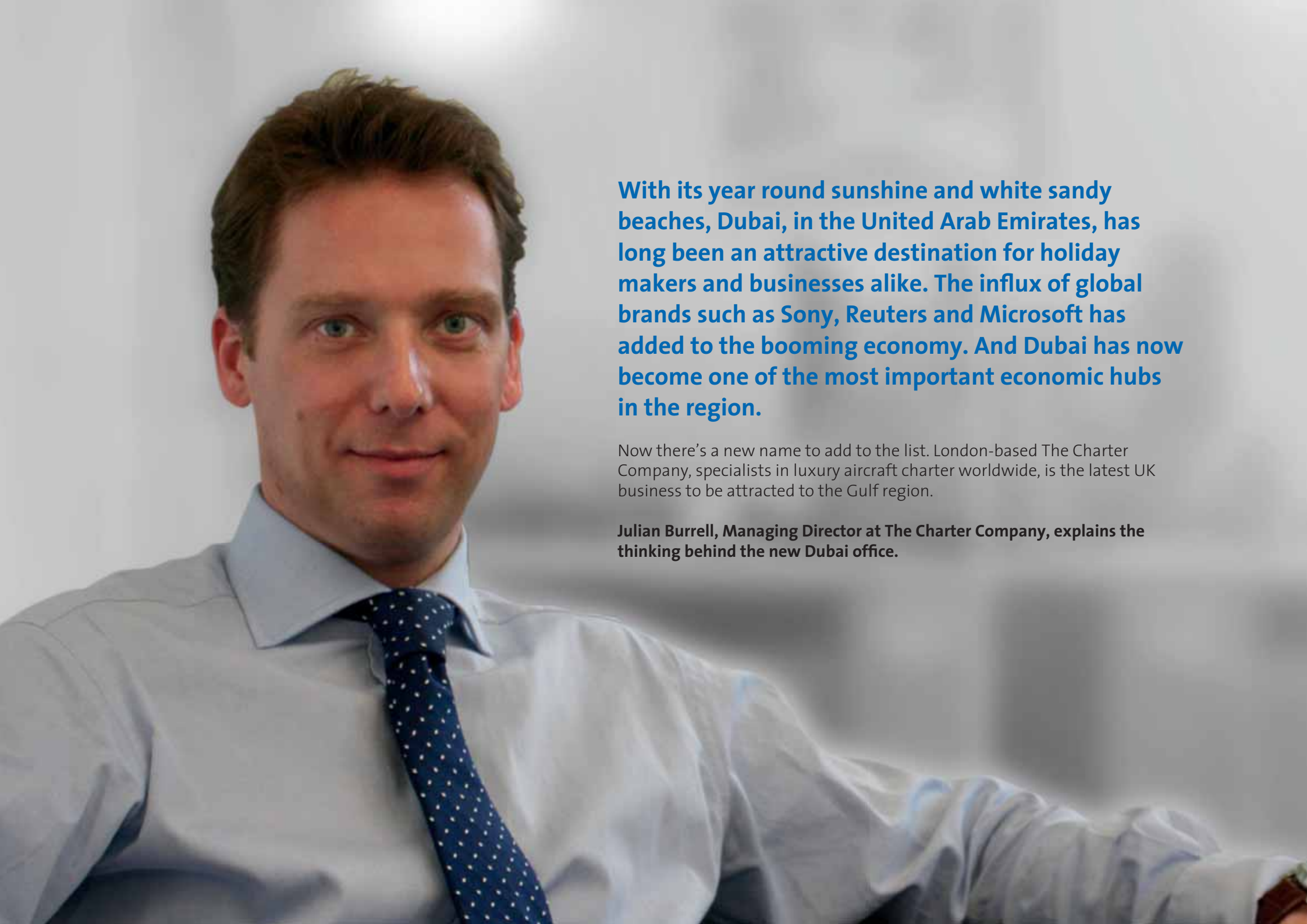


» After many years of doing business in the Middle East region, The Charter Company feels very comfortable here. We really understand the needs of the market and how it differs from, say, the Russian or US charter market. «



Your partner in air charter



With its year round sunshine and white sandy beaches, Dubai, in the United Arab Emirates, has long been an attractive destination for holiday makers and businesses alike. The influx of global brands such as Sony, Reuters and Microsoft has added to the booming economy. And Dubai has now become one of the most important economic hubs in the region.

Now there's a new name to add to the list. London-based The Charter Company, specialists in luxury aircraft charter worldwide, is the latest UK business to be attracted to the Gulf region.

