



**12<sup>th</sup> ECAS**  
**European Corporate Aviation Summit**

Friday 26<sup>th</sup> April 2024  
Bromma, Sweden

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## ECAS AGENDA

9.00 Registration & Networking Coffee Sponsored by



**INDUSTRIFLYG**  
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**Moderator: Puja Mahajan, CEO & Founder, Azzera**

9.30 Opening Remarks

*Panagiotis Panagopoulos, CEO & Founder, Aeropodium*

9.40 **KEYNOTE ADDRESS**

*Holger Krahmer, Secretary General, European Business Aviation Association (EBAA)*

10.00 **Corporate Aviation - A driver for sustainability**

*Fredrik Kämpfe, Director Industry Affairs, Swedish Aviation Industry Group (SAIG) and Chairperson, European Helicopter Association (EHA)*

10.30 **Privately owned aircraft as part of critical infrastructure**

*Brian Liddle, CEO, Svenskt Industriflyg*

11.00 Networking Coffee Break

11.30 **The future of corporate helicopters**

*Fredrik Bergman, Commercial Director, Savback Helicopters*

12.00 **Dedicated charter program through operating lease**

*Alexandra Asche, Sales Director Europe, Global Jet Capital*

12.30 **ACJ, a safe and resilient asset to invest in**

*Eric Jullien, Deputy Vice-President, Commercial, Airbus Corporate Jets*

13.00 Networking Lunch Break

**Moderator: Prof. Dr Triant Flouris, President, New England Aeronautical Institute**

14.30 **Fleet planning**

*Meghan Dwyer, Sales Director Europe, Guardian Jet*

15.00 **Navigating safety intelligence together**

*Martin Lidgard, CEO and Founder, Web Manuals International*

15.30 Networking Coffee Break Sponsored by



16.00 **Pathways to private aviation decarbonization**

*Soha Lupescu, Aviation Researcher, SAF & Hydrogen-Electric Powertrain, Embry-Riddle Aeronautical University*

16.30 **VAT and your aircraft**

*Mark Byrne, Director, Martyn Fiddler*

17.00 **Closing Address**

*Nicola-Jane Sellers, Group Sustainability Manager, Luxaviation Group*

17.15 Concluding Remarks

17.20 **Networking Drinks Reception Sponsored by**



## **SPEAKERS**

### **Alexandra Asche, Sales Director Europe, Global Jet Capital**

Alexandra Asche has worked in the shipping and corporate finance industry for +10 years. Being originally from Hamburg, she started to work at Berenberg in 2005 in the International Shipping Team. In 2013 she moved to the Corporate Banking team of Berenberg in London. However, in 2015 Alexandra moved to Frankfurt to focus purely on ship financing for larger corporates at Deka Bank and ING Bank. In 2018, she got the opportunity to join Global Jet Capital as Sales Director for Europe to set up their Swiss representative office. At Global Jet Capital, she is focusing on leasing and financing solutions for business and private jets. She holds an MBA from University of Bedfordshire/UK and a Ship Finance Manager from the Frankfurt School of Finance.

### **Fredrik Bergman, Commercial Director, Savback Helicopters**

Brigadier General (ret) Fredrik Bergman has as a background in the Swedish Air Force and is a trained fighter pilot with over 2000 hours of flight experience. He gained his pilot training in the Air Force Flying Training School in Ljungbyhed and in the Air Force War Academy in Uppsala. He graduated from the Swedish Defence College's Advanced Command Course in 2003. He has a Master's Degree in military Operational Art and Science from Air University in USA.

Fredrik has been Squadron Commander for two different Fighter Squadrons and has served in the Swedish Armed Forces Headquarters as Head of Air Force Training and Development Staff.

In 2011, he was appointed Commanding Officer for the Swedish unit FL 02 during the international military operation Unified Protector over Libya. After his return to Sweden, he has served as Commanding Officer of the Norrbotten Wing, F 21 in Luleå.

