







Emad Youssef Selim

Aviation Consultant & Instructor

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SKILLS

Arabic Lanquaqe 8/10

English Lanquaqe 8/10

Communication 9/10

Critical Thinking 8/10

Team Working 9/10

ABOUT ME

Short Career Bio

I started my career in the aviation and travel industry at the age of 17. Since then, I haven't only gained valuable experience in a broad variety of departments and tasks, but has also undertaken a lot of related travel to places in Africa, the Middle East, Europe, and Asia. This special experience makes it easy for me to communicate and cooperate with different cultures. In 1999, I started my own company, an independent aviation and travel industry consultancy

Personal Bio

- Born in Cairo on 29/09/1962
- Married
- Hobbies: Reading, walking, music, meditation on beach and in nature

E D U C A T I O N

Bachelor of Commerce

Ain Shams University – Cairo - Egypt

1980 - 1984

Management & Commercial Training – Revenue Enhancement

EURESAS – Toulouse - France

March 1997

Exchange of knowledge - on job

InAvia Aviation Consultants - Germany

1999 – 2005

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EXPERIENCE

Founder & Managing Director

Logos International / Cairo / 1999 - now

In 1999, I founded my own consultancy Logos Management & Marketing which was re-named Logos International in 2009.

Logos is specialised to support airlines, airports, as well as the travel industry with professional advice gained through own hands-on experience.

Working in a truly international environment, Logos has helped to improve economics for airlines, airports, handling agents, tour operators, hotels, and many other sectors of the aviation and travel industry.

A detailed company profile of Logos International is available upon request; please address your email to info@logos-eg.com.

In 1999 I teamed up with InAvia Aviation Consultants GmbH in Germany, when both companies entered into a close cooperation. Since then, I have represented InAvia in Africa and the Middle East, and both companies have jointly and successfully worked on several projects in Egypt and in Europe.

Director of Economic Analysis & Controlling

Orchid Aviation Consultants – Raslan Air / Cairo / 1994 - 1998

Teamed up with Orchid to jointly undertake consulting at Raslan Air, a regional airline in Egypt. In his function as Director, I was mainly responsible for the airline's feasibility studies, on-going economic analysis, route analysis, cost controlling, commercial evaluation, route planning, revenue management, process and time analysis, evaluation of operational efficiency, controlling services

Regional Manager

Air Alexandrie / Cairo, Geneva, Zurich / 1987 - 1994

Prime responsibilities were all commercial planning as well as the administrative leadership of this important office, Emad took an active part in developing new package tours, doing sales, economic analysis, route analysis and planning, and customer relations.

Also worked as Senior Operations Manager in Switzerland (on time management basis) where I lived and worked for almost a year in three-to-four-month terms for the high seasons for travel of Egyptian tourist during 1991 through 1994, representing the various companies of the Air Alexandrie and its business partners from my dual base in Zürich/Geneva. The most significant responsibilities included the planning

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of programmes and packages, calculating prices, managing all services provided by local third-party partners (including services like airport “meet & assist”, local tour guides, hotel arrangements, transportation by bus/boat/train/cable cars, entrance fees, and many more), receive and resolve customer complaints, local accounting.

Freelancer

Concord Commercial Services / Cairo / 1983 - 1987

Working on a freelance basis, Emad provided marketing & sales services for tour operators, undertook economic evaluations for hotels and tourist villages, provided management of travel and charter operations on behalf of charterers. Some of his direct clients were Carmina Travel, Blue Beach Resort, Shaheen Travel, Golf Express Tours, Zahret Elbustan Travel, and Air Alexandrie.

During this time, his activities included travelling to and working in Sweden, working in various administrative jobs for his Egyptian clients.

Ticketing Agent & Tour Operator

HAPI Tours / Cairo / 1979 - 1983

Plan passenger itineraries, reserve seats, calculate fares and prices, and issue tickets, planning tour itineraries, collecting quotes from third parties, arrange accommodation, airline and train tickets, tour guides, meet & assist facilities, as well as follow-up programme performance.

CONSULTANCY PROFILE

The listed areas of consulting are just examples,

Strategic Planning: Strategy is essential for the future of aviation. Only a precise planning offers the chance to survive and expand in a dynamic world. We can support you in the determination of a long-term strategy and corporate policy.

