

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

Saturday 15<sup>th</sup> August 2009  
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***

8.30 Registration

9.00 Opening Remarks from Aeropodium  
*Panagiotis Panagopoulos, Director, Aeropodium*

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

### 9.20 **OPENING ADDRESS**

**Aircraft finance for business aviation: New challenges for fleet operators**  
*Kirsten Bartok, Managing Partner, AirFinance Leasing Corp. / AirFinance Capital*

9.40 **Developing the infrastructure of air traffic management in Latin America**  
*Eno Siewerdt, Air Traffic Management Consultant, Atech Tecnologias Críticas*

10.00 **Datalink for the sake of flight safety - A challenge to aircraft operators**  
*Sergio Martins, CEO & Founder, LinkSMART*

10.20 **Setting the standards for efficient air traffic control in the region: What are the priorities?**  
*Alex Figuereo M., Executive Vice President Americas, International Federation of Air Traffic Controllers Associations (IFATCA)*

10.40 Q&A Session

10.50 Networking Coffee Break

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**11.20 The use of regional airfields for VLJ operations**

*Guilherme Esmanhoto, Country Manager, ALG Brasil – Advanced Logistics Group*

**11.40 Regulatory and other challenges facing General Aviation worldwide**

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

**12.00 Corporate fleet insurance and risk management**

*Sarah Catchpole, Partner, Beaumont & Son – Aviation, Clyde & Co*

**12.20 The future of online sales technology for air taxi and corporate aircraft operators: How to keep the cost low and increase profitability**

*Julio Sosa, Sales Director, Latin America, Avinode*

**12.40 The future of the supply chain support for aircraft manufacturers: The case of Latin America**

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

**13.00 The development of helicopter operations in Brazil - Safety and security concerns for business aviation**

*Commander Ruy Flemming, Technical Director, Brazilian Helicopter Pilots Association (ABRAPHE)*

13.20 Q&A SESSION

13.50 End of Summit and Concluding Remarks from the Chairman

## **SPEAKER BIOS**

**Kirsten Bartok, Managing Partner, AirFinance Leasing Corp. / AirFinance Capital**

Kirsten Bartok is Managing Partner of AirFinance Leasing Corp LLC/AirFinance Capital, LLC, a global company that acquires, invests in and leases high-utility business jet aircraft to professional aviation companies that operate corporate jet fleets. AirFinance also invests in loans and leases of corporate jets, as well as provides aviation companies with financial advisory services to assist them in achieving their financing objectives

Prior to founding AirFinance, Ms. Bartok was a co-founder, board member and CFO of XOJET, a San Francisco based private aviation company sold to TPG in the fall of 2007. As CFO, Ms. Bartok oversaw financial and strategic initiatives including all aircraft financing

for a rapidly growing fleet and was responsible for raising more than \$3 billion of equity and debt financing. Ms. Bartok's involvement in XOJET began in 2004 when she and XOJET founder and CEO Paul Touw purchased an FBO, maintenance, sales and charter company, which would eventually lead to XOJET obtaining its 135 certificate and base of operations. From 2005 through the fall of 2007 Ms. Bartok served on XOJET's board of directors, and was CFO of the company from May 2006 until June 2008.

Prior to joining XOJET full time, Ms. Bartok was a partner at Alpine Investors, a San Francisco based middle market private equity firm, where she led investments in the aviation, business process outsourcing, education/training and consumer spaces.

Before Alpine Investors, Ms. Bartok was with JPMorgan Partners, the global private equity arm of JPMorgan Chase. Ms. Bartok began her career at Goldman, Sachs & Co., where she worked in both investment banking and fixed income capital markets.

Ms. Bartok received a BA from the University of Pennsylvania where she was a Benjamin Franklin Scholar, and an MBA from Stanford University's Graduate School of Business. She is also a member of the Council of Foreign Relations and a Marshall Fellow.

