

# Indian Aviation: A Vision for the Future

*Ready for Takeoff: Solutions and Challenges*

Tuesday 2<sup>nd</sup> March 2010

Ista Hyderabad Hotel

Hyderabad, India

## ***CONFERENCE AGENDA***

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# CONFERENCE AGENDA

Chairman: Mike Chase, President, Chase & Associates

8.30 Registration

9.00 Opening Remarks

*Panagiotis Panagopoulos, Director, Aeropodium*

9.10 Opening Remarks from the Chairman

*Mike Chase, President, Chase & Associates*

**9.20 General and Business Aviation in India: Ready for Takeoff**

*Ed Smith, Senior Vice President International and Environmental Affairs, General Aviation Manufacturers Association (GAMA)*

**9.40 Financing engines in India: Requirements for the regional market and options for the operators**

*Bobby Janagan, Marketing Director – Engine Leasing, Far East and Asia, Rolls-Royce Capital*

**10.00 Supply chain and asset management for the inventory and optimizing invested capital**

*Rahul Shah, Senior Vice President & Managing Director, Middle East, Africa and India, AAR International*

**10.20 Route development for airports: How to increase the route network and create traffic growth**

*Tony Griffin, COO, ASM*

10.40 Q&A SESSION

11.00 Networking Coffee Break

**11.30 Legal aspects of buying and selling aircraft**

*Aoife O'Sullivan, Partner, Gates and Partners*

**11.50 Trends and opportunities in the on-line charter market**

*Johan Sjöberg, Director of Sales, Avinode*

**12.10 Flying out of turbulent economic times: Business Aviation**

*Mike Chase, President, Chase & Associates*

12.30 Q&A SESSION

12.50 Networking Lunch

**14.00 Certified clean air**

*Rande Cruze, Director, OEM Business Development, AAR Aviation Supply Chain*

**14.20 Airbus in partnership with India**

*David Forrester, Senior Marketing Analyst - India, Airbus*

**14.40 The air express development in India - the right aircraft for the right service**

*Michael Fuerst, VP Marketing & Sales, Airbus Freighter Conversion*

**15.00 Meeting the needs of India's domestic and intra-regional air transport market - Bombardier's perspective**

*Sunder Venkat, Director, Asia- Sales, Bombardier Commercial Aircraft*

**15.20 Air Charter and Aircraft Management**

*Srinivasa Rao, Director – Business Development, Titan Aviation*

**15.40 Letters of intent and deposits: What future buyers of aircraft should know**

*Ian Veall, Partner, Donald H. Bunker and Associates*

**16.00 Q&A SESSION**

**16.20 Concluding Remarks from the Chairman**

**16.30 Networking Coffee Break**

**19.00 Networking Drinks Reception**

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## Speakers

**Mike Chase, President, Chase & Associates**

Over thirty years with extensive global managerial experiences in marketing/sales, operations, and finance working in several distinct sectors of the aerospace industry - corporate, commercial, airline, and supplier. Currently he is the founder and president of Chase and Associates, an aerospace consulting firm headquartered in Dallas, Texas that specializes in industry product and market research primarily in the General Aviation sector. Additionally, for the past four years he has written over 50 business aircraft articles, one of which is the feature monthly industry article for the World Aircraft Sales magazine (U.K. based) on Aircraft Comparative Analysis.

As the Vice President of Sales and Marketing for DPI Labs Inc., a small private company supplier of aircraft cabin management and in-flight entertainment products, my responsibilities included worldwide sales, quoting, contracts, repair goods, customer relations, and all marketing activities. Customers include OEM's such as Boeing, Gulfstream, and Bombardier plus aircraft completion and modification centers worldwide. As the Director Market Research for Gulfstream Aerospace, he lead the market research staff in sales research, product research that included feasibility and viability studies for market expansion, competitive intelligence, various industry surveys, forecasts, and market outlook studies. As the Director Marketing/Sales for a new startup venture, Scheduling Systems Incorporated, he sold state-of-the-art airline scheduling software to the airline industry. As a Senior Manager, Market Analysis and Planning at McDonnell Douglas Corporation, he managed a team of over 15 market development analysts and traveled extensively throughout North America, Europe, the Middle East/Africa, Pacific/Asia and China to present marketing, fleet planning, and industry analysis