In January 2015, Fredrik was assigned by the Supreme Commander to lead the work with the Swedish Armed Forces' long-term change and development work. Fredrik has also served as Chief of Staff and Deputy Head of the Swedish Armed Forces Communications Department. Brigadier General Fredrik Bergman's last assignment was as Head of Test & Evaluation at Swedish

Defence Materiel Administration, FMV. After 35 years of military service, he retired from the Swedish Armed Forces in August 2022.

Since September 2022, Fredrik has held the position of Commercial Director at Savback Helicopters. Before his new duty he took a Private Pilot License for helicopter.

### **Mark Byrne, Director, Martyn Fiddler Aviation**

Mark Byrne is a director and shareholder of Martyn Fiddler Aviation. Mark studied law at the University of Westminster and received his MBA from Manchester Business School. Mark worked internationally before moving back to the Isle of Man in 1987 and joining the ICM Group.

Mark's lifelong interest in aviation led him to initiate the acquisition of Martyn Fiddler Associates in 2005 and to inspire the ICM Group to provide structuring solutions for business aircraft. Continuing from this success Mark worked with Isle of Man customs and international advisors to establish VAT efficient structuring solutions which would comply with domestic and international regulations.

Having already built a substantial reputation within the aviation industry, Mark conceived the Isle of Man Aviation Conference in 2010 with the inaugural conference being held in 2011. This is now established on the business aviation annual conference circuit with delegates travelling from around the world to attend.

Mark continues to spearhead new business concepts and strategies while ensuring Martyn Fiddler Aviation stays true to its roots and values. Relationships have always been the key to the success of the Martyn Fiddler Aviation team and Mark makes sure the team continue to stay connected to this philosophy.

**Meghan Dwyer, Sales Director Europe, Guardian Jet**

Based in France, Meghan Dwyer is the European Sales Director for the international aircraft brokerage and consulting firm, Guardian Jet.

She is a CFI and a CFII, and in addition to her experience in aircraft acquisitions and sales, she also has a deep connection to the world of oenology. She has served as a respected authority in France, working as a certified sommelier and a wine director and consultant.

**Eric Jullien, Deputy Vice-President, Commercial, Airbus Corporate Jets**

**Professional Experience**

From 2009, Deputy Vice President Commercial for AIRBUS Corporate Jets.

From 1997 to 2009, Regional Sales Director South and East Europe at AIRBUS Commercial Aircraft, in charge of airlines 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.

From 1990 to 1992, Assistant Manager at BBL Aviation in Paris, the aircraft finance division of Bank Brussels Lambert.

**Military Service**

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

**Education**

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

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).

**Languages**

French & German: native languages

English & Italian: fluent

Russian: beginner level

**Hobbies**

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

**Miscellaneous**

Married, 1 son, 1 daughter.

Born March 1964 in Strasbourg (France).

**Fredrik Kämpfe, Director Industry Affairs, Swedish Aviation Industry Group (SAIG) and Chairperson, European Helicopter Association (EHA)**

Fredrik, a Swedish national, worked for several years with the Swedish CAA, first as rulemaking officer, then legal adviser and finally manager for the legal office.

He joined the European Aviation Safety Agency (EASA) in September 2004 as the agency's deputy chief legal adviser and took up the position as manager for the Agreements and External Representation Section in the International Cooperation Department in May 2016 where he stayed until February 2018.

Fredrik came back to Sweden in March 2018 to take up the position as Director Industry Affairs for the Swedish Aviation Industry Group which forms part of the Swedish Confederation of Transport Enterprises <https://www.transportforetagen.se/in-english/>.

Fredrik is as of 1 January 2024 Chairperson for the European Helicopter Association (EHA) <https://www.eha-heli.eu/>. EHA represents the helicopter community in 13 Countries across Europe, including HeliOffshore. EHAs mission is to speak as the voice for the European Rotorcraft industry at the European Institutions and elsewhere, promoting the best interests of all sectors.

Fredrik is also a board member of FlyGreenFund (<https://flygreenfund.se/en/>) as well as of his aviation alma mater the Uppsala Flying Association (<https://motor.uppsalaflugklubb.se/>). He was a member of the Swedish Governments national electrification commission 2020-2022 and is an experienced speaker at conferences.

