CONSOLIDATION GIVES POWER

News / Business aviation

On the eve of the 10th Business Aviation Exhibition Jet Expo 2015 in Moskow Russian news agency BizavNews and European 50skyshades.com platform signed the strategic partnership agreement. In accordance to the agreements, the joint editorial team will be engaged in the formation of the information content on the Russian business aviation market for English-speaking audience. The main purpose of the agreement - the elimination of information vacuum among foreign users of business aviation, providing of an objective picture of main processes taking place in the domestic business aviation markets and "live dialogue". The main instrument chosen not only classical newscast, but also a large discussion blog. Since the launch of the platform 50skyshades.com got already hundreds of regular readers from more than 60 countries, including the United States, China, France and the UAE.

"Russian news agency BizavNews was not only a pioneer in the Russian media business aviation market, but also the main" voice "of the processes which are happening there now. The online format proposed by BizavNews, is making the information accessible everywhere globally. We always admired the way to present the information BizavNews- one of the strongests points of our partners. We are happy to work with a strong and reliable partner, looking forward to realise together a lot of interesting projects in the future, "- says the head of 50skyshades.com Tatjana

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Obraztsova.

«50skyshades.com made by a team of professional managers, with extensive experience in the aviation business, especially in the field of marketing and communications. The main goal of our joint project to make the domestic business aviation market more transparent. In our joint materials we do focus on analytics and analysis, as well as provide an opportunity to speak to any member of the segment. We welcome the initiative of our partners to create an opportunity for discussion,not limited just by information content. We will offer the audience a number of other tools, including guides to the FBO, aircraft and business aviation service providers. We have experience in similar projects. We hope that our joint work will be the beginning of a long and mutually beneficial relations and cooperation will bring a lot of positive emotions ", -told the head of BizavNews project Dmitry Petrochenko and chief editor Denis Lobastov.

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