

ASL was established in 1998, and has evolved to become one of the most important private jet operators in the Benelux and in Europe, operating a modern fleet out of the most important airports in the Benelux. In 2014, ASL merged with JetNetherlands, the principal operator in the Netherlands, to form the ASL-JetNetherlands Group. In total, the company manages and operates a fleet of more than 30 aircraft across Europe.



NICOLAS CHABBERT

Senior Vice President of the Daher Airplane Business Unit since 2010 and member of the Executive Committee of Daher since 2015



“I tell every young person that Business Aviation is a life changer, a fantastic sector to work in if you want to be challenged and live a very exciting life.”

→ Business Aviation is a career enabler

A Senior Vice President's perspective

I've been working in Business Aviation since 1990 – more than 25 years. Although for most of that time I was with Daher (formerly Socata), I never had a feeling of stagnation, simply because Business Aviation is so diverse and offers so many different and exciting career opportunities.

Today I'm in charge of aircraft manufacturing, focusing exclusively on the production of Turbo-prop aircraft (TBM). The Airplane Business Unit, which I manage, is responsible for everything that relates to that activity: design, certification, supply, programme management, final assembly, quality, sales, marketing and the support of in-service aircraft.

I oversee a team of more than 400 people, with about 20 fields of expertise, and report directly to the CEO. I am also a member of the Daher Executive Committee.

"I was just curious and enthusiastic, and I ended up being hired."

I don't come from a family of aviators, nor did I develop a passion for flying when I was a child. I graduated from a French business school and saw flying simply as a new 'transport mode' that I viewed as a 'business enabler' thanks to its speed and flexibility.

That's why in 1990 I decided to apply for an internship in Business Aviation, and Socata was a natural choice. I didn't know whether there would be a career opportunity. I was just curious and enthusiastic, and I ended up being hired. Since then, I've worked my way up the company and in 2010 became Senior VP for the Airplane Business Unit.

"My career path shows that anything is possible in Business Aviation."

To understand the nature of the business, I had to learn from my peers and do a lot of reading. I also trained as a pilot, hold an ATP with CFI-I rating, which helps me to better interact with engineers and customers.

My career path shows that anything is possible in Business Aviation. Today, I have a fantastic team of people working on the TBM programme and I'm proud of their achievements and their trust in me.

ABOUT DAHER

A successor of the Morane-Saulnier aviation company – and more recently the well-known SOCATA – Daher designs, produces and maintains the TBM family of aircraft. More than 822 Daher TBM aircraft are in service today.



PAULO PESTANA

Head of Engineering, NetJets



“Business Aviation has always been my desired profession: you get to work with the most advanced aircraft in the market and have the most challenging assignments.”

→ I get to work with the most advanced aircraft on the market

An Engineer's perspective

I've always had a strong interest in aviation and started working in that field when I was 17. I spent 23 years in military aviation before joining NetJets in 2008 as an avionics manager. In 2015, I became the head of engineering.

Today, I'm responsible for compliance with aeronautical regulations issued by all international and national agencies. I also support the Director of Aircraft Maintenance and Engineering in managing maintenance operations and am responsible for continuous aircraft improvement through various dedicated programmes and initiatives.

"What motivates me is the continuous search for the latest technology."

Working in Business Aviation is very challenging - it is completely different to military aviation and even more sophisticated. In fact, business aircraft are "the reference" in aviation.

What motivates me is the continuous search for the latest technology and the opportunity to improve my knowledge of aircraft avionics. This is why Business Aviation is the best fit for me. It is a fast-paced and dynamic industry with complex and demanding technologies, and there are always new models in the pipeline.

"I am proud that we have a very high level of compliance and integrity, delivering the highest safety levels in every area."

In the Business Aviation sector we need to constantly learn and adapt to new European, FAA and other regulations. We fly around the world, mean-

ing that we need to know the regulations for each country where we fly. This requires a lot of coordination between flight operations and maintenance engineering, as well as constant learning.

I am proud that we have a very high level of compliance and integrity, delivering the highest safety levels in every area of the operation and always keeping our aircraft in top condition.

"If you are passionate about aviation, Business Aviation is the best place to be."

The most important skills that I have learned in Business Aviation are time management, prioritisation, how to manage stressful situations, and - most importantly - how to deliver the best possible travel experience on every flight - anytime and anywhere - for our clients.

Our profession is driven by passion. If you are passionate about aviation, Business Aviation is the best place to be, as it provides the most interesting challenges and opportunities to grow and develop professionally.

ABOUT NETJETS

NetJets Europe was founded in 1996 and is the largest business jet company in Europe. As the only pan-European Business Aviation company with its own fleet, NetJets Europe, through NetJets Transportes Aéreos S.A. (NTA), is uniquely capable of delivering a consistent, world-class service with an unparalleled commitment to safety and security. NTA was the first business jet operator to be awarded the IOSA certificate, the highest safety accreditation in the world. NetJets Europe employs a total workforce of more than 1,200 and has over 100 aircraft.



DR. HAMIDA CHAOUKY

Medical Director at Airlec Médical



“I have devoted my career to saving lives and on an air ambulance team, I found a platform to achieve my goal.”

→ Combining a passion for flying and a desire to save lives

A Medical Director's perspective

An intensive care anaesthetist in a hospital, I am also incredibly lucky to work in an air ambulance team. I have done this for nearly 40 years, starting out as a young medical student and now I am Medical Director, responsible for medical evacuations. My job allows me to combine the best of both worlds: a passion for flying and a desire to save lives.

“In many cases, a business jet is the only means to save someone's life”

Each emergency is different, but in many cases, a business jet is the only means to save someone's life. We once travelled overnight with a team of paediatricians to save a child who had been stung by a scorpion, bringing him to a hospital's intensive care unit in enough time.

We are also often the only chance for repatriating patients during the holiday high season, when commercial flights and charters cannot accept stretchers.

We even have to intervene in war zones, which are often impossible to access with commercial aviation.

“What motivates me most is that I am helping people in need, no matter what they do or where they may be”

The air ambulance business jet not only allows us to reach areas not served by commercial avi-

ation, but also to replicate a hospital emergency room with critical care equipment, or to isolate patients when they are infectious. I recently undertook a mission where we flew a patient from Pointe Noire in the Congo to Beijing.

What motivates me most is that I am helping people in need, no matter what they do or where they may be. The only criterion that counts is their medical condition and what we can do to help them survive. I truly believe Business Aviation is a health imperative, without which many people would needlessly lose their lives.

“Strong relationships and comradery matter”

In an air ambulance business jet, we are always a full team on board, including pilots, mechanics, doctors and nurses. We work closely together and trust each other implicitly, because in life or death situations, strong relationships and comradery matter. The pilots understand our medical constraints and the doctors understand that pilots must prioritise safety. This human dimension is an enriching part of an important, sometimes stressful, but deeply rewarding job.

ABOUT AIRLEC

Airlec (Airlec Air Espace and Airlec Médical) was founded in 1958 in France. Equipped with 6 fixed wing aircraft, Airlec Médical employs some 100 nurses, doctors, technicians, operators and mechanics as well as 19 fulltime pilots.



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