



ECAS 2010

European Corporate Aviation Summit

Thursday 2nd – Friday 3rd September 2010

Swedish Air Force Museum

Linköping, Sweden

www.aeropodium.com/conferenceprojects/ecas.html

SUMMIT AGENDA

Chairman: Matthijs de Haan, Owner, AviationResult

Day 1 – Thursday 2nd September 2010

8.00 Registration

9.00 Opening Remarks from Aeropodium

9.10 Opening Remarks from the Chairman
Matthijs de Haan, Owner, AviationResult

9.20 OPENING ADDRESS

Paul Lindvall, City Commissioner/Chairman, Cityboard Linköping

9.30 General Aviation: Part of the infrastructure

William Magnusson, Managing Director, IceFly

9.50 Solutions for Europe's crowded ATM: A forecast for Light Jets traffic levels

Alex Hendriks, Principal Advisor to the Principal Director, Eurocontrol

10.10 Entry level Jet – Entry level customer – The next generation business user

Gabriella Somerville, Founder & Managing Director, ConnectJets

10.30 Q&A SESSION

10.50 Networking Coffee Break

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11.20 Ambeo, ambis, ambit

Frank Noppel, CEO, Ambeo

11.40 Air taxis in a modern era: The case of GlobeAir and the use of the Cessna Citation Mustang

Bernhard Fragner, CEO, GlobeAir

12.00 **Air Taxis take off in France: The case of Wijet**

Corentin Denoeud, CEO, Wijet

12.20 **Mustangs – Ahead of the competition?**

Magnus Henriksson, Business Manager, Avinode Business Intelligence

12.40 Q&A SESSION

13.00 Networking Lunch

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14.30 **How to reduce the operating costs of your aircraft with intermittent fault detection**

Giles Huby, Managing Director, Copernicus Technology

14.50 **Innovation in aviation: Modern aircraft systems and structures for cost efficient operations**

Göran Berséus, Senior Vice President Saab Aerospace (Ret.) & CEO, Strategic Business Consulting Sweden

15.10 **Legal aspects of purchasing a Light Jet**

Aoife O'Sullivan, Partner, Gates and Partners

15.30 Q&A SESSION

15.50 Networking Coffee Break

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16.20 **The business case for VIP charter of large corporate Jets**

Eric Jullien, Deputy Vice-President, Private & Executive Aviation - CDJ, Airbus

16.40 **The new generation of Light Jets: Overcoming the hurdles**

Lars A Chr. Welinder, Senior Partner & Director, Ventana Aviation

17.00 **Light Jets: Are they any different from other business aviation aircraft for FBOs?**

Catherine Gaisenband, CEO, Assistair

17.40 Q&A SESSION

18.00 End of Day 1 & Concluding Remarks from the Chairman

Day 2 – Friday 3rd September 2010

9.00 Opening Remarks from the Chairman
Matthijs de Haan, Owner, AviationResult

9.10 **Light Jets for corporate aviation: Ingredients for commercial success**
Edwin Brenninkmeyer, Founder, Oriens Advisors

9.30 **Aviation safety for airports and corporate operators: Regulations and new challenges for the future**
Velissarios Eleftheriou, Airports Rulemaking Officer, ATM/Airports Dept, Rulemaking Directorate, European Aviation Safety Agency (EASA)

9.50 **The Isle of Man aircraft register - Benefits for operators and private owners**
Mark Byrne, Director, ICM Aviation

10.10 **Flight planning software solutions for business aircraft operators**
Peter Gravesen, Area Manager, Air Support

10.30 Q&A SESSION

10.50 Networking Coffee Break
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11.20 **CNS/ATM service development in SESAR for General Aviation**
Tomas Andersson Öhman, Project Manager & Development Engineer, LFV

11.40 **Enhancing new operations for Light Jets in small regional airports**
Santiago Soley, Executive Manager, PildoLabs

12.00 **Infrastructure development of Lyon-Bron business Airport and how to meet the increased demands of operators and passengers**
Eric Dumas, Managing Director, Lyon-Bron Business Airport

12.20 **The development of Linköping Aviation Park**
William Magnusson, Managing Director, IceFly

12.40 Q&A SESSION

13.00 End of ECAS and Concluding Remarks from the Chairman

13.20 Networking Lunch
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ECAS SPEAKERS

Edwin Brenninkmeyer, Founder, Oriens Advisors

Oriens Advisors founder, Edwin has a passionate belief in the potential of entry level jets as the most convenient and cost-effective alternative for the time-sensitive traveller familiar with traditional transportation. His experience in this field has been gained via a venture fund with a specific focus on this market, in addition to personal stakes in and active involvement with a pioneering U.S. operator providing point-to-point, on-demand personal jet transportation at airline prices. His early career was in the retail industry, with specific focus on developing and rolling out an innovative store concept in Austria, expanding into the Czech Republic. The frustration of modern short-hop travel in Europe and the ever decreasing costs of private jet travel inspired him to explore this industry further. Edwin is a CPL/IR/Multi pilot with a frozen ATPL.



