

*2<sup>nd</sup> Annual BALA Summit*

**Business Aviation in Latin America:  
A Vision for the Future**

**Friday 13<sup>th</sup> August 2010, LABACE, Sao Paulo, Brazil**



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## SUMMIT AGENDA

**Chairman: Respicio A. Espirito Santo Jr., President, Brazilian Institute of Strategic Studies and Public Policies in Air Transport – Instituto CEPTA**

8.15 Registration

**8.45 Opening Remarks from Aeropodium**

*Panagiotis Panagopoulos, CEO & Founder, Aeropodium*

**Opening Remarks from the Summit Chairman**

*Respicio A. Espirito Santo Jr., President, Brazilian Institute of Strategic Studies and Public Policies in Air Transport – Instituto CEPTA*

**9.00 OPENING ADDRESS**

**Business Aviation: Nation's development and social inclusion tool**

*Francisco Lyra, President, ABAG*

**9.20 KEYNOTE ADDRESS**

**Can we still fly jets and save the planet?**

*Alex Major, Founder & Executive Director, Green Flight Foundation*

**9.40 Modern technology, new standards and safety / security requirements for Air Traffic control for Business Aviation in Brazil**

*Brig. Luiz Cláudio Ribeiro da Silva, Head of Operations Sector, Department of Airspace Control – DECEA*

**10.00 The Phenom takes off in Latin America: A phenomenal success story and strategies for the future**

*Cássio Grasselli, Sales Engineer, Market Strategies, Executive Jets, Embraer*

**10.20 Global Challenges to General and Business Aviation**

*Ed Smith, Sr. VP Int'l and Environmental Affairs, General Aviation Manufacturers Association (GAMA)*

**10.40 Advanced training standards and requirements for GA pilots**

*Jorge Barros, NVTEC Institute*

**11.00 Insurance and risk management for business aviation: What the operators need to know**

*Julio Costa, Partner, Beaumont & Son - Aviation, Clyde & Co*

**11.20 Q&A SESSION**

11.30 Networking Coffee Break

**12.00 CONTRACKT service - General Aviation always in sight, always in touch**

*Sergio Martins, CEO & Founder, LinkSMART*

**12.20 Air traffic infrastructure and future challenges in Latin America**

*Eno Siewerdt, Air Traffic Management Consultant, Atech Tecnologias Críticas*

**12.40 The new floatplane operations in Brazilian Business Aviation**

*João Flávio Pedrosa, President of Seaplane Club of Brazil and General Director of International Rally of Seaplane*

**13.00 20/20 - A clear vision for next generation supply chain**

*Bob Mraz, Vice President Sales & Marketing, TW Metals*

**13.20 Q&A SESSION**

**14.00 End of BALA Summit & Closing Remarks from the Chairman**

**SPEAKERS**

**Jorge Barros, NVTEC Institute**

Born at São Paulo, Brazil, he started his professional career as Brazilian Air Force pilot in 1981. Flight instructor at Brazilian Air Force Academy and Natal Air Force Base, from 1985 to 1993.

Since 1986, Mr. Barros has been an Aeronautical Accident Investigator, graduated by CENIPA – Brazil. Actually, he develops Accident Prevention Plans to aviation companies, such as aviation accident prevention courses at his own company.

From 1994 to 2000, he was the mean air traffic accident prevention officer at São Paulo's Air Traffic Control Regional Agency.

From 2000 to 2002, as retired Lieutenant Colonel has developed and coordinated a civil aviation undergraduate course at Anhembi-Morumbi University, São Paulo.

From 2002 on he has developing and providing courses related to CNS-ATM and it's special application to general aviation pilots and operators.

Actually, his consulting company provides assistance and courses of technologically advanced aircrafts to general aviation operators within Performance Based Navigation environment.

