



# Very Light Jets – Europe

## *Flying Light Business Class*

Thursday 24th – Friday 25th September 2009

Oxford Airport, UK

### Event Programme

#### Day 1 - Thursday 24th September 2009

*Chairman: Steve Jones, Managing Director, Oxford Airport*

8:30 Registration & Networking Coffee

9:00 Opening Remarks from the Organisers

*Alan Perry, Chairman, MIU Events*

Opening Remarks from the Conference Chairman

**SESSION I: LIGHT JETS AND THE GLOBAL MARKET: CHALLENGES AND SOLUTIONS?**

9.10 KEYNOTE ADDRESS

**One of the prime movers in the VLJ project provides his view as to how the aircraft will emerge from the credit crunch**

- The VLJ/ELJ - a competitive advantage in the corporate world
- Why the economic downturn is good for operators and manufacturers
- How the Eclipse 500 became unglued - lessons learnt
- Which aircraft for your market - VLJs/ELJs compared

9:40 KEYNOTE ADDRESS

**VLJ integration into Europe - a co-ordinated approach**

- ATC issues involved with accommodating the VLJ
- TCAS requirements
- Challenges in the sky
- Planning for the next decade

*Alex Hendriks, CND Deputy Director for Network Development, Eurocontrol*

**10:10 The VLJ - the real cost of ownership**

- What's involved in buying a VLJ - Public/Private Operations
- Levels of insurance - ring fencing liability
- Registration considerations
- Criminalisation

***Sean Gates, Senior Partner, Gates and Partners***

***Aoife O'Sullivan, Partner, Gates and Partners***

**10:40 Q&A SESSION**

*An interactive discussion for speakers and delegates*

**11:00 Networking Coffee Break**

**11:30 Establishing value in the Light Jet Market**

- Venture Capitalists approach
- The value chain
- Deriving value through investing in infrastructure
- Risks and challenges

***Edwin Brenninkmeyer, Investor and Entrepreneur***

**11:50 Air Taxis - Just Survive or Thrive**

- Business models that are working
- Best and worst issues for air taxi operators thus far
- Analysis of the "network effect" benefit of air taxi code sharing
- How long will it take for the air taxi to be a viable alternative to scheduled carriers

***Joe Leader, President, Air Taxi Association (ATXA)***

**12:10 Added value from the Broker**

- Fractional ownership
- Aircraft management
- Customer issues
- Understanding the charter market

***Gabriella Somerville, Managing Director, ConnectJets Ltd***

**12:30 Q&A SESSION**

*An interactive discussion for speakers and delegates*

**12:50 Networking Lunch**

**SESSION II: THE OPERATOR, THE CUSTOMER AND THE VLJ**

**14:00 The birth of an air taxi operator - The JetBird story**

- Aircraft choice
- Approach to the market
- Operating parameters
- Meeting customer requirements

***Stefan Vilner, CEO, JetBird***

14:20 **Presentation from Blink - topics to be confirmed**

***Peter Leiman, Managing Director and Co-Founder, Blink***

14:40 **Integrating VLJ/ELJs into an existing Charter Operation**

***Patrick Margetson Rushmore, Chief Executive, London Executive Aviation***

15:00 **Q&A SESSION**

*An interactive discussion for speakers and delegates*

15:20 **Networking Coffee Break**

15:50 **Ambeo & The Seven Heavenly Sins**

1,2,3,4,5,6,7....

***Dr Frank Noppel, CEO, Ambeo PLC***

16:10 **Acceptance of the VLJ in Central Europe**

- The Charter and Owner markets
- Competitive issues
- Financing and Residual Values
- The future of the VLJ in the central European Charter market

***Dagmar Grossmann, CEO, Grossmann Jet Service spol s.r.o.***

16:30 **The advantages of an Operator partnering with an FBO**

- VLJ Paradigm Shift
- Charter vs Air Taxi
- Expansion of reach
- Revenue and profit split

***Capt Bill Minkoff, President, JetQuik***

16:50 **Q&A SESSION**

*An interactive discussion for speakers and delegates*

***Chairman's closing remarks***

17:10 **QUESTION TIME** - Is an evening panel discussion moderated by a media expert.

Members of the audience ask the panel topical questions and also add their own views. To help things along the bar will be open.

***Moderator: Charles Alcock, Senior Editor-Europe, Aviation International News***

***Panel: David Fletcher-VLJ Consultancy; Dagmar Grossmann-Grossmann Jet Service; Peter Leiman-Blink; Patrick Margetson-Rushmore-LEA; Aoife O'Sullivan - Gates and Partners; Mark Stear-JetQuik***

18:00 - Panel summary from the moderator

**End of Day 1**

18:30 - 20.00 **Networking Drinks Reception and static display of aircraft**

## **Day 2 - Friday 25th September 2009**

9:00 **Opening Remarks from Day 2 Chairman**

### **SESSION III: INVESTING IN INFRASTRUCTURE**

9:10 **The FBO experience**

- Services provided
- Building customer relationships
- Locations offered
- Fees, traffic and airspace issue

***Alan Rosser, Business Manager/Test Pilot, Marshall Business Aviation***

9.30 **The role of Regional Airfields**

- Taking on the big hitters
- Accommodating light jets
- Security
- Customer services

***Steve Jones, Managing Director, Oxford Airport***

### **SESSION IV: THE AIRCRAFT AND TRAINING**

9.50 **Introducing the HondaJet to Europe**

- Unique characteristics
- Performance criteria
- Environmental impact
- The ideal aircraft for Europe

***Nicholas Newby, Manager - European Sales, Honda Aircraft Company***

10.10 **Embraer Phenom 100 and Flying in Europe**

- More an airliner than a Light Jet
- Handling and performance characteristics
- MRO issues
- Pilot feedback

***Renner Lima, Sale Engineer, Embraer Executive Jets***

10:30 **Pilot training on jets**

- OAA/NetJets training model
- Training for VLJ pilots
- Ready for the upgrade
- Type characteristics

***Mike Langley, Director-Commercial & Employment Services, Oxford Aviation Academy***

10:50 **Q&A SESSION**

*An interactive discussion for speakers and delegates*

11:00 **Networking Coffee Break**

### **SESSION V: MAINTENANCE AND SUPPORT**

11:30 **EASA Compliance services**

***Carole Leach, MD, Aviation Quality Management Services Ltd***

11:50 **Common data platform for monitoring aircraft reliability**

- Establishing commonality in reporting systems
- Spec 2000 reporting requirements
- Structuring and sustaining the programme
- Cost benefit analysis for aircraft, maintenance and operation modifications

***Amrish Pathack, Development Manager, AIS Europe***

12.10 **The office in the Sky**

- What options are there for connectivity
- How can the latest technological advances be harnessed for use for on board applications
- What does the customer expect

12:30 **Panel Discussion**

**How can technical advances in aircraft design and support services best be harnessed for an improved customer experience**

13:00 **End of Conference - Concluding Remarks from the Chairman**

13: 10 **Networking Lunch**

14: 30 - 16.30 - **Workshop**

### **POST-CONFERENCE WORKSHOP**

Friday 25th September 2009

**Working Towards a Sustainable Light Jet Marketplace**

**The search for a break-out formula**

- Schedule implementation and sustainability - Is the air taxi fact or fantasy - Affordable point to point air travel - Market re-assessment and reality check