



# VOO RECOGNITION LEADS TO A NOMINATION FOR TECHNOLOGY INNOVATION OF THE YEAR IN THE MIDDLE EAST

News / Business aviation



**VOO has been nominated for The Aviator Middle East Awards in the Technology Innovation of the Year category, which recognizes an outstanding technological innovation introduced in the Middle East over the past year that provides a solution unique to the region. The Aviator Middle East Awards 2023 will take place on December 12 at the Jumeirah Mina A'Salam Hotel in Dubai and will bring together leading industry professionals from across the Middle East, as well as international guests and nominees. This annual awards ceremony, designed to recognize excellence in the aviation achievements and contributions to the aviation community by honoring businesses that have surpassed the highest standards of accomplishment, will be held for the 17th time this year.**

The inaugural The Aviator Awards took place in 2007 and capitalized on the breadth of insight and expertise of ITP's leading transportation media publications, including The Aviator, ArabianSupplyChain.com and Logistics Middle East. Since then, the Awards have recognized leading companies and figures in the Middle East aviation industry, including Dubai Airport CEO

Paul Griffiths, Emirates President Sir Tim Clark and Qatar Airways CEO Akbar Al Baker.

VOO is a completely original in-house product based on the first-hand data and expertise of the founders – longtime aviation professionals and aviation industry natives. Direct online booking systems, pioneered by budget carriers, didn't exist in business aviation until recently. VOO makes it possible to find and manage the perfect solutions to customer needs as well as provide transparency in all aspects. Digitalization can help the industry better utilize assets, optimize the efficiency of all processes and better understand business, routes, costs and opportunities for improvement.

Robert Plhak, CEO at VOO flights, commented: "It's an honor to be nominated for this esteemed Awards that spotlights the industry's most innovative and remarkable businesses. The key to unlocking the full potential of the aviation sector is getting ahead of the game with the innovative advanced state-of-the-art business solution such as VOO which is based on new forms of digital technology. Advancing technology and innovative solutions like VOO marketplace altogether support the development of the whole aviation industry and make business aviation more efficient, transparent and accessible to end customers through tech. brokers. I'm looking forward to attending the Awards and personally meeting some of the breakthrough industry leaders I haven't been able to meet to this point."

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