



GLOBAL JET CONCEPT

CHINA VISION

GLOBAL JET CONCEPT SALES MANAGER FRÉDÉRIK IOOS
SHARES HIS VIEWS ON THE BURGEONING
PRIVATE AVIATION MARKET IN CHINA.



"SUCH A VAST AND POWERFUL COUNTRY IS INEVITABLY GOING TO DEVELOP ITS PRIVATE JET MARKET."

Q: What appealed to you about Global Jet when you joined it?
After working in Africa for a European aviation company located in Le Bourget Airport in France, I joined Global Jet when the Paris office was set up in 2003. At that time, we were a small team, and I was interested in the prestigious image of Global Jet and its enormous development potential in France.

Q: What was the industry like in Asia then?
Concerning China, the business aviation was almost non-existent. However, we knew that some Chinese users who travelled to Europe with commercial companies would charter private jets to organise their trips to Europe or Africa. We gradually built our business with them and expanded our market in China. We quickly understood that business aviation was unknown but had a huge potential.

Q: When did Global Jet start to develop its market in China, what were the key challenges and how did Global Jet address them?
Our groundwork started in 2005 and we opened our Beijing office in 2007. We initially focused our efforts on education and information. Business

Aviation had a bit of notoriety. We had to explain the tricks of the trade, demonstrate our expertise, and argue on the benefits provided by our jets.

Q: What did Global Jet offer and how did it make itself and its products/services known to potential clients?
We focused our communication on our operational expertise with private aviation. Our wide range of private jets are positioned on very high standards. We are now the best qualified to meet our clients' needs, to advise them objectively on their choices without any pre-judgmental ideas. Kaimin Lee, our representative delegate who is Chinese, has tailored our services to the Chinese market. It is necessary to adapt to specific Chinese culture.

To promote ourselves, our on-site team worked extensively on intensive phone calls. Simultaneously, we used our network or "guanxi" (a Chinese concept of establishing relationships in the business world to create opportunities), in order to obtain direct contacts with new potential business jet users.

Q: What surprised you most about Asia and its private jet market today?
We were surprised by the immense scale of the market. Some of our clients have tried to acquire not only one but two or three private jets. Our Chinese customers were very interested in large cabin airplanes. In comparison, a European customer would buy, as a first purchase, a small cabin and then gradually increase the size of his planes, whereas a Chinese customer would prefer a large cabin jet and sometimes a standup cabin. >>



UP CLOSE

What is one thing that surprises people about you? Honesty and straight talking.

How did you earn your first dollar? Working during my school holidays.

What dream are you shooting for now? Freedom, time for myself and to achieve many of my personal projects.

What do you love most about flying? Travelling from one continent to another in a few hours.

Words to live by — what are yours? Who dares, wins!

What have you learned to value most in life? Friendship, respect and respect given.

Frédéric Ioss, Sales Manager
of Global Jet Concept

Q: How has Global Jet expanded in terms of service, fleet size and product offerings for charter and sales since? Global Jet Company did not own an Aircraft Operator Certificate to operate in China. Therefore, the main difficulty was finding owners willing to use their jets on a strictly private basis. This was overcome in 2009. Aware of the limits of our expansion, we decided to become an operator in China.

Q: What is the main aspect that makes Global Jet stand out from other charter companies in Asia?

Global Jet has been constantly working in order to provide our customers with first-class quality. This involves a huge effort on every level and aspect of our company but it was worthwhile. There is no other company in China offering such a level of excellence in their services.

Q: What should a new client know about procedure and protocol when chartering an aircraft from Global Jet?

We will guide, help and assist him right from the beginning to the end of the mission. Our clients' mind must not be confused by anything or any business aviation constraints. The only point we insist on is the slots related to the traffic.

Q: What advice should someone looking to charter a jet in this part of the world heed?

Firstly, I would advise to thoroughly insure that the plane respects the public transportation rules. Then, I would explain that the price is a secondary criteria. Quality prevails. And Real Quality has a price.

Q: What kind of clients use private aviation in China today, and have you seen this change since?

Chinese clients are relatively young and mainly industrials. Our customers are much less secretive than before. First of all, successful Chinese businessmen are proud to make money and are now looking for more comfort and luxury. They are, therefore, very receptive to the advantages provided by our business jets and their top-class standards.

"PRICE IS A SECONDARY CRITERIA. QUALITY PREVAILS. AND REAL QUALITY HAS A PRICE."

Q: What do you see as most exciting and promising about the adoption of private aviation in China?

Such a vast and powerful country, with almost one billion 400 million inhabitants, is inevitably going to develop its private jet market. Six years ago, there were less than a dozen private jets operating in the country. Now, there are nearly a hundred. Tomorrow, there will be thousands...

Q: What's next for Global Jet within the region?

We will keep a close eye on the market. We won't hesitate to develop and open delegated offices in cities or towns where necessary. We are extremely aware of the importance of being local and close to our customers.

Q: What would you like Jetgala readers to know about Global Jet?

We have chartered more than 60 jets all over the world, in different sizes and brands (Falcon, Gulfstream, Learjet, Challenger, Embraer, Global Express, Airbus and Boeing). We have expertise in their daily operational and financial aspects. Our sales department is very active and benefits from a strong network and knowledge.

I believe Global Jet is the perfect answer for someone who wants to acquire a business jet. We advise without any pre-judgment, and only in a pragmatic way. We are the best partner to negotiate with the manufacturers or with jet owners in the secondhand market.

Buying a business jet is a complex and expensive process. It is crucial to get the best adviser — such as Global Jet — to make the best arrangement and negotiate the best contract, including the validation of a satisfactory delivery of the plane. 