

Grossman Jet Service Serves the Czechs

Top 10 LEADERS of European Business Aviation

It's obvious when you meet Dagmar Grossmann, CEO of Prague's Grossmann Jet Service, that she is passionate about business aviation. Austrian by birth, she saw a business aviation niche in the

Czech Republic and bravely started Grossmann Jet Service in 2004, even though she didn't understand the language. She says she is now "passable" in Czech and Russian and speaks fluent English, German, French and Italian.

Grossman Jet Service has three aircraft available for charter: a Legacy 600, a managed Hawker 900XP, and a Citation Mustang. Grossmann says business jet charter has picked



Dagmar Grossmann.

up and is much better than last year.

"We're getting more clients and more people who haven't used business aviation before, which is away from the old pattern," she told *Show News*. Her flights to western and eastern Europe are split about 50:50 destination-wise, while 90% are business related charters and 10% leisure. "We fly to London and western Europe, also to Moscow and Poland, but we position a lot of flights. Rarely do we fly direct charters from Prague to, say, London.

"When we started in the Czech Republic the market was completely underdeveloped, so we involved travel agencies rather than brokers. I now have a lot of travel agent clients—this is the



Jet Service CEO Dagmar Grossman with the Dalai Lama.

way people book travel here, as it is in Slovakia and Poland. It might seem a little old-fashioned but it is seen as a much more polite way of doing business," she said.

Grossman is also founder and chairman of Central Europe Private Aviation (CEPA), which came into being late last year. "CEPA is a connection, like a bridge between central/eastern Europe and the rest of Europe. The aim is to support and develop business aviation in Central Europe and see the Czech Republic become a hub for private aviation, strengthening its position in the European market," she says.

CEPA will initially focus on Bulgaria, the Czech Republic, Croatia, Hungary, Poland, Romania, Slovakia and Slovenia. All these countries are a potential wealth of new markets for the business aviation industry.

Following her own experiences in setting up business in a new country, and seeing other western companies experiencing similar problems Dagmar Grossman said she could have done one of two things: written a book, or set up a member-driven foundation to pool knowledge. She chose the latter and CEPA was born. It has already recruited 70 members in six months including Honeywell and many FBOs. "There is slightly more interest from western European companies. Officials from central Europe are a little mistrustful—so I've invited them to meet our members," she said.

Probably the most important passenger that Grossmann Air Service has flown on its Legacy is the Dalai Lama. "I have met him four times now and he's had a very big affect on my life," Grossman told *Show News*. "My son was seriously ill and the story got back to the Dalai Lama who immediately sent an email saying he would pray for us. I still keep a printout of that email. My son recovered fully."

—Mike Vines

First Falcon 2000 in Europe for API

Aviation Partners, Inc. (API) has completed its first European-registered Falcon 2000 with its Blended Winglets. The Falcon 2000 winglets are "High Mach" Blended Winglets optimized for



'High Mach' Blended Winglets on Falcon 2000.

cruise speeds of 0.80 Mach and higher. They provide a Falcon 2000EX with a 5% drag reduction, which equates to a 200 nm+ range increase. The winglets are standard on the Falcon 2000LX and can be retrofitted to the Falcon 2000, 2000EX and 2000EX EASy at any of the API-authorized installers.

"Any time you can improve the productivity and performance of an existing asset while making it more econ-friendly, it is a wise investment," said API CEO Joe Clark. "We're doing our part to change the world."

API has completed 14 Falcon 2000 conversions.



Icejet and JetCom Aviation Form Alliance

Oxford, UK-based Icejet and JetCom Aviation of Lugano, Switzerland, have formed a strategic alliance that will see Icejet managing operations of JetCom's 31-seat Do 328JET corporate shuttle. The aircraft joins the existing Icejet fleet that includes a 14-seat VIP-configured Do 328JET and a 19-seat all-business class Do 328JET. Marking the occasion are Icejet managing director Jon Ingi Jonsson, JetCom flight attendant Gilda Tritto, JetCom captain Thomas Wagner-Wolf and JetCom CEO Marco Ostini.