In addition to his LLM from Uppsala University, where he graduated 1998 with his final thesis EC Air Transport Regulation and the Chicago Convention: a study of possible violations, Fredrik has a second master's degree in International Air and Space Law from the International Institute of Air and Space Law at the University of Leiden (class of 2000/2001); his Leiden thesis looked closely at the procedural and legal feasibility to introduce a truly Global Airworthiness Code and Worldwide Type Certification Process.

Fredrik has also a technical background with an upper secondary school degree in mechanical engineering and Military service as a Battalion Engineer with the Swedish Armed Forces.

He maintains a private pilot licence SE PPL with close to 400 flight hours as pilot in command and has worked at Stockholm Arlanda Airport for a ground handling company.

Finally, Fredrik maintains a bus driver's license, diving certificate and is a licensed coastal skipper. Transport, especially green transport, he says, is part of his life.

### **Holger Krahmer, Secretary General, European Business Aviation Association (EBAA)**

Holger is an economist and worked for more than 14 years with german banks as asset management specialist. He was a Member of the European Parliament for ten years (2004-2014) and has been working as a Public Affairs specialist in the automotive industry since 2015. Initially as Director Government & Industry Relations Europe at Opel, he has headed for five years the Corporate Representation of Mercedes-Benz Group AG in Brussels as Head of EU Affairs. In 2024 he took over the role as Secretary General at European Business Aviation Association (EBAA).

### **Brian Liddle, CEO, Svenskt Industriflyg**

Brian Liddle, CEO of Svenskt Industriflyg, brings a diverse background to his role. Growing up in Africa, his passion for aviation was sparked early on. Upon returning to Sweden in his twenties, he pursued his interest by obtaining a pilot license and working in the private jet industry. In addition to his aviation career, Brian has also ventured into television, serving as a technical director for notable events like the 2012 Olympics and the first seasons of Survivor. Prior to joining Svenskt Industriflyg, he held the position of marketing manager at a Swedish regional jet company. Recognising his skills, the owner of Svenskt Industriflyg entrusted Brian with leading the company through a transitional phase, thus beginning his tenure as CEO.

### **Puja Mahajan, CEO & Founder, Azzera**

Puja Mahajan, a seasoned aviation executive with 25+ years of experience, is known for pioneering innovation and service excellence. She began her career after earning a degree in Mechanical Engineering with a minor in Environmental Engineering from McGill University. With a notable history at Pratt & Whitney Canada and Bombardier Aerospace, holding critical roles like Aerodynamics engineer, Product Planning Manager and Director of Flight Operations, Puja has always kept innovation and leadership at the forefront of her work.





Amongst the most significant achievements was the launch of the Learjet 40 and Challenger 300 aircraft. As Bombardier's DFO, she spearheaded the global expansion of Bombardier's award-winning Safety Standdown initiative, recognized as a premier aviation safety event by the U.S. National Transportation Safety Board.

During her tenure as CEO of European operator Elit'Avia, Puja drove remarkable growth, doubling fleet size and revenues. Currently, as the Co-Founder and CEO of Azzera, she channels her passion for business aviation and dedication to environmental sustainability. Fluent in five languages and a resident of Switzerland, Puja Mahajan is a true global influencer. For inquiries, reach out at [puja.mahajan@azzera.com](mailto:puja.mahajan@azzera.com) or +41 78 208 4199.

### **Nicola-Jane Sellers, Group Sustainability Manager, Luxaviation Group**

Nicola-Jane Sellers is Luxaviation's Group Sustainability Manager, responsible for developing and implementing environmental awareness into core business practices and mobilizing Luxaviation's corporate sustainability strategy. Nicola-Jane joined the company in 2017, initially specializing in multidisciplinary and international charter programs for a mixed fleet of business jets, later dedicating her career to business aviation sustainability. An alumna of The University of Cambridge Institute for Sustainability Leadership,

Nicola-Jane's work has focused on advocating sustainable aviation fuel, carbon offsetting, and applying principles of environmental psychology for aviation sustainability.