As part of her role heading up AirFinance, Ms. Bartok is a frequent conference contributor regarding the state of the business jet and aircraft financing markets. She was recently a featured speaker at the October 2008 Aviation Finance Summit held in New York City where she spoke on the "The Growing Foreign Corporate Jet Market: Growth and Development" and at Frost & Sullivan's annual event in Los Angeles on the 2009 Outlook for Aerospace.

#### **Sarah Catchpole, Partner, Beaumont & Son – Aviation, Clyde & Co**

Sarah Catchpole graduated from the Australian National University (ANU) in April 1995 with a Bachelor of Arts and Bachelor of Laws. In 1996 she received a Graduate Diploma in Legal Practice from the ANU and was admitted as a Barrister and Solicitor of the Australian Capital Territory in October 1996. After travelling in Asia for a year and teaching English in Singapore, Sarah joined international aviation specialists Beaumont and Son in their Singapore office. She went on to qualify as a solicitor of England and Wales in 1999. In 2000, Sarah moved to Beaumont's office in Rio de Janeiro where she is a partner within the aviation department. Her principle areas of practice include multi-jurisdictional major catastrophe work which has included accidents in Argentina, Brazil, Colombia, Costa Rica, Guatemala, Hong Kong, Indonesia, Panama, Philippines, Singapore, Taiwan and Uruguay : many of which have involved US litigation. She also deals with various aspects of legal liability claims involving airlines and airports, passengers, baggage, cargo and subrogation, and has various insurance qualifications from The Chartered Insurance Institute, London. Sarah is fluent in Portuguese and conversant in Spanish. Like most Australians, she is passionate about sports.

#### **Guilherme Esmanhoto, Country Manager, ALG Brasil – Advanced Logistics Group**

Graduated in Civil Engineering at Escola Politécnica da Universidade de Sao Paulo in 1995 and concluded his MBA at IESE Business School in Barcelona in 2004. Mr. Esmanhoto has more than twelve years of professional experience in the transport sector, including the aviation segment. At ALG, he has been collaborating with airlines, investors & financial institutions, airport operators, government, agencies, multilateral institutions, etc to develop business plans, market analysis, feasibility studies, master plans, assistance to privatisation processes and many others topics related to transportation (infrastructures and operations). Experience include projects in several countries in Western Europe, Eastern Europe and Latin America. Prior to ALG, Mr. Esmanhoto has collaborated with Embraer and Andrade Gutierrez. He also holds a private pilot's license.

**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.

**Alex Figuereo M., Executive Vice President Americas, International Federation of Air Traffic Controllers Association (IFATCA)**

Mr. Figuereo is the Executive Vice President Americas of IFATCA and the Area Control Centre Supervisor of Santo Domingo ACC. He has served as the ATS Manager of the Dominican Republic Civil Aviation Authority at Punta Cana International Airport and has extensive experience in radar implementation, RVSM, SMS etc. He has a Diploma in International Affairs from the Caribbean University, a Master's in International Commerce & Foreign Policy from Université du Provence in Marseille, France and a Bachelor's Degree in Marketing from Universidad Accion Pro Educacion y la Cultura (Unapec) in Santo Domingo, Republica Dominicana.

**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](http://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.

**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.

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

Ed Smith joined GAMA as Senior Vice President of International Affairs in 2005 following a 25 year diplomatic career with the US department of State. Mr. Smith follows policy, legislative and regulatory developments worldwide that affect the manufacture and sale of products manufactured by GAMA's US, European, Canadian and Brazilian member companies. He took on the environmental issues portfolio at GAMA in September, 2008. Prior to joining GAMA, Mr. Smith was Director of the Office of Aviation Negotiations at the Department of State, where he oversaw the United States' aviation relationship with international partners and negotiated Open Skies Agreements. During a previous posting in Brussels, he helped resolve the bilateral dispute between the US and the EU over aircraft noise. Mr. Smith earlier served in various diplomatic postings in Europe, Latin America and the Caribbean. He also held a number of economic and regional policy assignments at the Department of State in Washington. Mr. Smith is a graduate of Georgetown University and pursued graduate studies in Economics at McGill University.