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EXHIBITORS
EXPECTED



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DISCOVER NEW
DESTINATIONS,
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AND ROUTES

Business
Airport 
WORLD EXPO 2013

19-21 MARCH 2013
LONDON FARNBOROUGH, UK

BusinessJet
interiors
WORLD EXPO **2013**

Discover new interior concepts, suppliers,
comforts, luxuries and technologies!

FREE access to both shows!

DISCOVER NEW FBO PARTNERS



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OPENING TIMES: Tuesday 19 March 2013 10:00hrs-16:15hrs | Wednesday 20 March 2013 10:00hrs-18.00hrs *

Back in London
Farnborough
for 2013!

**Business
Airport**
WORLD EXPO 2013

SHOW
PREVIEW
LONDON FARNBOROUGH, UK | 19-21 MARCH 2013

DESTINATIONS, AND ROUTES!

Business Airport World Expo 2013 will open its doors from 19-21 March in London Farnborough, UK, to showcase the industry's leading FBOs, business and general aviation airports, MROs, handling agents and refuelling companies from all over the world. Over **150 exhibitors** are expected, showcasing their latest developments to an anticipated **3,000 visitors** including executive and private jet owners and operators, operations directors, CEOs and managing directors. The event will also include the free-to-attend **Business Aviation Conference**, offering insightful discussions on the biggest challenges and developments in the industry. Read on to learn more...

Now in its third year, **Business Airport World Expo** has cemented its place in the industry as a must-attend event for anyone working in the business aviation sector. Over the past two years the show has attracted more than 5,000 visitors from 50 different countries, and this year's event promises to be the biggest yet.

Europe's only exhibition dedicated to showcasing the world's FBOs and business aviation destinations, **Business Airport World Expo 2013** will take place

from 19-21 March at London Farnborough Airport, home of the famous bi-annual Farnborough Airshow. The free-to-attend exhibition will provide visitors with everything they need to plan new routes and loyalty schemes, and enable them to connect with new partners or strengthen existing relationships.

Business Airport World Expo will be joined by Business Jet Interiors World Expo, the only international boutique exhibition dedicated to showcasing the

very latest in executive jet and helicopter interior design and technologies.

A highlight of the event will be the integral **free-to-attend Business Aviation Conference**, which will run over the three days and feature more than 20 industry experts sharing their thoughts on the industry. Topics of discussion this year will include brand management, business jet interiors, FBO development, safety management systems and staff training. **Turn the page to learn more!**

www.BusinessAirportWorldExpo.com

| Thursday 21 March 2013 10:00hrs-14.30hrs

*Free exhibition hall drinks party from 16.15hrs to 18:00hrs for all attendees

NEW FACILITY

Air Service Basel

On its stand at Business Airport World Expo 2013, Air Service Basel (ASB) will proudly showcase its newly modified parking hangar. Having recently finalised extensive modification works, the facility is now able to accommodate aircraft up to the size of a BBJ1 or A319 on over 4,500m² of secure and private hangar space, be it on an ad-hoc basis, for home-based operations, or for long-term parking arrangements. Clients will also have a chance to meet representatives from ASB and to learn about its modern FBO terminal at EuroAirport Basel-Mulhouse, with its customer-focused service, which boasts a uniquely fast and direct ramp access for clients' limousines in complete privacy.

Stand 3008



EXHIBITOR Q&A

Bernard Daly, airport manager, Lydd Airport



What does Lydd Airport offer the business aviation industry?

Lydd Airport, based in Kent, southeast England, is conveniently situated with easy access to the M20 motorway and the city of London. Lydd is generally first landfall from most parts of continental Europe and is easily accessible. FAL Aviation's VIP facilities

(FBO) are situated just a short transfer from the aircraft, with escorted UKBA clearance at the aircraft in most cases. The airport is well served by ILS and GPS approach, together with RFF category 6 availability. We have 24-hour operations capability to suit each client's individual schedule.

What are your plans for BAWE 2013 and what do you hope to achieve?

This year we hope to build on our experience at the 2012 exhibition in Cannes and continue to strengthen our client base. Last year proved to be an excellent way of marketing ourselves to new corporate clientele.

What does the future hold for Lydd Airport?

This year will be a huge milestone for the airport as we are looking forward to gaining permission to extend our runway facility and build a new terminal. Lydd frequently receives aircraft from the USA and the runway extension will accommodate larger business aircraft, enabling us to market ourselves further afield and include corporate operators from the Middle and Far East, for example. **Stand 1022**

SPEAKER SPOTLIGHT



Graham Stephenson,
FBO and quality
management systems
aviation consultant

**Presentation: How to
improve the
professionalism of FBO
staff, Thursday 21
March, 10.30**

Graham Stephenson has been working in the aviation sector for more than 50 years. His experience dates back to 1958 when he joined British European Airways. He then transferred to the British Overseas Airways Corporation (BOAC) in 1966 and trained as an operations officer/dispatcher. Stephenson then went on to serve in 10 countries around the world as BOAC duty officer and airport manager. His first role in the business aviation sector was as VP and COO of Jet Aviation Saudi Arabia. "I was responsible for designing, building and outfitting Jet Aviation's first FBO in Saudi Arabia," says Stephenson. He then went on to work for Jersey European Airways, based at Exeter Airport in the UK, and designed and

developed the Jet Centre at London City Airport. "Within two years, the movements had increased from three a day, up to 80 a day," he says. Before becoming a consultant, Stephenson worked on developing ExecuJet's FBO in Zurich and was subsequently responsible for the operation of all ExecuJet's FBOs worldwide. In particular he developed new FBOs in Berlin, Kuala Lumpur and Cambridge.