**Julio Costa, Partner, Beaumont & Son - Aviation, Clyde & Co**

Julio Costa graduated in law at UFF-Universidade Federal Fluminense in Rio de Janeiro in 1996 and was admitted by the Brazilian Lawyers Bar in 1997. He holds postgraduate qualifications in civil law and lectures on international law, aviation law and aviation insurance in several Brazilian universities and institutions.

Julio is member of the Boards of the SDBA - Associação Brasileira de Direito Aeroespacial in Rio de Janeiro, Brazil and the Instituto Iberoamericano de Derecho Aeronáutico del Espacio y de la Aviación Comercial in Madrid, Spain. Julio is also a member of the ALADA - Asociación Latino-Americana de Derecho Aeronáutico y Espacial in Argentina and CEPTA - Instituto Brasileiro de Estudos Estratégicos e Políticas Públicas em Transporte Aéreo in Rio de Janeiro. Besides his native Portuguese, he is also fluent in English and Spanish.

Julio Costa joined Beaumont and Son in 1997 and was nominated a Partner at Clyde & Co in May 2008. He holds insurance qualifications in Brazil as well as private pilot's license. His practice focuses on airline liability matters throughout Latin America, including multi-jurisdictional claims arising from major air disasters in Brazil, Ecuador, Colombia, Uruguay and Argentina.

**Respicio A. Espirito Santo Jr., President, Brazilian Institute of Strategic Studies and Public Policies in Air Transport – Instituto CEPTA**

A Mechanical Engineer graduated by the Federal Fluminense University, has a Masters Science degree in Industrial Engineering with emphasis in Transportation Systems by the Catholic University of Rio de Janeiro, a Doctor Science degree in Transportation Engineering by the Federal University of Rio de Janeiro, and a Post-Doctorate in Strategic /Management/Planning at the Catholic University of São Paulo. Presently as an Adjunct Professor in Air Transportation at the Federal University of Rio de Janeiro, and President of the Brazilian Institute of Strategic Studies and Public Policies in Air Transport. Regularly acts as a strategic advisor and consultant to airlines, airport authorities, Brazilian Congressmen, and tourism-related public and private organizations.



**Cássio Grasselli, Sales Engineer, Market Strategies, Executive Jets, Embraer**

Mr. Grasselli, Embraer's Sales Engineer for the Executive Jets Market, has been in the aerospace industry for 5 years. Most of his career has been spent at Embraer, where he is currently responsible for North American market analysis and forecast. He also supports the executive aviation pricing strategies. He was formerly responsible for Latin American market analysis and forecast and formerly served as analyst in the Fleet Consultancy Analyses group.

Mr. Grasselli holds a degree in Electrical Engineering from Inatel, Brazil, and a Master's of Science degree in Aeronautical Engineering from ITA, Brazil.

**Alex Major, Founder & Executive Director, Green Flight Foundation**

Alex Major is the executive director of the Green Flight Foundation, a non-profit organization formed to further education, outreach and demonstration of renewable fuels and green business practices in private and business aviation. Mr. Major is also the founder and CEO of the King Air Foundation, an organization that intends to fly the first Beechcraft King Air ever made around-the-world in 2014 fuelled with 100% renewable bio jet fuel. Mr. Major has been a pilot since he was 17 years old and has flown everything from small single engine aircraft to business turboprops and jets.

In addition to having been involved in a wide array of aviation business ventures, Mr. Major has been an environmental entrepreneur for 25 years and for the last eight years has been focused on the production of bio fuels for use in hybrid electric vehicles as well as private and business aircraft.

Mr. Major has been an irrepressible entrepreneur since he was a teenager. His curiosity, creativity and business acumen have contributed to him starting a diverse series of businesses over the past 40 years; from a furniture manufacturing company to a hit-making recording studio in Boulder, Colorado in the 1970's; to New York City real estate development and a California aerial fire fighting company in the 1980's; to the development of tree-free paper in Europe and a green internet bank venture in California in the 1990's.

Since the beginning of the new millennium, Mr. Major's focus has been on a charitable aviation venture he founded and environmental technology. Through his interest in aviation and renewable fuels, Mr. Major was inspired to start the Green Flight Foundation.