studies to 50+ of the world's largest airlines over a ten year period that included 4 around-the-world trips. His finance experience came while at Western Airlines where he was Manager, General Accounting – Corporate Statistics for over five years with responsibilities for gathering and reporting externally and internally passenger and cargo traffic to the various regulatory agencies. He is an accomplished industry spokesperson at numerous industry conferences – Air Transportation Research International Forum (ATRIF), FAA/Transportation Research Board (TRB) subcommittee on Business Aviation, SpeedNews, and IATA. He possesses a Bachelor of Arts in Business Administration with a major in Transportation Economics from the University of Washington. He was a Guest Lecturer for four years at Massachusetts Institute of Technology (MIT) in a graduate course on Airline Management Issues and Industry Analysis. He attended the prestigious Royal Aeronautical Society Air Transport Course at Oxford University, Oxford, England. He is a current member of the executive committee of the TRB which oversees regional and business jets as well as helicopters. He regularly attends the meetings of the subcommittee on Business Aviation in Washington D.C. and was a previous member of the Pacific Asia Travel Association (PATA) research board.

### **Michael Fuerst, VP Marketing & Sales, Airbus Freight Conversion**

Michael Fuerst is Vice President of Marketing and Sales for the Joint Venture Airbus Freighter Conversion GmbH (AFC) since July 2007. This Joint Venture for Airbus P2F (passenger to freighter conversion) solutions was found in June 2007, shareholders are UAC and Irkut from Russia (50%) as well as EADS EFW and Airbus (50%). Michael Fuerst is responsible for the marketing and sales activities as well as customer contracts and related services for the A320/A321P2F conversion programme.

He started his aviation career with Lufthansa in 1975 where he worked in Engine Overhaul and Aircraft Line Maintenance before going to university. He joined Airbus in 1986 as Manager Spares Support. Following this position, Michael worked in the Engineering and Quality Department in Hamburg before moving to Toulouse. Here he took over the position as Customer Engineering Manager responsible for ILFC. After 5 years in France, Michael returned to Airbus Germany and became Head of Customer Services in the Long Range Product Management. Before joining AFC, he spent 4 years with Airbus China Customer Services in Beijing as General Manager, responsible for Spares and Technical Support and the JV Airbus/CASC Support Centre.

Michael Fuerst holds a diploma degree in Industrial Engineering from Hamburg University of Applied Sciences. He is married with a son and daughter. In his spare time he likes playing tennis, scuba diving or working on his classic 30 years old VW Beetle.

### **Tony Griffin, COO, ASM**

Airport Strategy Marketing (ASM) is the world-renowned expert in global route development and has been working with airports of all sizes since 1993 from their HQ in Manchester, UK, and regional offices across the world. The company prides itself on its ability to deliver results for its airport clients in the form of new routes and air services. ASM has also developed extremely strong relationships with the world's airlines through its day to day activity and also through the Routes events managed by ASM's parent company the Route Development Group (RDG).

Tony Griffin's expertise in aviation is borne out of more than 23 years in the airport business. He joined ASM in 1999 and now oversees all ASM's client management activity as well as the delivery of ASM's products and services worldwide. He also manages major projects including large ASM strategy, forecast and transaction projects in Asia, Western Europe, Africa and Russia and more relevantly in India

He joined ASM from Manchester Airport with over 12 years experience gained in a variety of disciplines most notably route development and project management with a particular specialism in the Tour Operating and Charter Airline Sector. He has been successful in integrating the demands of the airport business with appropriate route development strategies and delivery.

Tony has a degree and a diploma in Marketing from the Manchester Business School and outside of ASM, Tony enjoys golf and is a busy family man, with three young children.

**Bobby Janagan, Marketing Director – Engine Leasing, Far East and Asia, Rolls-Royce Capital**

Bobby Janagan is Vice President and General Manager of Rolls-Royce and Partners Finance Ltd (“RRPF”), a Rolls-Royce plc - GATX Corporation joint venture company.

RRPF was established as a part of Rolls-Royce’s long-term after market strategy, which included the provision of long-term, dedicate spare engine leases to both Rolls-Royce and IAE operators. RRPF currently has a portfolio in excess of 300 engines with a total spare engine net book worth of in excess of US\$1.6 billion.

Bobby Janagan joined RRPF in 1998 as a Management Accountant. In June 1999, Bobby became Product Development Manager for the Engine Leasing business where he played a key role in diversifying into leasing of industrial gas turbines. In January 2004, Bobby was promoted to Marketing Director for Asia and Far East and in last November he has been promoted to Vice President and General Manager of RRPF.

**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.

**Rahul Shah, Senior Vice President & Managing Director, AAR**

Rahul Shah joined AAR in 1991 as a Development Engineer for AAR Engine Component Services in New York and Connecticut. He then rose to the rank of Program Manager, with responsibility for the sales and marketing activities of the Company’s engine component repair business.

Mr. Shah became Vice President of Sales and Marketing for AAR’s Asia Pacific region in 2000. He was promoted to Managing Director of Asia Pacific Operations in 2002, and the business grew seven-fold under his leadership.