Talking about his presentation, Stephenson says, "The audience will learn the important cornerstones of a successful FBO, what makes a good, safe FBO, and how to improve all aspects of FBO activity. Safety in aviation is our prime consideration. Everyone who works on the ramp near, on and in aircraft, must be formally trained to maximise the safe operation of the aircraft and personal safety. Just as pilots, cabin crew and engineers are trained, so must FBO staff receive formal training and be checked out in a wide variety of subjects."

PARTNERSHIP OPPORTUNITY



The Full Wax

For the first time ever, The Full Wax Ltd – one of the UK's market leaders in aircraft detailing – will be opening its doors to new clients at Business Airport World Expo. Visitors to the

company's stand will learn about the benefits of quality aircraft detailing, and the company's director and detailers will be available to answer questions. The Full Wax will also have a video running, to show its more specialist services. Regular use of the company's services will improve and enhance your aircraft, increase paintwork longevity, and keep brightwork corrosion at bay. Also, luxurious interiors require special detailing from a team with an intimate knowledge of service and aftercare. The Full Wax can provide you with all this and much, much more! **Stand 6012**

Vestergaard Company

Vestergaard Company manufactures, distributes and supports high-end ground-support equipment that fits the needs of either the smallest or largest aircraft. As with big airports, small airports also need efficient and durable equipment to get the job done on the ground. During Business Airport World Expo, Vestergaard will be showcasing how it has taken the strength and the durability from its big units and built them into more compact units with the same efficiency, just less costly and even more manoeuvrable. The company's philosophy is to provide reliability in operation and servicing, unsurpassed unit lifetime and low maintenance costs, mobile and swift operations, environmentally friendly solutions and first-rate customer service. **Stand 8018**

PARTNERSHIP OPPORTUNITY

MORE THAN 2,250 VISITORS
ATTENDED BUSINESS AIRPORT
WORLD EXPO 2012 IN CANNES!

**Business
Airport**
WORLD EXPO 2013

Baltic Air Charter Association

The Baltic Air Charter Association (BACA) is hoping to use its stand at Business Airport World Expo to attract more companies to apply for membership of its organisation. BACA is already the world's largest and most prestigious network for the air charter market, but is keen to have more companies sign up to its code of professional standards. As well as air charter brokers, members include airports, airlines, business aircraft operators, handling agents and FBOs, aviation lawyers and consultants. The association runs training sessions, represents its members' interests to aviation and government bodies, and holds two networking lunches a year, one of which includes the prestigious BACA Awards ceremony.

Stand 2012

World Fuel Services Corporation

World Fuel Services Corporation (WFS) is a global leader in the marketing, sale and distribution of aviation fuel products and related services. Visitors to WFS's stand will be able to learn how its customers value single supplier convenience, competitive pricing, trade credit, risk management, logistical support, fuel quality control and fuel procurement outsourcing – all of which are provided by the company's global team of professionals. Visitors will also be able to learn about the international contract fuel programme that WFS champions: the AVCARD global aviation charge card, which is accepted at more than 7,200 locations worldwide; BaseOps International trip-planning and support services; the Air Elite Network of exclusive FBOs; and the newly expanded international FlyBuys rewards programme. **Stand 1010**

International Flight Clearances

International Flight Clearances will be showcasing its expertise and knowledge in African aviation operations and logistics at Business Airport World Expo, as well as its FBO facilities and ground-handling capabilities at Lanseria International Airport in Johannesburg, South Africa. As a newcomer to the expo, International Flight Clearances is expecting to build new relationships with European operators and aviation businesses, and to strengthen pre-existing relationships. The company also hopes to network with European businesses to find synergy to operate its clients' aircraft more effectively in Europe, and supply services to international operators coming to Africa. **Stand 9004**



EXHIBITOR Q&A

Paul Worrell, CEO, IAM Jet Centre



What does IAM Jet Centre offer the business aviation industry?

IAM has been providing VIP handling and fuel services to business and diplomatic aviation across the Caribbean region since 1989, and now, in our 24th

year, we proudly provide dedicated support to our clients in over 30 airports – including our two flagship five-star FBOs in Barbados and Montego Bay, Jamaica. Our service philosophy is based on the simple notion that premium passengers travelling on luxurious aircraft to visit exclusive Caribbean hotels and villas should experience an equally elegant standard of service and facility at the FBO; anything less will not do.

What developments have you recently made?

We are constantly developing and enhancing the range and scope of services we provide to meet the needs of the business aviation operator and its passengers. Among these developments is the Single Source programme, which leverages our handling agents' extensive local expertise and know-how to ensure operators enjoy seamless support from one island to the next. This single source frees flight crews to better focus on their

primary responsibilities, and dispatchers and flight service companies benefit from the ability to work with a single established supplier.

What are your plans for BAWE 2013 and what do you hope to achieve?

We will be featuring our flagship FBOs and the extensive island handling and fuel network available to operators. Several members of our key operations and management team will be on hand to meet interested operators and our existing client base. Expos such as BAWE have tremendous value in an industry as specialised as business aviation, enabling service and product suppliers to meet current and prospective clients from across the globe. There is a strong business-to-business opportunity available as well. It is also useful to have such an annual event so focused on European operators and outside the umbrella of the traditional NBAA events.

What does the future hold for IAM Jet Centre?

