



AVTRADE
THE GLOBAL COMPONENT
SERVICE PROVIDER

Avtrade

Unit 1108 IMP
No.68 Huacheng Revenue
Tianhe District
Guangzhou
510850
China

Good evening everyone!
Welcome to the 'British Consulate'.

I am so pleased you could make it to our little England in Great China.

I am the General Manager at Avtrade, the global component service provider of Boeing and Airbus products to the aviation industry.

I am based in the United Arab Emirates and for the last 15 years, I have been leading Avtrade into new markets and territories.

Avtrade was established 32 years ago, as a small parts trading company by my father, our CEO Mr Graeme Brooks. Today it is still privately owned by him and is still a family business operating on a global scale.

Avtrade has grown to be the largest independent aircraft component parts trader worldwide, it now employs more than 250 people worldwide, with a turnover of 200m USD and as you will see in our presentation, the largest available inventory worldwide for parts trading.

Avtrade has offices in The United States of America, Ireland, Turkey, Spain, Russia, United Arab Emirates, Singapore, Australia and the reason we are standing here today is because today we have opened our new office here in Guangzhou. I believe China is the future for Avtrade.

As a British citizen I have witnessed how our leaders, like me, think the 'Golden Era' of relations between the UK and China are getting stronger. Our Prime Minister Mrs. Theresa May too looks upon China as a future for the UK.

The recent visit by the Chinese President Xi Jinping has paved the way for major development and financial commitments by both countries to progress further as a global partners.

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Our Prime Minister reiterated her message in Nov 2016: The ties continue to strengthen as the UK is determined to leave the European Union and would like to recognize itself as a 'Truly global Britain' that is open for business with countries outside of the European Union.

Back to Avtrade, when we open a regional office, we take it very seriously and with much preparation and deliberation, we ensure that it will always be a success.

I can stand here today confident that Guangzhou is the right location for Avtrade, we have found the local authorities and availability of experienced staff extremely helpful. I would like to thank Price Waterhouse Cooper, Catherine Tsang and Cherry Wong for guiding and enabling us to register and form the new company based here in China.

I would like to emphasize, Avtrade is committed to the long term in Guangzhou and this new office will be headed by a very experienced Regional Sales Director, Mr. Toby Smith.

I hope most of you know him already; nine years has passed since Toby joined Avtrade in the UK. His plan was to work at Avtrade for one year only, so he could chase his real dream, of being a full time musician or rock star! After five years working with European airlines and managing several large airline accounts, he moved to our Singapore office as the Regional Sales Manager. Within four years he increased the turnover from 4.5m USD to just under 13m USD last year. Well done Toby and I hope you can repeat this next year here in Guangzhou!

I believe Toby, along with his team of Mrs Carren Chiu, our Regional Sales Manager - China, Mrs Lynn Meng, Miss Xue Wei and Miss Sammy Leung will continue to provide excellent customer service, delivery quality components at a competitive price to you, our airline partners.

Avtrade will provide all its component services from this office to the Chinese market including Trading, Sales, Loans and Exchanges for Airbus, Boeing and Embraer aircraft, and in the near future will provide its contracted services, Power by the Hour, Main Base Kit financial Leasing and Repair Management services.

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I would like to thank my CEO, Mr. Graeme Brooks and Director of Contracts Ms. Tracy Keegan who are visiting from our UK Headquarters for their attendance this evening, demonstrating our dedication to this market. I would like to thank Toby and his team for setting up this office and for all their hard work in getting it operational.

Finally I would like to thank the British Consulate for allowing us to host this reception at their premises and a big thank you to the Consul-General Mr. Matthew Rous for being here this evening.

Jamie N. Brooks

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