Marketing: Starting from a SWOT-analysis, we develop conceptions to enable your business to operate successfully in your market segments, to materialize existing potential and to gain additional market share.

On this basis we support you with product design and pricing as well as efficient distribution channels.

Controlling: Companies without an efficient controlling will not survive in the long term, since there is no precise management control.

Starting from a well-organized revenue and financial accounting with the help of a modern, multi-level economic analysis, we will support you to set up an internal controlling system as early warning tool.

Economic Analysis: A well-organized economic analysis is the most essential precondition to an efficient management. The introduction of an economic analysis unit should have absolute priority within a company. We can also support you setting up a route profitability calculation. We take care to set up an economic analysis and controlling unit that accompanies the project from the beginning or at any point during operation to secure efficiency of organization and quality of work carried out.

Information Systems: It is a vital tool for operation and management; we are offering this type of service in co-operation with specialized German consultants.

Commercial Agreements: During our consultancy for different airlines we very often experienced that agreements with partner companies are deficient, take advantage of one of the two signatories or both parties calculate (revenue) data without a common base.

To avoid losses in revenue caused by insufficient contracts our business partner InAvia Aviation Consultants GmbH has developed several packages of agreements that are being offered to airlines at very favorable conditions. The aim of all agreements on offer is to reduce airlines' costs (Ground Handling Agreement), keep liquidity in-house

Training: Emad is an instructor for several domains of aviation business such as Human skills (Human factor), Strategic & Commercial

CUSTOMER LIST

Airlines

- **Raslan Air Services** – Feasibility Study & Economic Analysis (Cairo, Egypt)
- **Petroleum Air Services (PAS)** - Market Study (Cairo, Egypt)
- **Midwest Airlines** – Feasibility study for L1011 cargo (Cairo, Egypt)
- **Space World International** – Economic evaluation and route analysis (Ostend, Belgium)
- **Orascom Aviation:** Technical consulting and JAR 145 Certificate upgrade (Cairo, Egypt)
- **First Air:** Commercial consulting and planning (Khartoum, Sudan)
- **Smart Aviation:** Initial Route Network Study (Cairo, Egypt)
- **Banque Misr:** Aircraft Inspection and Evaluation for Cairo Aviation fleet (Cairo, Egypt)
- **ICG:** Aircraft Inspection and Evaluation for 2 Aircraft of Air Cairo A320 fleet (Cairo, Egypt)
- **Smart Aviation:** Time management for commercial activities including set-up of company strategy, commercial policy, pricing criteria, business development, creation of a comprehensive commercial manual, set up of Commercial organogram, networking, route study and other organizational development/ improvement. (Cairo, Egypt)
- **Cham Wings:** Company audit, overhaul status evaluation in cooperation with InAvia GmbH (Damascus, Syria)
- **Fly Virgin:** Building up the company strategy (Juba, South Sudan)
- **Galaxy Aviation:** Marketing Consultancy - Business Jets charter, lease and sale
- **Al-Masria Universal Airlines:** Member of a consulting team to regain TCO approval by following –up on corrective action plan. The scope of work includes developing of the Corporate Manual.

Airports

- **Cairo International Airport (Egypt)**
- **Egyptian Airport Company (Egypt):** Development of ideas and options for the future development and use of 3 Egyptian airports, Borg EL Arab, Port Said and 6th, of October. The report included evaluation of the present situation and scenarios of development.
- **Fraport AG – (Egypt):** Hub Development Strategy for Cairo International Airport - Passenger & Cargo. The study was prepared for the Egyptian Government on behalf of Fraport AG – Egypt Branch as part of their management contract for Cairo International Airport
- **Frankfurt Hahn Airport (Germany):** Marketing the Airport in Middle East and African countries to develop traffic
- **Hochtief Airports – (Essen – Germany):** Support evaluation, study and selection of airports for investment and managing in Egypt

N.B.: A complete list of airports served by the team Emad Selim and InAvia Aviation Consultants GmbH is available upon request

Handling Companies:

- **ACL (Germany):** Marketing the handling services in some Middle East and African countries

Governments:

- Jordanian Tourism Authorities (Jordan)
- Holding Company for Airports & Air Navigation (Egypt)