IAM Jet Centre of the Caribbean will continue its focus on maintaining its reputation for consistently reliable service and attention to detail. Additional FBO facility developments are planned, but what excites us most is seeing our clients rely on us year after year to get the job done. **Stand 8002**

NEW CAMPAIGN



Morristown Municipal Airport

Morristown Municipal Airport (KMMU) is exhibiting at Business Airport World Expo to launch its new 'Why wait?' campaign. Maria Sheridan, senior director of business development at KMMU, says, "We recognise that your time is valuable. We think this venue is the ideal opportunity to show Europe that when arriving into New York City's Metroplex, you don't have to wait in line with the others." Clearing customs at KMMU is quick and easy. The airport has all the amenities that customers are looking for in a beautiful setting that resembles a country club. Come and visit Morristown Airport to see why it is the better choice. **Stand 7000**

REGISTER FOR YOUR FREE VISITOR PASS AT BusinessAirportWorldExpo.com

EXHIBITOR Q&A

Rani Awad, founder, Atlantic FuelEx



What does Atlantic FuelEx offer the business aviation industry?

Atlantic FuelEx was launched in Dubai in July 2011 and provides high-quality fuel services

to commercial carriers, corporate organisations and governmental entities at competitive prices. We have a vibrant and reliable global network. Be it Africa, the Middle East, Europe, North and South America, the Caribbean or Asia, Atlantic FuelEx has major fuel suppliers and regional fuel distributors everywhere. With their support, we extend dedicated localised services to clients worldwide. Atlantic FuelEx is also authorised to undertake jet-fuel quality and specification tests and inspections all over the world.

What are your plans for Business Airport World Expo 2013?

Atlantic FuelEx will use Business Airport World Expo 2013 to highlight the exciting news that we have become an IATA fuel

supply consultant, which will enable us to support the airlines in terms of maximum annual savings by offering them a customised supply model for their individual requirements.

What does the future hold for Atlantic FuelEx?

One of the major value adds we are looking to provide in the near future is to facilitate the use of fuel card schemes across Africa. At many African bases, and at numerous other places around the world, fuel sales are done on a strictly cash basis. We are working very hard with FBOs and incumbent fuel services companies to get them to accept cards from our major fuel partners, and we are also looking to get the cards accepted on military bases.

We are also working to open three more representative offices (in Miami, USA; Istanbul, Turkey; and Stuttgart, Germany), to add to the Operational Centre we opened in Dubai in November 2012.

Stand 1000

MORE THAN 150 EXHIBITORS ARE EXPECTED IN 2013!



Armstrong Aviation Clothing

Armstrong Aviation Clothing (AAC) manufactures and supplies uniforms to commercial and business airlines. Uniform manufacturers often find that providing a uniform for pilots is extremely complex because of the high standards required, but this is AAC's speciality. The company's shirts, jackets and trousers for pilots' uniforms are available in virtually every size. AAC is the only supplier to offer both standard and athletic fittings in shirts and jackets, so no matter what physique the wearer may be, the company can provide the perfect uniforms for any airline. AAC will be on hand at Business Airport World Expo 2013 in Farnborough to discuss how it can reduce the cost of supplying pilots' uniforms. **Stand 8026**

PARTNERSHIP OPPORTUNITY

LimousinesWorldWide.com

LimousinesWorldWide.com, a proud, recognised leader in value-added global ground transportation and logistics services, uses the latest technology and techniques to provide a 24-hour service. The day never ends for the company's clients and friends, who are always on the move. That's why, with over 30 years of industry experience, LimousinesWorldWide.com knows how important it is to always be just a phone call or email away. Its team of round-the-clock, friendly and knowledgeable client service personnel use industry-standard techniques to help coordinate its clients' travel itineraries. The company differentiates itself by instilling in its staff the importance of always telling the caller that they are able to handle their transportation needs practically anywhere in the world. Whether by ground, air, ship or any means necessary, the universal network of affiliates representing LimousinesWorldWide.com can meet travel needs in over 500 cities. With the use of the internet and the strong relationships it has with other ground transportation and private aviation partners, LimousinesWorldWide.com is able to have a chauffeur-driven standard or luxury vehicle personally meet you, your family or anyone at any general aviation or major airport. Exhibitors and visitors at BAWE 2013 will see how they can access a number of user-friendly tools when they visit the company's newly designed website, where they can share their stories and experiences with other attendees, and post information about their services. **Stand 7002**

EXHIBITOR Q&A

Ries Vriend, owner and CEO, Amsterdam Software



What does Amsterdam Software offer the business aviation industry?

Since 2007 we have been contributing to the success, efficiency and profitability of single FBOs and FBO networks with our intelligent FBO One

software and global 24/7 support for our customers. FBO One's Google-style dashboard and search capabilities make the system easy to use. It manages, enhances and visualises all workflows, from creating and confirming an order to handling, payment, invoicing and booking. Web based and accessed through your browser, FBO One can be used on any mobile device, providing up-to-date information on the ramp as well as to managers on the go. Currently, more than 70 FBOs worldwide are powered by FBO One, processing more than 7,000 actual aircraft departures per month. FBO One is officially supported by and integrated with NetJets, as well as CFMU/Eurocontrol and FlightAware, so changes in flight data are accurate and up to date, and handling requests are automatically updated according to changes in flight data. Other strong points are fuel sales and inventory control, providing live monitoring and management of running stock, payment card processing and

management reporting. FBO One provides many functionalities that give our customers a competitive edge through reduction of administrative tasks, better customer service and excellent overall service levels.

What are your plans for BAWE 2013 and what do you hope to achieve?

We are looking forward to meeting single FBOs and FBO networks and will demonstrate to them just how easily our FBO One software will benefit their aircraft handling and fuel services, streamlining front office processes and making back office processes more efficient while optimising management accessibility and control of vital information. We hope to interact with existing and future customers in order to keep on developing FBO One as the world standard for aircraft handling and fuel services.

What does the future hold for Amsterdam Software?