**Sergio Martins, CEO & Founder, LinkSMART**

Graduated in Electrical Engineering by Rio de Janeiro Federal University, with MBA in Executive Management by COPPEAD, Rio de Janeiro Federal University, Post-Graduation in Marketing Science by Rio de Janeiro Catholic University and Post-Graduation in Branding Development by Rio de Janeiro Marketing School, has over twenty five years of experience in the air transport industry, including air traffic control, flight operations dispatch, performance engineering, and air/ground communication projects, having actively led datalink implementation program for Latin America and the Caribbean for sixteen years, Datalink Regional Manager at SITA Inc., one of the two major datalink service providers, worldwide. Throughout his career, he has built the reputation of Latin America's most knowledgeable datalink specialist. Nowadays, through his consultancy organization LinkSMART [www.linksmart.com.br], he has been supporting datalink programs at aircraft operators and air traffic service providers, worldwide, consolidating his image of a real international reference in datalink management.

**Bob Mraz, Vice President Sales & Marketing, TW Metals**

Bob Mraz began his career in as a regional salesman for the Carborundum Company in the Bonded Abrasive Division. Several years later he entered the US Army serving a tour in South Vietnam.

Upon completion of active duty Mr. Mraz entered Monroe Community College where he graduated valedictorian, completing his degree in psychology at Keene University in New Jersey where he graduated Suma Cum laude. In 1997 he entered the University of Rochester Graduate School to obtain a Marketing MBA. In 1999 Mr. Mraz was promoted and transferred to the Philadelphia area where he completed his degree Suma Cum Laude at UOP receiving recognition as the top male graduate and commencement speaker.

Mr. Mraz is currently employed as the Vice President of Sales & Marketing by TW Metals with corporate headquarters in Exton, PA. TW Metals is a global aerospace distributor of specialty metals with over 30 locations worldwide. Prior to assuming his current position, Mr. Mraz was National Sales Manager, Regional General Manager, Branch Manager and held numerous other leadership positions in sales & marketing.

Current responsibilities include the strategic planning and deployment of global sales & marketing programs that drive profitable growth consistent with company objectives. In this role Mr. Mraz has responsibility for the Marketing Services Department, product development, globalization and integration of aerospace supply chain initiatives, Government sales and aerospace fabrications. With over 200 Account Managers, several business units and integrated call centers reporting to Mr. Mraz he oversees strategic deployment of programs designed to provide superior customer satisfaction and responsiveness.

Mr. Mraz is active in numerous trade organizations including the Metal Service Center Industry (MSCI), Aerospace Industry Association (AIA), National Defense Industrial Association (NDIA), Experimental Aircraft Association (EAA) and past Vice President & board member of the Suppliers Excellence Alliance (SEA). A recent finalist for the prestigious Stevie Award® sponsored by SellingPower Magazine Mr. Mraz was named as one of the top three Global Sales Leaders for 2006. As a contributing author for Aspatore Books, Managing The Marketing Team (2006), frequent speaker at industry events and contributor to many magazine and periodicals Mr. Mraz is acknowledged as industry leader in the specialty metals market.

**João Flávio Pedrosa, President of Seaplane Club of Brazil and General Director of International Rally of Seaplane**

Pedrosa is also the coordinator of the Civil Aviation National Seminar, Member of Tourism Council of Brazilian National Confederation of Commerce, Services and Tourism - CNC, President of Brazilian Nautical Society and President of Peace Flight Movement.

Flávio Pedrosa is a Filmmaker, Public Relations and Research of Opinion and Market, graduated in 1958/59, Professor of Public Administration, graduated in 1960, Economist graduated in 1967, Engineering of Systems, graduated in 1971, Captain and Master in Marine Studies & Navigation, graduated in 1977, Captain and Master in Air Transport & Tourism, graduated in 1979.

