



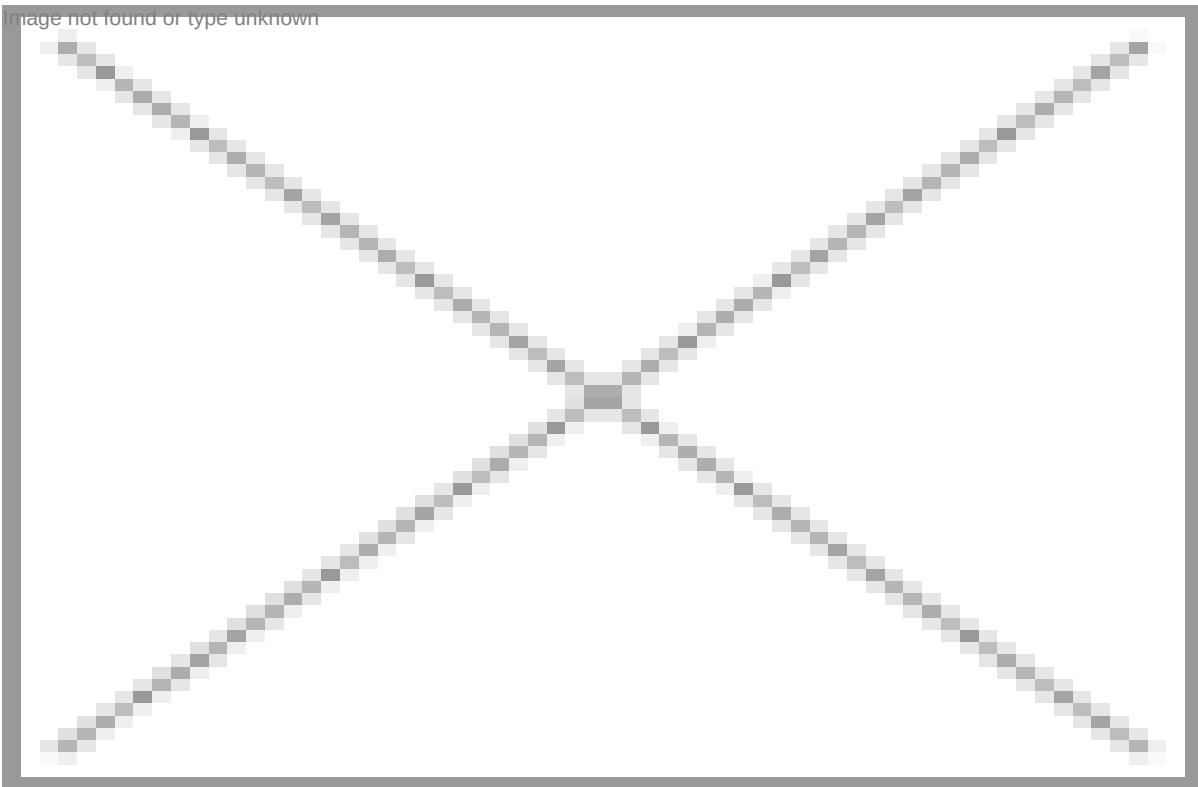
EMBRAER TAKES ERJ CLOSER TO THE IRANIAN MARKET

News / Manufacturer



Brazilian manufacturer Embraer has stepped up its efforts to promote its regional jets to the prospective Iran market with a demonstration tour in the Iranian capital.

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Last week senior executives hosted a series of education events and a conference on the regional market in Tehran and capped the visit with some demonstration flights in an ERJ190AR from Azabeijan Airways.

The event was attended by Iran's Minister of Roads and Urban Development Abbas Akhoundi, and President of Iran Civil Aviation Organization Ali Abedzadeh.

Arjan Meijer, Embraer vice-president; Stephan Hannemann, marketing manager for Middle East and Africa; and Nico Martiniello, airline manager at Embraer's Commercial Aviation division were part of the mission which the company described as a unique opportunity to get a perspective of the vibrant Iranian aviation market

"We are sure that Embraer's product will play an important role to help airlines to develop their business plans in the 70 -130 seat category very efficiently," Hannemann said.

Following the lifting of sanctions Iran has identified the need for at least 50 regional aircraft for its carriers. Both ATR and Embraer have already reportedly been selected by airlines and Japanese manufacturer Mitsubishi is also believed to be in talks for its new MRJ aircraft.

Full details of the event will appear in the next Arabian Aerospace magazine.

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Water cannon salute for the Azerbaijan ERJ 190 as it makes a demonstration tour visit to Tehran
(Pictures by Mohammad Razzazan)

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