The focus is on expanding our customer base and excellent support from our offices in Amsterdam and New Jersey. We plan to open an office in Singapore in 2013 and add more online interfaces with industry partners such as Universal Weather & Aviation. **Stand 3022**

THE ANNUALLY PERMITTED
AIRCRAFT MOVEMENTS AT TAG
FARNBOROUGH AIRPORT WILL
RISE TO 50,000 IN 2019



ON THE WEB

Travel information for Business Airport World Expo 2013: *Business Airport International* looks at the region's local airports and the main routes by road and rail to TAG Farnborough Airport. For more information visit: www.BusinessAirportInternational.com and click on 'Web Exclusives'.

Visitors to Business Airport World Expo 2013 are invited to a tour of the facilities at TAG Farnborough Airport. The tour will include a trip around the award-winning FBO, state-of-the-art terminal building and hangars. TAG Farnborough Airport is Europe's only dedicated business aviation airport, and is equipped with the most efficient and modern facilities. With a brand-new set of hangars that were opened during the 2012 International Farnborough Airshow, the airport now offers a total of 240,000ft² of hangarage for both based and transient aircraft.

To book a space on the tour, contact Katy Marlow on kmarlow@tagfarnborough.com or call +44 1252 379018.

**FARNBOROUGH
AIRPORT TOUR!**

Business Airport

WORLD EXPO 2013

19-21 MARCH 2013

LONDON FARNBOROUGH, UK



And while in Farnborough,
visit the neighbouring show

BusinessJet
interiors
WORLD EXPO 2013

www.businessjetinteriorsworldexpo.com

REGISTER NOW

www.BusinessAirportWorldExpo.com

Business Aviation World Conference 2013

PRELIMINARY PROGRAMME

The Business Aviation World Conference 2013 will be held inside this year's Business Jet Interiors Expo and Business Airport World Expo. The free-to-attend event, which is located on the exhibition floor, will see industry experts from around the world discuss some of the sector's most important trends and challenges. The conference will focus on three core areas: the future of business jet interiors; how to expand the reach of your FBO; and improving operations and management processes within your business aviation organisation. Read on to discover a first look at the preliminary programme. More speakers are being announced on a weekly basis – to view the latest conference programme, visit: www.BusinessJetInteriorsWorldExpo.com

TUESDAY, 19 MARCH

EXPANDING YOUR FBO REACH AND EXAMINING NEW AREAS OF GROWTH

10:30 How to make an FBO work in any airport

Catherine Gaisenband, founder, Aviacare

This presentation will look at what makes a fixed base operation (FBO) successful. The origins of an FBO date back to the early 1900s in the USA. Today, FBOs differ greatly around the world and each country has different requirements and needs. The FBO has evolved greatly over the years, and as the business aviation sector grows, regions such as Europe, the Middle East and Asia are all helping to improve the services offered by the FBO. This presentation will look at mandatory services and also offerings that help improve the passenger experience. It will also look at the importance of staff training in today's industry.

11:00 The growing demand for executive airports in Brazil

Dorieldo Luiz dos Prazeres, Brazilian Civil Aviation Agency, and Francisco de Assis Souza Campos Lyra, CFly Aviation

This presentation will look at the current business aviation market in Brazil in terms of demand for airport infrastructure in the biggest cities. It has recently been announced that new business aviation airports will be developed in São Paulo, Brasília, Recife and Manaus. This is in preparation for two upcoming major events: the 2014 FIFA World Cup and the 2016 Summer Olympic Games, which will see a strong demand for more slots, hangars and maintenance facilities.

11:30 The challenges of business aviation in an emerging market

Segun Demuren CEO of Evergreen Apple Nigeria

This presentation will look at the challenges faced when managing business aviation in an emerging market. Nigeria is well known as leading the way in the African sector's growth, but it is not without challenges. Lack of automated systems, minimal regulations relating to business aviation activity, and selecting the right partners from the many who see the potential in the region, are all topics that will be



covered. Representing a national Nigerian company founded in Lagos with eyes on African expansion, Demuren will also discuss the differences between being an internationally established business, and being a local company, and the various benefits, disadvantages and considerations of this.

12:00 The importance of networking when developing business aviation at airports

Bud Slabbaert, business aviation consultant and chairman of BA-Meetup

This presentation will look at how to develop business aviation at airports and what can be done to help draw in more flights/clients. The presentation will highlight recent examples in Europe where airports have expanded their business aviation offering.

FREE TO ATTEND!

**Business
Airport** 
WORLD EXPO 2013

MORE SPEAKERS TO BE ANNOUNCED!
For the latest programme, visit
www.BusinessAirportWorldExpo.com

WEDNESDAY, 20 MARCH

DEALING WITH THE THREAT OF ILLEGAL CHARTERS AND LOWERING YOUR CARBON EMISSIONS

10:30-12:30 Hosted by the Baltic Air Charter Association (BACA)

Chaired by Markham Jackson, chief executive, BACA
Speakers TBC

THE FUTURE OF BUSINESS JET INTERIORS

13:00 Making space go further in large corporate jets

David Velupillai, marketing director, Airbus Corporate Jets
Today's large corporate jets have more space than ever before, giving customers a more comfortable space and a larger surface area to outfit. The way that this space is designed and outfitted continues to evolve, and a number of new trends and technologies are starting to emerge. This presentation will look at how Airbus predicts the market will evolve over the next few years, and it will highlight some of the more popular features found on today's corporate aircraft.

13:30 Designing the next-generation business aircraft for the sophisticated client

Jean-Pierre Alfano, creative director, AirJet Designs
Owners of private jets are very demanding, and flying in an aircraft that is an extension of the user's home is a key wish for many clients. Some recent examples of collaborative efforts between furniture houses and aviation companies have confirmed this need. However, private aircraft owners are demanding much more than this. They want the highest level of craftsmanship available to enable their aircraft to fulfil their lifelong dreams and passions of owning a private jet. This presentation will address the specific needs, challenges, solutions and excitement involved in designing for some of the most demanding clients in the world.

