

PRIVATAIR



On the move

Help is at hand for the mobile professional, an increasingly familiar figure in the business world

LONG, WINDING SECURITY lines, departure gates, luggage carousels, rental cars, and hotel suites: these are the ever-familiar accoutrements of business travel. The need to travel abroad for business has steadily increased, and despite the current global recession, entrepreneurs, executives and professionals need to research new markets, expand existing ones or meet their clients. As we begin to emerge from these economic clouds into sunnier skies, the necessity of travelling abroad in order to conduct business will become even more compelling, expanding the ranks of those who have been newly classified as 'mobile professionals'. With increased interconnectivity between companies and markets worldwide, the mobile professional is becoming the face of 21st-century business.

According to the March 2008 IDC Market Analysis Report, the worldwide mobile worker population will reach a billion by 2011, which represents approximately 30 per cent of the worldwide workforce. This is an increase of more than 5 per cent since 2006. The United States has the most mobile professionals

with 68 per cent, followed by Western Europe at almost 50 per cent. Japan has the fastest rate of increase of mobile professionals and is looking to overtake the United States by 2011, while the Asia/Pacific region excluding Japan has the largest absolute number, with 479.8 million mobile professionals. That figure will increase by 200 million next year.

'As mobility continues to play a key role in enabling companies to achieve greater productivity worldwide, IDC expects the global mobile worker population to increase to more than 1.19 billion in 2013, representing nearly 35 per cent of the worldwide workforce,' says Sean Ryan, research analyst for IDC's Mobile Enterprise group.

Due to the increase in the number of mobile professionals – and competition for markets and clients – it has become important to re-think how to conduct business effectively on the move. There is now a growing need to find a better solution than conducting meetings in crowded hotel lobbies, hotel suites or in more public venues such as internet-providing cafés. Even the option of organising meetings

at various clients' offices can prove to be extremely inefficient: time-consuming in itself, while hindering the productive use of one's time between appointments. One solution is to have a home from home, or rather office from office, where the needs of a mobile professional can be met.

'I have found my business lounge membership to be the solution to the mobile nature of my business. I can receive clients and conduct meetings within an elegant setting, while having the daily administrative needs of my office attended to by the lounge team. It gives me the benefits and advantages of my own office without the overheads. I save time and money,' says Serge Pariente, director of a Paris-based leading pharmaceutical company, who regularly commutes between Paris, London and other European capitals and is a member of BCS City Lounge in London.

BCS City Lounge is a fully serviced business club that provides its guests with both administrative support and state-of-the-art business facilities in a prime central London location, near Marble Arch. 'Our lounge is specifically designed on the

premise that we serve as a natural extension of your office. Guests can relax knowing that they can discuss confidential business matters. Our private meeting rooms afford the utmost discretion, while allowing you the opportunity to network with others in our public lounge, if so desired. The aim is to give our guests a range of options to suit their needs,' says George Georgiou, co-founder and director of BCS City Lounge.

'A business lounge in central London is a benefit both for ourselves and a number of our international clients, who do not have their own office base in the city,' says Greg Thomas, CEO of PrivatAir.

Given the current economic climate and the rise of the mobile professional, it's clear that businesses need an innovative, cost-effective approach to doing business while abroad. During frequent stopovers, mobile professionals should be able to take advantage of the privacy of a first-class business environment offering personalised service. BCS is at the forefront of providing such an essential service.

www.bscitylounge.com

SPREADING OUR WINGS

This summer, PrivatAir launches a new VIP operation in the Gulf, as CEO GREG THOMAS explains

ONE OF THE PRINCIPAL reasons for the founding of PrivatAir back in 1977 was the creation of a safe, secure and discreet means of transport for the founder of the Latsis Group – John Latsis – to fly from Geneva to the Gulf region. However during the 32 years that the company was in the ownership of the Latsis Group, PrivatAir never formally established itself there. Now, under new ownership, the time has come for us to do so.

PrivatAir was proud to be an exhibitor at the inaugural and highly successful recent Bahrain Airshow. Involved heavily in the region since inception, PrivatAir has watched from the sidelines as a massive expansion in the business jet fleet size and related local industry has taken off and gathered pace. So during the show we took the opportunity to announce that in the course of 2010 the PrivatAir brand would come to the Gulf region, with the establishment of an operation in Bahrain.

An intense amount of work is currently being carried out to get ready to launch the operation this summer. It involves teams

working on regulatory issues and manuals, flight operations and maintenance, ground operations and commercial sales and marketing. Once this work has been completed customers in the Gulf region will be able to avail themselves of PrivatAir's unique aircraft management and charter services. There are already a number of customers who have committed to bringing their aircraft to the new operation and the hope is that many more will follow.