Mark Byrne, Director, ICM Aviation

Mark was born in Douglas on the Isle of Man and graduated in Law from the University of Westminster. He has an MBA from Manchester Business School and a Diploma in Marketing from the Chartered Institute of Marketing. Mark previously worked for two engineering companies in Germany in the legal, budgeting and marketing departments and for a management consultancy company in London and Ireland. He went on to work for a trust company as a client administrator and business development manager before being appointed as a Director of the ICM Group in 1995. Mark specialises in corporate and fiduciary matters with a special interest in aviation.



Eric Dumas, Managing Director, Lyon-Bron Business Airport

Eric was born on 28th January 1965 in LYON (FRANCE)

He is 45 years old, married and he has one 3 year old child.

EDUCATION

Masters in Organization and Strategic Management - ICG, Université Paris X Nanterre and IFG 2009.

Maîtrise in Geography, Université d'Avignon, 1987. Writing of a thesis

for the secretariat of State for major risks on the topic of "Floods in the Rhone corridor – The example of Vaucluse". High honours.

PROFESSIONAL EXPERIENCE

As an employee of the company "Aéroports de Lyon S.A" since 1989, which is a Limited company with executive and supervisory boards which is concession holder of the Lyon airports, Eric DUMAS performed the following duties:

1996 – 1997 Passenger Department Head: Eric has managed and supervised a department made of 8 people, generating a turnover of 80 million francs (€12 million), responsible for managing automotive fleets, roads and public road transport to the platform.

1997 – 2002 Manager on Duty: He Represented the Lyon airports' General management through 3x8 hr work shift duty in order to guarantee the manager's perfect responsiveness and the ongoing presence of a General management representative. Operational supervision of staff teams, or around twenty people. Management of crisis situations.

2002 – 2005 Operations Manager (Lyon-Saint Exupéry Airport): Eric has managed a department grouping together all of the Escalé's operational teams in direct contact with



customers. 63 employees including 1 executive and 19 supervisors responsible for delivering services to passengers and airlines. Management of a related budget of around €5 million. Results obtained: service continuity guaranteed, management of 3 processes in the framework of the creation of an integrated management system targeting the ISO9001, ISO14001 and OSHAS 18001 standards. Certification obtained in 2005. Establishment and analysis of investment projects, profitability studies and recommendations. Management of projects. Since 2005 Lyon Bron airport Managing Director: Coordination, promotion and management of the second platform of the Lyon airport system, turned into a profit centre. Made of 30 employees for a turnover of €3.4 million and generating an EBITDA of €700,000, the Lyon-Bron airport is France's third largest business airport. Eric DUMAS obtained good results : he designed and made implementation of the profit centre's strategy. 30% increase in turnover and EBITDA over 3 fiscal years. Establishment and analysis of investment projects, profitability studies and recommendations. Management of projects. Design and implementation of a quality and safety management system witch obtained certification ISO 9001 in December 2009 covering all LYON-BRON airport activities, including FBO.

Recently, Eric DUMAS has largely contributed to the European Business Aviation Award 2009 witch has been conferred to LYON-BRON business airport during EBACE 2009.

MISCELLANEOUS

Eric obtained his Private Licence to Pilot a single engine piston in 2004.

He hardly supports Olympique Lyonnais, famous Lyon football team which is one of Lyon-Bron airport best client!

Catherine Gaisenband, CEO, Assistair

Catherine Gaisenband is founder and CEO of the Spanish based independent company Assistair Group. Having always loved aviation Assistair was launched by Catherine in 1995. Recognising a gap in the market, Catherine realised that she could bring the attention to detail that was required for a successful FBO. Since then the business has grown from one office in Palma to five Spanish bases with Valencia, Ibiza, Girona and Barcelona joining the family. The company now has four divisions – brokerage for private charter, charter and regular commercial flights supervision, consulting for airports and private companies who are developing their handling division and new projects abroad, and handling for business aviation.

Giles Huby, Managing Director, Copernicus Technology

Giles is the Managing Director of Copernicus Technology Ltd, based in the Highlands of Scotland, a business which specialises in delivering solutions to solve Intermittent Fault, No Fault Found and System Integrity problems. Prior to that he was a senior officer in the engineering branch of the Royal Air Force: his 16-year Service career encompassed land-based and carrier-based fast-jet operations, plus Depth Maintenance and Procurement roles. Giles possesses considerable experience of Defence programme management and running large, aircraft maintenance organisations. He was extensively involved in Lean process improvement in UK Defence and also in undertaking Human Factors incident investigation, including the development of enduring countermeasures to prevent recurrences. Giles was the Chairman of the Royal Aeronautical Society's Highland Branch for 5 years, until recently, and now continues to enthusiastically support the Branch's activities as an active and enthusiastic member of its committee.