14:00 How the aircraft can help improve brand identity

Didier Wolff, president, Happy Design Studio, France
The aviation industry is changing and the importance of brand identity is growing. Communication agencies are now being hired to help companies and individuals promote their brands in the best way possible. This has led to increased competition, and the aircraft itself has become the first means of advertising that brand. However, commercial aviation has become ugly, and a new approach to branding is needed. This presentation will look at one possible approach that takes the industry back to the early days of the aviation industry, when

flying was experiencing its golden era and travelling by air was seen as glamorous. The presentation will examine this new approach to brand identity and challenge the audience on this issue.

14:30 Sensory design in aircraft interiors

Frédérique Houssard, head of Designescence
Does the current design of aircraft interiors enable passengers to connect on an emotional level with their surroundings? Sensory design makes this possible. Design is normally carried out by meeting aesthetic and functional requirements, and it blends the various needs of designers, engineers and researchers. Sensory design, however, is a different approach to aircraft cabin design as it aims to deliver an environment that is human-centred, and it goes beyond functional requirements. An aircraft designed with a sensory approach aims to create a bond between passengers and the aircraft environment by calling into play the five senses. This presentation will provide guidelines and solutions for the use of sensory design in order to create a more interesting and engaging aircraft cabin.

15:00 Suspension fabrics: a new era in seat design

Jeffrey Gross, director of product development, Acme Group
After being in the textile industry for 95 years, supplying trim components and batting, Acme Group is no stranger to the ever-evolving market of transportation seating. Cutting-edge designs in the aircraft seating market have demanded that weight and bulk be removed from the seats and seating bank. The fabric known as Dymetrol enables seat designers to take mass out of the seat by eliminating springs and reducing the need for PU-foam, while increasing comfort and durability. As a result, the fabric suspension is more durable than the typical foam pad, seat pan or spring suspension, and is much more comfortable.

15:30 Converting regional airliners into VIP aircraft

Robin Freigang, director of the Cabin Interior Program, and Tobias Laps, head of sales, marketing and business development, RUAG Business Aviation
This presentation will look at interior completion programmes that have seen the conversion of aircraft, such as Bombardier regional jets, into VIP business aircraft. As a result, the value of the aircraft is significantly higher than the total cost of the project. This presentation will look at options for the interior and upgrades to aircraft systems. Further focus will be on the opportunities for the owner to customise the aircraft interior and exterior, and there will also be some samples of exterior designs and ways to present these to the owner.



THURSDAY, 21 MARCH

OPERATIONS AND MANAGEMENT

10:30 Safety management systems: it's not a 'thing' you purchase

Jason Starke, safety management system operations manager, Universal Weather and Aviation

There are misconceptions in the business aviation industry regarding safety management system (SMS) requirements, how they can be met, and third-party industry audit standards. Some operators believe SMS is something you can buy, or a series of boxes you check. However, an effective SMS is a collection of processes, resources, beliefs and practices that has the aim of managing and reducing risk. This session will help attendees understand ICAO requirements for SMS, performance goals of SMS, how third-party audit standards tie into SMS, the key components of SMS, and that they can do SMS on their own.

11:00 How to improve the professionalism of FBO staff

Graham Stephenson, senior aviation consultant specialising in FBOs

This presentation will discuss in detail what needs to be done to improve the training standards and the professionalism of staff that work in FBOs. For staff to be trained correctly, there needs to be a recognised standard for each of the tasks undertaken. What are these tasks, standards and procedures? Are they incorporated in an SMS or QMS, and are they audited? Finally, the presentation will look at a proposal for how the FBO industry could become more professional, with staff and FBOs benefiting from their training and experience, which must ultimately translate into better safety standards – the industry's number one objective.

11:30 How to fully utilise social media in the business aviation industry (presentation TBC)

Rob Mark, CEO, CommAvia

Social media and business aviation are not mutually exclusive, as some people seem to believe. Leveraging social media for a non-airline airport is not easy, by any stretch of the imagination. Social media's tools may be mostly free, but to make a system work well at a business aviation airport, an FBO or airport manager needs someone who understands the tools and is dedicated to engaging all the airport's stakeholders. Although social media can be time consuming, it's proving to be money well spent because of the ability to send messages directly to the people who need to hear them. Best of all though, social media includes a variety of measurement tools confirming the effectiveness of any programme. Social media also allow trials of tactics never before available due to cost. This presentation will draw from examples that have proved successful within the industry.

12:00 Developing the right public relations and branding programme for your business aviation organisation

Alison Chambers and Jane Stanbury, Emerald Media

A company's brand is the first thing a client sees when it deals with a company, and first impressions count. Going on to develop this brand so it becomes recognised within the industry is extremely important for growth. Brand development can be achieved by implementing the right public relations programme. Alison Chambers and Jane Stanbury from Emerald Media will draw from their experiences in helping some of the industry's leading organisations develop their brand and improve their public relations.

HOW TO GET THERE

By road

The ShowCentre exhibition centre, which hosts Business Jet Interiors World Expo 2013 and Business Airport World Expo 2013, is situated in Farnborough, North Hampshire, south west of London, close to Junction 4 of the M3. Follow the Farnborough signs on all major routes.

Satnav users should enter 'GU14 6AZ Queen's Roundabout' for directions to the nearby Queen's Roundabout. From the roundabout follow signs to 'FIL - Gate D'.

By rail

The ShowCentre exhibition centre is within easy reach of three railway stations – Farnborough Main, North Camp and Aldershot. Disabled passengers are advised to travel via North Camp.

For further information and train times, please contact National Rail Enquiries on +44 8457 484950 or visit www.nationalrail.co.uk.

