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FLASH UPDATE 24 MAY 2022

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Dear <<First Name>> <<Last Name>>,

Also in this Flash Update we are announcing another Preferred Partner of BARIN. Embraer is joining the ranks and has expressed its interest in supporting our objectives.

They are playing a huge role in minimizing the impact of the aviation industry on the environment. The move to green is fortunately gaining momentum and clear targets have been set to reduce emissions and decarbonize by 2050. Airlines are replacing older fleet, with new more fuel-efficient aircraft, while Sustainable Aviation Fuels (SAF) are the way to go in the near future. Embraer is investing in 'green'; also in disruptive propulsion technologies.

It's without any doubt that air transportation will be a very sustainable form of transportation in the very near future. Therefore it's disturbing that a roaring minority is often disturbing the reality and play on emotions and not based on facts. Net zero emissions by 2050. It will be done. All players in the industry are needed for this, including governments. Embraer is playing its role!

Enjoy!

Marnix H Fruitema
Chairman



BARIN announces yet another Preferred Partner: Embraer from Brazil!

We are very happy and proud to be able to announce that Embraer has joined the BARIN-ranks as a Preferred Partner.

Embraer arose from the dream to transform Brazil into a country possessing the latest in technology. From these dreams and challenges Embraer was turned into one of the largest aircraft companies in the world. By stretching the limits of what is possible, and embracing opportunities from day one of its history, Embraer has done the unimaginable in the sectors of commercial and executive aviation, defense and security.

What motivates the people at Embraer is the genuine passion for what they do. Maybe this spirit is why the company resonates in the hearts of so many Brazilians, collaborators, and partners.

Embraer uses design, imaginative engineering, and technology as the principle tools to create new perspectives, and arrive at solutions that bring excellence and performance to each of their clients and partners.

Please [click here](#) to watch the introduction video.

Embraer staff in the Netherlands are looking forward to meeting you at one of the BARIN events.

Slide-deck Summer Ops Meeting Schiphol of May 12th available

Schiphol
Amsterdam Airport

Operations meeting in order to discuss the challenges for the upcoming Summer season and to discuss possible mitigating measures. In case you missed it, please [click here](#) to download the slides of the meeting.



Job opportunity at Singapore Airlines Benelux

Please note that Singapore Airlines, based at Amsterdam Airport Schiphol is looking for candidates to fill the position of Passenger Sales Manager Benelux.

Please [click here](#) to download the job description.

Interesting to read

- Please [click here](#) to download the McKinsey & Company article "Trying to boost Corporate Sales – 5 Questions for airline executives."
- Please [click here](#) to download the article by Benno Baksteen "Airway to 2050"



IATA Updates

- Please [click here](#) to download the IATA Connectivity Monitor The Netherlands
- Please [click here](#) to download the IATA publication "Accelerate Asia Pacific Recovery Sustainably"
- Please [click here](#) to download the IATA publication "Net Zero Media Update"
- Please [click here](#) to download the IATA publication "Record debt made more affordably by rising inflation"

BARIN Preferred Partners



About BARIN

BARIN is the industry association for airlines undertaking business in The Netherlands.

BARIN Member Airlines are represented by the most senior executives representing their companies in The Netherlands in the case of foreign based airlines, and hold senior executive management positions in the case of the Dutch-home-based airlines.

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