Julian Burrell, Managing Director at The Charter Company, explains the thinking behind the new Dubai office.

» Why choose Dubai? «

“Around 30% of our private charter business already comes from the Middle East region. And we have outstanding relationships with all our clients there. So, when it came to expanding the business, the UAE seemed the obvious choice.”

As one of the most liberal and progressive areas in the Gulf region, the UAE is also known to be supportive of new businesses. But why choose Dubai? “Well, private aviation is a rapidly growing industry in the UAE and is an important aspect of the economy” explains Burrell. “Dubai has the highest density of aircraft available for charter in the Middle East. And Dubai has outstanding transportation links to other parts of the Middle East and Indian sub continent. So for us, it was an easy decision to make.”

Burrell continues, “our new office is in the Dubai Airport Free Zone, which is a well known location in the UAE and held in high regard. As the name suggests, we’re at the airport. In fact, we’re actually opposite the private aviation terminals so we can easily supervise our flights that operate in and out of Dubai.



And, of course, we can meet and greet our clients easily, not only in Dubai, but in the UAE in general as well as in Saudi Arabia, Qatar and the wider Middle East.”

Is there room for another charter broker, though, in Dubai? Burrell thinks there is. “Yes, of course, there will be competition at times. But we think that’s a good thing. We’re an honourable company offering an exceptional standard of service. This is what our clients expect from us and we’re happy to deliver.”

» Understanding the region «

Despite Dubai’s well known support for overseas companies, the new office project wasn’t without a few delays, and involved a great deal of work. “We were fortunate”, explains Burrell. “We have been lucky enough to have had some great local assistance to support us at every stage. But it still took nearly a year to complete all the paperwork.”

Those contacts, plus the company’s thorough understanding of local customs and business practices, are likely to prove invaluable in the next few months. Burrell agrees. “Well, I and my colleagues have visited the area on numerous occasions. We’ve shared many a coffee with our clients over the years. And it’s given us an opportunity to get to know their likes and dislikes; their habits and requirements.”

“After many years of doing business in the region, The Charter Company feels very comfortable here. We really understand the needs of the Middle East market and how it differs from, say, the Russian or US charter market.”

» Closer to our clients «

So what benefits can your clients expect? “Well for a start, we’ll be in the same time zone and we’ll be working the same days of the week! We do, of course, operate a 24 hour service from the London office. But now we’ll be able to offer a much more personal service to our Middle East clients.”

“And it will give us a better opportunity to meet and develop even better relationships with the local operators.”

With a good share of the Middle East market already, what are the aims of the new



The Charter Company office? Will emerging markets, such as India, be considered? “We already have a core of loyal Middle East clients. So, in the first instance, we’ll be looking to consolidate that position” says Burrell. “And we’ll look to win contracts from clients who perhaps wouldn’t have used us for certain flights in the past, such as smaller charters within the region.”

“But longer term, India shouldn’t be overlooked. It’s a rapidly growing economy and already has a large fleet of private jets. Many are privately operated, but some are for charter. This shows that there is demand, and The Charter Company will certainly be considering this area in the future.”



» Experienced team «

The new operation is managed by President of Middle East Sales, Neil Turnbull: someone who practically has aviation fuel running through his veins.

As a well known and respected figure in the aviation industry and with more than 20 years' experience, Burrell feels Turnbull is the perfect choice to head The Charter Company, Dubai. "Neil has a tremendous amount of experience. Few others can offer his genuine understanding of the services available and the operational requirements for aircraft."

And how about the rest of the team? "It was important to get the right personnel in place. We've secured a good mix of European and Arabic charter brokers who are all highly experienced in aviation" Burrell continues.

Burrell, who has spent 11 years working in the industry, firstly in aircraft management, then aircraft operations and now aircraft charter as head of The Charter Company, will continue to head up the The Charter Company operation from the London office. "I was tasked with setting up and running The Charter Company



whilst working at Twinjet Aviation, our parent company. That was over five years ago. And during this time I've seen The Charter Company go from strength to strength. The London office has grown considerably; we formed a strategic

partnership in 2006 with New York based Exclusive Charter Service to service our stateside clients; and now we've opened an office in the Middle East. It's an exciting time for the company."



Dubai Office

Neil Turnbull
President of Middle East Sales
The Charter Company
+971 4 701 7399
neil.t@thechartercompany.ae
www.thechartercompany.ae

London Office

Julian Burrell
Managing Director
The Charter Company
+ 44 (0) 20 7404 9030
julian.b@thechartercompany.co.uk
www.thechartercompany.co.uk



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