By air

The ShowCentre exhibition centre is situated directly adjacent to TAG Farnborough Airport, Europe's premier business airport.

The airport features a runway measuring more than 2,000m in length. The airport's FBO provides direct ramp access to the aircraft by ground transportation, a concierge passenger and crew service, on-site customs and immigration clearance, an on-site café, crew lounges and TAG Aviation flight planning. There is also an on-site hotel. TAG Farnborough provides fuelling services (Jet A1), hangar facilities, full de-icing, toilet and water services as well as push-back and air start capabilities.

The airport operates from 07:00 to 22:00 Monday to Friday and from 08:00 to 22:00 at weekends and on bank holidays. Contact TAG Farnborough Airport on +44 1252 379000.

By London airports

Heathrow Airport is approximately 30 minutes by car (25 miles). Gatwick Airport is approximately 50 minutes by car (45 miles).



HAVE A DRINK ON US

**at the must-attend
event of the year
for all executive jet
owners and operators**

Networking Party

**In the exhibition hall,
Wednesday, 20 March**

from 16.15hrs - 18.00hrs - All welcome



And while in London Farnborough... Discover new interior designs and technologies!

Business Jet Interiors World Expo 2013 will be held alongside Business Airport World Expo in London Farnborough, UK, from 19-21 March 2013. The boutique show is dedicated to the business jet and helicopter interior sector, and will showcase the latest design ideas, products and technologies. This year the show will provide a platform for executive jet owners, operators, completion centre representatives and other industry players from all over the world to do business.

Components such as seats, galley inserts, showers, beds, window assemblies, IFEC equipment, hygiene products and dinnerware; materials including leather, carpets, thermoplastic, composites, seat foam, veneer, faux stone and finishes; services ranging from design to refurbishment and completion – all will be the focus at Business Jet Interiors World Expo 2013. The following pages highlight a small selection of the products and speakers you cannot afford to miss...

CASINO CONCEPT

Design ideas

AirJet Designs (whose creative director, Jean-Pierre Alfano, is also speaking at the conference, see panel below left) will showcase its latest designs, which include the Casino Jet Lounge, created jointly with Designescence.

The lounge is a new social space for wide-body airliners, designed to bridge the gap between commercial and private aviation. It features a casino blackjack table, a bar counter and four club chairs. The style is light and airy, with ceramic white, light bamboo and white leather. In between the seating groups is a transparent glass TV screen using holographic technology. Another highlight is the touchscreen bar surface, which enables passengers to order drinks or nibbles directly from the touchscreen menu.

The concept was designed (after consultation with EASA/FAA certification experts) with the idea of minimising certification costs. **Stand J3012**

SPEAKER SPOTLIGHT



Jean-Pierre Alfano, creative director of AirJet Designs, will discuss how designers can fulfil the wishes of a demanding clientele.
13:30, Wednesday 20 March 2013

Where do you see the market in 10 years' time?

The market will grow significantly, because of economic growth in areas of Asia, Russia and South America. On the technical side, I believe in the potential of supersonic jets – I think they will become a standard for business aviation.

What trends have you seen?

A need for the aircraft to be an extension of the owner's home is a strong trend. People almost want to forget they are flying. I also notice higher expectations of the level of craftsmanship. This is why it is very important to get to know the people who make my designs come true, and fully understand their constraints.

What is your biggest challenge?

Taking inspiration, trends and innovation from industries other than aviation – with products that have not been certified yet – is very challenging. Sometimes the technical constraints and aircraft regulations do not allow all my ideas to be implemented.

What differentiates you?

Our clients can rest assured that our design proposals will correspond to the final product. The solutions we propose are realistic and fully compliant with airworthiness standards – which saves time and money. Coming to us is a guarantee that they will receive the highest level of creativity and that the design will be tailor-made to their needs. We choose the suppliers we work with based on the design we imagine for each particular project.

What is your dream jet?

A wide-body supersonic jet with a transparent fuselage and a pool!

Communication solutions

Satcom Direct will highlight its 'User Xperience' solution, combining satellite voice, data, critical information and datalink services for both flight deck and cabin communications. The company aims to enhance the pilot's, passenger's and technician's experience through immediate technical support, secured and closed networks, user-friendly mobile applications and knowledgeable hardware experts. The company is a premier Inmarsat distribution partner, Iridium service partner and preferred ViaSat Yonder reseller, as well as a GSA contract holder. Satcom Direct also offers portable satellite communication equipment such as satellite phones and BGAN units for purchase and rental. **Stand J2018**

New leather

Yarwood Leather will launch a luxury leather, Snowdon, at the expo. The company says Snowdon is a natural, full-grain leather made using the highest-quality raw material. It is stocked in 10 earthy pastel colours to complement various interior schemes.

Yarwood continues to offer its cutting service to help take the labour out of cutting for seats. Its Gerber Taurus leather cutters work at almost 10 times the speed of a human cutter and are coordinated to ensure the maximum use of a hide. The company's high-tech equipment can cut any leather from any source, fabric or synthetic material to pattern. Yarwood will also be talking to customers about burns testing and compliance. The service offered is free if clients specify Yarwood's leather. The company says modifications can also be incorporated into the test service, with full DOA approval. **Stand J4016**

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NEW DESIGN OPPORTUNITIES
Thermoplastic sheet

Kydex will feature an expanded aviation palette with contemporary hues. Fully compliant Kydex FST sheet is designed to offer expanded versatility, durability and environmental benefits. The company's designLab also provides a centre for creative collaboration in aviation-grade thermoplastics. Kydex challenges visitors to visit its stand to preview in-development products, and to bring their toughest challenges and 'impossible' dreams. **Stand J2028**



EXHIBITOR Q&A

Neil Turner, general manager, aerospace, I M Kelly Aerospace


What will you be highlighting?