Nicola-Jane serves as Chair of the Air Charter Association's (ACA) NextGen Group and is a member of their Sustainability and Innovation working group. Recognized for her commitment to raising awareness of environmental sustainability, she was awarded the prestigious Sir Michael Marshall Award for Sustainability in Aviation in 2022, becoming the first female recipient.

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Further information: [www.luxaviation.com](http://www.luxaviation.com)





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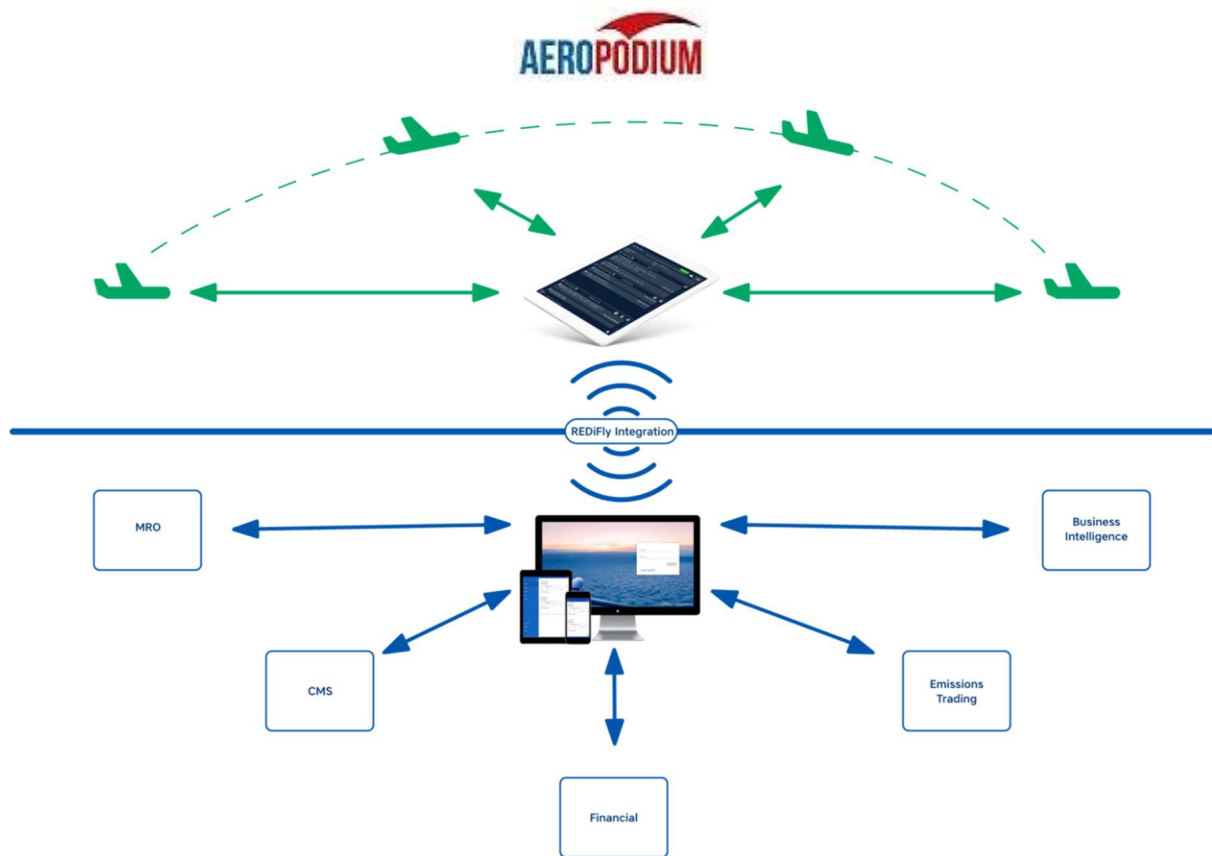
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Collaborating closely with its handling company, IFLY FBO, which serves Bromma and Malmö Airports, IndustriFlyg aims to expand its reach to new target demographics.

Moreover, it seeks to streamline last-mile connectivity for larger operators and maintain alignment with critical infrastructure developments.



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