Mr. Shah has now focused his attention on growing AAR’s presence in Africa, Turkey and the Middle East with our new office opening in Abu Dhabi, UAE. As Senior Vice President and Managing Director, Mr. Shah will manage operations and sales and marketing efforts in the region.

Mr. Shah earned a bachelor’s degree in Mechanical Engineering, a master’s degree in Industrial Engineering and a master’s degree in Business, Finance and Marketing, which he applies as he develops strategic programs to meet the needs of AAR’s customers around the world.

**Johan Sjöberg, Director of Sales, Avinode**

Johan Sjöberg is the Director of Sales at Avinode, the world's largest marketplace to buy and sell charter flights online. Over 60 000 trip searches per month are made through Avinode’s marketplace sites. The system provides real-time availability, instant pricing and flight time calculation for over 3000 charter aircraft worldwide.

By aggregating and analyzing data from Avinode's historical and current database, Avinode has developed a Business Intelligence service, and two Charter Indexes. The indexes provide a large-scale representation of the state of the industry, based upon charter demand and pricing fluctuations. Avinode Business Intelligence and the Avinode Indexes are published in several leading trade and industry publications, and 11 000 professionals with an interest in Business Aviation subscribe to our weekly Business Intelligence Newsletter.

Johan holds a M.Sc. in Business Administration at the University of Gothenburg School of Business, Gothenburg, Sweden, and he is truly passionate about the aviation industry.

**Ed Smith, Senior Vice President International and Environmental Affairs, General Aviation Manufacturers Association (GAMA)**

Edward Smith has been Senior Vice President of International Affairs at GAMA since 2005. He is responsible for developing and coordinating strategies to respond to market, policy, legislative and regulatory developments that affect the manufacture and sale of products manufactured by GAMA's member companies worldwide. In 2008 he assumed responsibility for the new environmental policy portfolio as well.

Prior to joining GAMA, Mr. Smith was Director of the Office of Aviation Negotiations at the Department of State, where he was the lead U.S. negotiator for the historic U.S. - India Open Skies Agreement in 2005. He also oversaw the United States' aviation relationship with other international partners. In the course of his 25-year diplomatic career, Mr. Smith had postings in Europe, Latin America and the Caribbean and also held a number of economic and regional policy positions at the Department of State in Washington.

Mr. Smith is a graduate of Georgetown University and pursued graduate studies in Economics at McGill University.

**Ian Veall, Partner, Donald H. Bunker and Associates**

Ian Veall is a Partner with the Dubai-based aviation law firm Donald H. Bunker and Associates handling predominantly non-contentious matters in relation to the sale, purchase, lease and finance of new and used aircraft with a particular focus on corporate aircraft. Ian received his Master of Arts degree from the University of Toronto prior to receiving his Bachelor of Laws degree in the U.K. and qualifying as a solicitor. Ian has more than 20 years' experience in the Middle East of which 13 years have been spent practising aviation law in Dubai. In his free time and when not writing aviation-related articles, Ian enjoys deep-sea fishing in the Arabian Gulf and is an avid Harley-Davidson motorcycle enthusiast.

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At Gates and Partners we have a team of experienced and highly regarded professionals able to advise on all aspects of aviation commercial and liability work. We are recognised as one of the world's pre-eminent aviation law firms. Various Gates and Partners team members are also admitted in other countries throughout the world and we are registered to practise in Singapore. Through the legal work that we do on behalf of airlines and their insurers our lawyers are required to be skilled in the handling and direction of multi-jurisdictional cases. The majority of our lawyers have excellent foreign language skills, and together are proficient at conducting business in 16 languages.

We advise a wide range of clients worldwide on all aspects of their aviation needs. Our clients include airlines (from start-ups to major international carriers), business jet owners and operators, insurers, maintenance organisations, product manufacturers private use individuals, aircraft leasing companies and funds. It is our mission to proactively deliver high quality, practical and commercial legal advice to our clients in an efficient, timely and controlled manner.

Our commercial and regulatory lawyers have created a particular niche in the business jet market where we advise start-ups to growth businesses involved in fractional ownership, charter, maintenance and selling agents. Our partners are members of industry focus committees and groups (both in the UK and abroad) who have the interest of the business jet market at the fore front of their remit and are regularly involved in directing the market and making submissions on UK and EU regulation.

We assist in all areas of aviation and commercial law including:

- Aircraft acquisitions and disposals
- Aviation insurance and reinsurance
- Aircraft finance
- Regulatory issues and registration of aircraft
- Operational and management issues
- Offshore structuring
- Aviation Litigation

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