We are an upholsterer and trim company that aims to make seats look a bit different. Last year we brought a few samples of stitch patterns that we can do – like a baseball stitch and a cross stitch – as an alternative to the standard twin stitch. We had a lot of interest in that. We've got a new machine

that does a whole range of stitching patterns, so we're going to bring some samples for people to have a look at.

What is the most challenging aspect of your work?

It's trying to understand the customer's or the designer's requirements and interpret them into a workable and usable pattern and seat. Some shapes you just cannot cover, so it's about talking together to realise the client's expectations and negotiate a compromise for the best way forward.

Have you noticed any trends in demand?

A lot of people go for an automotive look for aircraft interiors, which is good for us because our parent company is an automotive trim specialist and we do a lot of automotive interiors – for companies such as Aston Martin, Range Rover, McLaren and others.

Who are you hoping to speak with at the show?

We're happy to speak to designers, seat manufacturers, customers – all are welcome. **Stand J5002**

Foam materials


Zotefoams will showcase its Zotek F polyvinylidene fluoride (PVDF) foam materials. The company says its nitrogen-saturation manufacturing process produces lightweight, closed-cell foam materials that have consistent cell structure, are pure and low in odour, and free from CFC, HCFC, HFC

and VOC. Zotefoams has designed Zotek F to have outstanding flame, smoke and toxicity performance; low heat release, meeting FAR 25.853(d); high thermal and acoustic insulation performance; excellent resistance to impact and crush; excellent fluid and moisture barrier properties; and a high level of resistance to a wide range of chemicals. Zotefoams will display a selection of Zotek F product samples, highlighting the variety of process methods available to produce integrated engineered solutions. Samples will include carpet underlay, gaskets and insulation products from Wulfmeyer Aircraft Interiors; ECS ducting, window seals and mounts by Technifab; MGRSoftwall Soft Touch removable interior panels from MGR Foamtex; and regional aircraft wall panels by Aero Plastics & Structures. **Stand J1016**

Interior upgrades

Aerocare International provides 'fixed price on site' cabin interior upgrade and refurbishment programmes ranging from a simple five-day makeover to bespoke, fully integrated upgrades.

"In a challenging economic climate we are delighted to be moving forward so strongly," comments Jason Hickson, operations director at the company. "With considerable growth in our market share we are further expanding and enhancing our IFE and seating services to the business sector, while ensuring our excellent reputation for high-quality service and products is maintained." Aerocare International holds CAA EASA 145 and 21G approvals and has a close partnership with 21J Design, enabling it to provide a total solution for its customers. **Stand J3013**

EXHIBITOR Q&A

Robert Hodgson, sales director at TRB Lightweight Structures



What services do you provide?

For many years, TRB Lightweight Structures has been involved in the manufacture of lightweight composite components and structures. Typically, these could involve bespoke galleys, kitchens, bathrooms and panelling for lounge areas, etc.

What is the most challenging aspect?

Developing new and innovative solutions to meet the end client's aspirations, together with looking at ways of creating new space. It's a pleasure to work with clients, but their aspirations are high in terms of both delivery and quality of finish. To cater for this, TRB Lightweight Structures can provide a total engineered solution for lightweight composite structures, and that can include everything from initial discussions with clients, agreeing and defining the scope, design validation and manufacture, right through to project managing installation and commissioning.

What's the next step?

We're working in two major areas – first on ways to reduce weight, at the same time as improving performance; and second, in the use of environmentally friendly materials and processes. Reducing the weight in aircraft has always been important, but clients are also trying to install more technology, so it's a constant requirement to come up with lighter materials and better solutions. **Stand J1018**



Cabin amenities

Dahlgren Duck will showcase its range of luxury amenities, which it has been supplying for VIP aircraft interiors, yachts and palaces for the past 30 years. It specialises in the customised design of integrated

dinner services including bespoke china, one-of-a-kind sterling silver flatware and barware, and table linens. It also offers linens for the bedroom and bathroom, as well as other interior amenities. The company recently partnered with Silverlining to expand the finishes available for its VIP aircraft trolleys, adding combinations such as ebony with shagreen accents, santos rosewood with trim in 'sports rust' shagreen and a cream-coloured leather trimmed with black anodised aluminium to its existing options, which include full gold-plating. **Stand J3008**

Wood veneers

Freed Veneers and Eurogroup Belcaire will highlight their high-grade wood veneers, which are used to decorate the interiors of VIP aircraft. The offering includes natural, coloured and smoked varieties in all exotic woods, which are supplied with a 1.8mm backing in plyboard or 1mm paperbacking. All these materials are treated with fire-retardant '0' protection as standard, plus glues designed to resist all harsh environments. Sample plaques can be expedited within 48 hours around the world, with finished orders ready in as little as four days, with 48-hour air delivery to door. Freed Veneers' laboratories can also colour-match for repair work or create special colours for projects. **Stand J3028**

UPGRADE YOUR INFLIGHT COFFEE

Coffee makers

One of the highlights of Aerolux's stand will be its 28VDC espresso maker, which uses the authentic Nespresso capsule system, approved for aircraft use. The company worked closely with Nespresso on its development.

This machine is versatile, easy to use and very reliable. It can also provide hot water for tea and steam for cappuccinos if required. It comes with high-specification finishes to suit individual requirements.

Aerolux has 25 years of experience in serving the aviation industry with an exclusive, innovative and specialised range of espresso machines and beverage makers optimised for an enhanced inflight experience.