Mr. Pedrosa has more than forty years of experience in government sector, and began her career as Salary Studies and Training Instructor Specialist, in 1960, Director and Professor of Selection and Training Center of the Government of Federal District of Brazil, Director and Professor of the Department of Administration of the Public Service - DASP Development Center, Especial Adviser in Communication of the Armed Forces of Brazil, Adviser of the Minister of Education and Culture, Adviser of the President of COALBRA - Agriculture Ministry's Company, Adviser of the Minister of Agrarian Reform and Development Ministry, Director-President of Embracine, President of Executive Center and Director-President of Monair.

**Brig. Luiz Cláudio Ribeiro da Silva, Head of Operations Sector, Department of Airspace Control – DECEA**

Born in Rio de Janeiro, Brig. Ribeiro joined the Brazilian Air Force in 1975. He completed the following courses: Air Tactics; Command and Staff; High Studies on Politics and Strategy; Air Transport; Troop Transportation; Military Psychology; Flight Safety and Flight Inspection Pilot. Major positions held include: Head of the Personnel Sector of the Flight Inspection Special Group; Head of the DEPV Aeronautical Information Division; Head of the DEPV Communications, Navigation and Surveillance Division; Brazilian Alternate Delegate at the International Civil Aviation Organization Council; Commissioner of the Air Navigation Commission of the International Civil Aviation Organization, nominated by Brazil; Head of the Regional Service of Flight Protection in São Paulo; and Advisor of the Vice-Director of DECEA. He was awarded with the Military Gold Medal; Santos Dumont Medal of Merit; Aeronautical Order of Merit – Officer; Cartographic Order of Merit – Officer.

**Eno Siewerdt, Air Traffic Management Consultant, Atech Tecnologias Críticas**

Born in the city of Jaragua do Sul, Brazil, started his professional career as an Air Navigation Instructor with the Brazilian Air Force and Air Traffic Controller. Chief Air Traffic Controllers' Training Officer, Head of Air Traffic Management R&D in Brazil from 1980 to 1998 and the Brazilian Air Traffic Flow Management Unit, from 1998 to 2001. Member, Brazilian CNS/ATM (Communications, Navigation, Surveillance/Air Traffic Management) Commission. Also, nominated advisor on the Future Air Navigation System Special Committee (FANS I), Member of the Obstacle Clearance Panel (OCP), Air Traffic Management Operational Concept Panel (ATMCP), and the Human Resource Planning and Training Study Group (HRPTSG), of the International Civil Aviation Organization (ICAO). Air Navigation Expert and international coordinator of technical cooperation projects in African and Latin American Countries. Instructor at the Brazilian Civil Aviation Institute, and guest lecturer at ICCAE/COCESNA (Central America) and several major Universities in Brazil, focusing on CNS Technologies, Air Traffic Management and Air Transport subjects. Currently, CNS and Air Traffic Management Consultant with ATECH and the Polytechnical School of the University of São Paulo.

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

As Senior Vice President of International and Environmental Affairs, Ed Smith is responsible for developing and coordinating strategies to address market, policy, environmental, legislative and regulatory developments that affect the manufacture, sale and operation of general aviation products manufactured by GAMA's member companies.

Prior to joining GAMA in 2005, Mr. Smith was Director of the Office of Aviation Negotiations at the U.S. Department of State, where he led negotiations for bilateral air services agreements and oversaw the United States' aviation relationship with international partners. In the course of his 25-year diplomatic career, Mr. Smith served 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.

The General Aviation Manufacturers Association (GAMA) represents 69 of the world's leading manufacturers of certificated fixed-wing general aviation airplanes, engines, avionics, and components. In addition to building nearly all of the general aviation airplanes flying worldwide today, GAMA member companies in the United States, Europe, Canada and Brazil also operate fleets of airplanes, airport fixed-base operations, pilot-technician training centers, completion centers, and maintenance facilities. GAMA is headquartered in Washington, D.C. and also has an office in Brussels, Belgium.