THE WHEEL IS ALREADY INVENTED – STEERING PARTNERS

News / Business aviation

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Meeting new companies, sometime you have a clear impression, people are trying to invent the wheel once again. This time and this conversation, made us see very clear – it is already there for centuries, so no need to try to reinvent, when you can do something better.

There is a brilliant saying – these are all familiar faces. Exactly that was our great surprise when we met two co-founders of **Steering Partners.**

For many peoples in business aviation word names of **Christophe Gibert** and **Vladimir Velebit** have the meaning, which is the same a high quality brand name.

First question 50skyshades had to both of co-founders was very simple – how many years of experience in the field they have together? Can you imagine – 30! If we must say in two words – very impressive.

So l et us share some basic points we discussed with Steering Partners regarding changing business aviation market.

“There came a moment, when we both realized it is time for some changes. We are in the same business. The only difference now – it is our own company , which let us to offer clients our approach and our vision. It is in the same time a luxury and huge responsibility” – commented Christophe Gibert.

“ It is logical and obvious – globalization process. Operators are doing everything possible to be more effective, to reduce costs, to have global presence. We see our way different. We are the real “personal touch” – told Vladimir Velebit.

Q.- How Steering Partners are different comparing to other companies?

C.G. - As out team is small at the moment, we can’t and in fact we don’t want to be everywhere and take every project. We have to choose which project, client, company to focus our efforts on. Even if it sound banal, this is what we are about – quality, not quantity. Each of our clients knows and in fact is sure, we will keep the best quality and very personal approach to him. The trust, the knowledge we are always there for them to guide and to help in any business aviation matter.

Q. – What was your colleagues reaction finding out about new company?

V.V. – Working with many people for years, we are lucky to keep amazing relationship with I think all of them. Some where a bit surprised, but for sure they are wishing us a good luck in this challenge and are looking forward for the future cooperation.

Q. – So Steering Partners is a Swiss company, where from are your clients?

C.G. – Yes, we are Swiss company. But our clients, as in general in business aviation, are international. Thanks to our experience, we have the chance to work with many countries and nationalities: Russia, Middle East, Europe. As we already mentioned – years of successful cooperation gave us the stable basic for future business relationship.

Q. – Can you disclose some of your victories already?

V.V. That would be a bit too early to make victory statements now. But we can tell you we are concluding negotiations with one of the private customers, with whom we will be happy to work with and participating in a very interesting new aviation project. As they say on TV, to be

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