Stand 9001



Materials and finishes

Exhibitor Carter Green represents manufacturers of high-end materials and finishes for the VIP aviation and yacht industries in Europe. Companies highlighted on its stand will include Spinneybeck, Scott Group Custom Carpets, Metalcomposite and PolyStone Creations. Spinneybeck offers upholstery leathers – with more than 800 colours and 19 aviation qualities in stock for immediate shipping. Special ranges include Forte, with an abrasion-resistant finish; the pearlised Alaska; nubuck Ducale velour and Lucca; hand tipped and embossed tipped styles; high-gloss Lucente; and belting leather tiles, which can be lasered or embossed to specific requirements.

Scott Group, meanwhile, specialises in hand-tufted bespoke carpets made from wool, silk and wool cashmere (pictured). Machine-tufted programmes are also in place and the in-house design team will create individual carpets as well as creating several collections of new and exciting designs every year.

Also on display will be samples of Metalcomposite's decorative metal finishes. Metals used include bronze, titanium, copper, brass, zinc and pewter – but metals can also be combined to imitate various shades of gold and other tones.

A selection of faux stone finishes will highlight PolyStone Creations' work. These can be cast to create basins, countertops, vanity units and galley areas. Finishes include solid colours, speckles with coloured minerals and cultured marbles. The range is completed by FlexStone, a stone composite material, and Crystalex, a glass substitute.

Also on the booth will be Bell Bespoke Interiors, which manufactures, repairs and refurbishes corporate, VIP, VVIP and head-of-state aircraft interiors at its base in the UK; and F. H. Lambert, with its focus on metal plating, offering variations of gold, silver, rhodium, chrome, nickel, copper, antique and lacquer coatings. **Stand J3022**



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REFURBISHMENT
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Manufacturing and refurbishment

PPA Group will highlight its interior manufacturing and refurbishment services. The company's experienced engineers manufacture interior parts and furnishings to specifications set by the client. The company carries out refurbishment on small, mid-size and large VIP aircraft. VIP and executive jet interior projects have included aircraft from the Cessna Bravo up to the BBJ. The company also offers non-metallic components and assemblies, including windows for flight decks and passenger areas in executive jets. **Stand J3018**

SPEAKER SPOTLIGHT



Didier Wolff, owner and designer at Happy Design Studio, will present a new, creative approach to business jet livery.
14:00, Wednesday 20 March 2013

What trends are affecting livery?

Owners usually go with the constructor's catalogue (the usual two or three lines or latest designs); they add a logo or a personal fantasy, without considering it as a specific design matter. It is often because they have not been properly informed that it can be changed, or considered the benefits of designing something special for the exterior. The line, though, is starting to move; it is then a matter of taste and technicality.

How does your approach differ?

I give the same attention to an exterior design as any other designer or studio would give to the interior. It requires strong technical knowledge and a very specific design approach. We work from

the start on precise 3D models, to consider the design from all angles. We verify its full compatibility with aeronautical engineers and supervise the painting process with the selected paint shop.

Why is a distinctive livery important for business jets?

It is exactly like asking why all birds are not white. The aircraft by itself is an artwork. It is such a wonderful object to personalise, from extremely discreet but intense details to a beautiful expression of its owner's personality. A design approach for the exterior can add even more spirit and feeling; do justice to what is already a beautiful object.

Who needs to attend your presentation?

Anyone who wants to see our design approach and how it can, to some extent, shuffle the cards in the aeronautical industry.



Custom showers

Jeff Bonner Research and Development (JBRND) will promote its services in VVIP aircraft component and subassembly fabrication. JBRND says it can manufacture 99% of aircraft components under one roof without relying on outside vendors. It offers machining, sheet metal fabrication, composite fabrication, tooling, Mil Spec finishes, heat-treating and prototype fabrication services.

One of the company's specialities is the custom design and manufacture of VVIP showers, which are made using

the most lightweight materials available. JBRND showers incorporate motion sensors and specialised LED lighting made in-house; most weigh no more than 130 lb when finished. The company completes all the manufacturing under one roof, including final finishes. It also offers a series of lavatories, bidets and toilet shrouds.

Another capability is building antenna mounting plates and adaptor plates for major satcom antenna manufacturers, and assisting completion centres and avionics installation companies with any and all their requirements for satcom antenna installations. "You can have the most sophisticated satcom antenna in the world riding on top of the aircraft," says John Sweet, director of sales for avionics equipment at JBRND. "However, without the foundation of a well-engineered and structurally sound antenna base installing it to the aircraft, you cannot leave the ground." **Stand J1020**

ABS Jets | ACC AvServ | **Aerocare International** | Aerolux | Aeroport de Sion | Aeroport
 Lyon bron | Air Link International | Air Service Basel GmbH | Air Support | **AirJet Designs**
 | Airops Software | Airport Associates | Ali Transporti Aerei SpA | Amsterdam Software
 | Argos Vip Private Handling Srl | Armstrong Aviation Clothing Ltd | Atlantic FuelEx
 | Avialogistics | Avicon | AWA Aeronautical | Baltic Air Charter Association | Bangor
 International Airport | BART International | Base Aviation Systems Ltd | **Bell Bespoke
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 Airport Ltd | London Oxford Airport | Mach Flight Support | Marshall Land Systems
 | Messebau Dreieich (Best Aviation Jobs) | **Metalcomposite** | Morristown Municipal
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 | RJA (UK) Ltd | RocketRoute Limited | Sanya & Shenzhen Business Aviation Centre
 | **Satcom Direct** | Saudia Private Aviation | **Scott Group Custom Carpets** | Shannon
 Airport | Shoreham City Airport | Signature Flight Support | **Silver Lining** | Sky Aviation
 Services | Sky Service | Sky Services SpA | Skypark FBO Malaysia Sdn Bhd | Skyplan
 FZC | Skywatch Aviation | Southair Iceland | **Spinneybeck** | Star Executive Handling &
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