Eric Jullien, Deputy Vice-President, Private & Executive Aviation - CDJ, Airbus

From 2009, Deputy Vice President for AIRBUS Private & Executive Aviation; management of the Business Unit in Toulouse, general overview of the BU's commercial activities and coordination with other Airbus Departments and BUs.

From 1997 to 2009, Regional Sales Director South East Europe at AIRBUS, responsible for all commercial activities in Greece, Israel, Italy, Lebanon Malta and Poland. From 1992 to 1997, Business Manager Civil Aviation at OFEMA (Office Français d'Exportation de Matériel Aéronautique) in Paris, responsible for all civil aviation activities: new and second hand aircraft trading, consulting, technical services...

From 1990 to 1992, Assistant Manager at BBL Aviation in Paris, the aircraft finance division of Bank Brussels Lambert, in charge of aircraft financing and leasing as well as asset management and remarketing.

Military Service

Intelligence Officer (Lieutenant) in the French Air Force from 1989 to 1990.

Education

From 1984 to 1987, Civil Aviation Engineering Degree in Aircraft Design, Manufacturing and Airline Operations from ENAC (Ecole Nationale de l'Aviation Civile in Toulouse.

From 1987 to 1989, MBA in Finance and International Business Strategies from ESSEC (Ecole Supérieure des Sciences Economiques et Commerciales) in Paris.

Hobbies

Travelling, History, Modern Painting & Music, Martial Arts, Motor Biking, Scuba Diving.

Miscellaneous

Married, 1 son, 1 daughter.

Born March 1964 in Strasbourg (France).



Aoife O'Sullivan, Partner, Gates and Partners

Aoife has extensive experience in corporate, asset finance and commercial law. She has advised both nationally and internationally on financings, securitisations, takeovers, mergers and acquisitions, reorganisations, listings, commercial contracts, and joint ventures. She has also worked at a leading offshore firm in the Cayman Islands where she advised on structuring and implementing local and international securitisations, asset financings, mutual fund and unit trust schemes, establishing complex

corporate structures with worldwide tax-effective outcomes.

Aoife also advises clients on aircraft finance, commercial aviation and regulatory issues including aircraft and fleet acquisitions and disposals, financings, airline start-ups, licensing applications and ancillary issues. She has a particular focus on the specialised private and corporate jet market.

Aoife sits on business aviation industry committees in the UK and is a regular contributor to trade and industry publications, conferences and seminars.

Gabriella Somerville, Founder & Managing Director, ConnectJets

As Founder and Managing Director of ConnectJets, Gabriella brings over 20 years experience in commercial and business aviation.

At Virgin Atlantic in 1988, Gabriella fulfilled a natural passion for aviation, serving as an integral member of the Cabin Crew promotional team. In 1995, moving to British Airways,

she spent the next six years in various roles, including Fleet Manager, Customer Services Manager and a much-coveted post working with Special Services.

In 2005, Gabriella went on to launch a boutique events management start up, creating bespoke events for private jet and concierge agencies throughout markets in Europe, the Middle East and Africa. Cool Eventz was tailored to the luxury market, with Gabriella leading teams based in the UK and France.

In 2007, Gabriella joined Bombardier Skyjet International, the private jet charter division of the world's largest business jet manufacturer. As Client Relationship Manager, Gabriella handled the critical relationship between the private jet charter company and its Jet Members. She delivered an improved Jet Member Programme and increased client retention through the implementation of a new CRM service. Combining aviation industry expertise with exceptional client relationship skills, Gabriella introduced a new customer relations strategy to develop future business growth opportunities throughout Europe, the Middle East and Africa.

As Vice President Program Sales for Vistajet, Gabriella helped to establish VistaJet programmes in London and Southern UK markets, developing significant alliances with key luxury partners.

Gabriella combines her love of aviation (she is now looking to gain her Private Pilots Licence) with charitable pursuits. A board member of The Old Warbird club in Switzerland, Gabriella works to raise money for children's charities close to her heart. Last year she initiated a landmark flight to Disneyland Resort Paris for sick children from CHASE Hospice in Surrey with Learjet Ambassador, Formula One's Lewis Hamilton, and the fly2help Foundation.

Gabriella's vision for ConnectJets was borne out of her passion for private aviation. ConnectJets is Gabriella's platform for presenting the private jet model to a wider audience, by simplifying the process and delivering a competitive and client focused service.

Key to enhancing Connectjets leading position is Gabriella's continuing commitment to develop innovative new products and services, leverage the potential of emerging markets, and build value-added quality partnerships.



Lars A Chr. Welinder, Senior Partner & Director, Ventana Aviation
Company Director with some 30 years in international business and management, both "hands-on" and at Board level with experience from Europe, Asia, the Middle East and Africa.

Senior Partner and Director of Ventana Aviation Ltd, offering expertise and track record across the broad spectrum of corporate finance and business efficiency, regulatory compliance, green aviation, safety and crew training; focusing on business and general aviation.

Chairman of the Global Aviation Advisors Alliance, bringing together multi-disciplinary aviation advisory companies from across the world, able to provide an unrivalled end-to-end service.