Turn-key aircraft management services are complex: some days highly technical, others highly emotional but always an extremely demanding product offering. In the Gulf region operators have the challenge of supplying this product offering to some of the world's most discerning customers, who have been used to extremely high standards of service in this field for many years. Indeed, the Gulf region and its aircraft owners are arguably responsible for pushing the limits of what can be achieved in terms of the business aviation industry as a whole. It is at these levels of service that true professionals stand out. PrivatAir's

experience of over 30 years of dealing with royal families, presidents, prime ministers, CEOs and high-profile personalities makes us very comfortable with entering this marketplace.

Aircraft owners and charter customers have concerns that sometimes overlap but may also be surprisingly different. However, in both VIP aircraft management and VIP aircraft charter, two things are clear: no two customers are the same and no two customers will ever want the same product. A lot of the complexity involved in the two offerings is in the customisation of the product in relation to the unique requirements of the individual customers. Over the years we at PrivatAir have learned that this can range from the installation of perches to accommodate rare and valuable hunting falcons, to carrying coffins inside the cabin, not to mention the diverse dietary requirements of sometimes very numerous passenger complements. These things are all in a day's work for the VIP aircraft management and charter company.

Over the next few years, the

current VIP fleet in the Gulf region is set to double in size, from roughly 300 to 600 business jets, ranging in size from VLJs to Boeing 747/Airbus A380. In this context, there will be a large fleet requiring the complex tasks of being crewed, maintained and administered on a day-to-day basis. In addition there will be an excellent chance of offering VIP ad-hoc charter opportunities on the days that the aircraft are not required by their respective owners.

In choosing Bahrain, PrivatAir has made a conscious decision to be based in the United Arab Emirates but also in the country that has some of the closest ties to the biggest VIP market in the region, Saudi Arabia. The Bahrain authorities have stated their intention of further developing their long-held interest in aviation. The recent Bahrain Airshow was a wonderful display of that intent. PrivatAir is keen to play an important part in the development of the VIP area in Bahrain and beyond, into the wider region. We believe that the setting up of this operation later this year will leave us perfectly poised to achieve this.

PRIVATAIR

Offering jet charter and private airline services, PrivatAir has been a leader in the field of luxury aviation for more than three decades



PrivatAir – for high flyers

PRIVATAIR HAS BEEN at the forefront of private aviation for over 30 years, providing the world's most demanding travellers with a comprehensive range of capabilities, delivered to the very highest standards of safety and personal service.

Since its creation in 1977, the company has grown from being the corporate aircraft fleet of the Latsis Group, a global conglomerate, to a world-renowned full-service commercial aviation operator.

Today, PrivatAir is one of the private aviation industry's longest-standing and most prestigious operators. Its global operations include both jet charter and private airline services.

PRIVATE CHARTER

PrivatAir's charter services enable you to travel in total privacy, into and out of more than 5,000 airports around the world. For over 30 years, the company has set the industry standard in operating aircraft of the highest quality and providing outstanding levels of service to our customers.

Whether it's chartering a Beechcraft 200 for a weekend family shopping break, or a 50-seat VIP-configured airliner for a three-week, round-the-world trip, PrivatAir offers unrivalled international coverage, sourcing the best aircraft to match each passenger's individual requirements. As such, our services are regularly sought by governments, royalty, celebrities and business executives the world over.

PRIVATE AIRLINE SERVICES

After pioneering the all-business-class concept in 2002, PrivatAir now operates flights on behalf of a select number of commercial airlines who wish to offer their customers an exclusive service on key routes. PrivatAir also provides regularly scheduled corporate shuttle flights for companies that frequently need to send their employees or clients to specific destinations.

KEY MILESTONES

1977 founded as the corporate flight department of the Latsis Group.
1979 acquired its first Boeing 737.
1989 acquired its first Boeing 757 and Gulfstream IV.
1995 received its Swiss Air Operator Certificate from the Federal Office of Civil Aviation.
1999 became the world's first airline whose quality system fulfils

the stringent ISO 9002 certification norms for all departments.
1999 became the only commercial operator with three Boeing BBJ ultra-long-range executive aircraft.
2001 gained ETOPS and FAA approval to operate direct routes across the Atlantic and Pacific Oceans with unlimited access to the US.
2002 launched its first transatlantic all-business-class route.
2003 founded PrivatPort with Swissport to provide executive jet-handling services at Geneva airport.
2003 gained JAR-145 approval from the German civil aviation authority.
2005 renewed operating agreements with all commercial airline partners.
2008 added new routes to the Middle East and Asia.
2009 introduced dual-class services to a number of new destinations.