
Boutsen Aviation Adds British Flair

James Hughes Joins the Team as Regional Sales Director for Northern Europe

May 24, 2019 - Monaco - Just in time for **EBACE**, **Boutsen Aviation** is pleased to announce the company's expansion into the Northern Europe region, with particular focus on the United Kingdom. **James Hughes** will act as the Regional Sales Director for this territory, effective immediately.



James Hughes - Regional Sales Director Northern Europe

A qualified rotary pilot with extensive exposure to aviation, **Mr. Hughes** specializes in the acquisition, ownership, importation and operation of business aircraft. With in-depth knowledge of the Northern European business aviation market, he works across a wide selection of aircraft types ranging from single engine helicopters to large body cabin heavy jets.

*"I'm thrilled to be joining the team at Boutsen Aviation" comments **Mr. Hughes**, "and am truly looking forward to the incredible opportunity of working with one of the most successful and reputable business aircraft sales brokerages in the world and to developing their presence in the Northern European market."*

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The addition of the Northern European Sales Representative is the fourth global expansion for **Boutsen Aviation** in the past five years, following the implementation of **Mr. Karim Hijazi in Dubai, Mr. Atiesh Mishra in New Delhi, and Mr. Timur Devyashov in Moscow**. *“Having feet on the ground in these crucial and growing markets has been pivotal for us”* says Founder and Chairman **Thierry Boutsen**. *“I am very happy that we now have someone with the expertise and know-how of Mr. Hughes to represent us in the United Kingdom as well.”*

“James brings key added value to our team”, says **Dominique Trinquet**, President. *“His experience and direct contact with the regional market will allow Boutsen Aviation to expand and firmly establish its presence in Northern Europe”.*

Mr. Hughes will start his first day with the **Boutsen Aviation team at EBACE** on Wednesday May 22nd. *“Sometimes it’s the best to just jump right in,”* he says following the preparation meeting on Friday at **Boutsen headquarters in Monaco**. *“As EBACE is one of the most important events of the year for European Business Aviation, it makes for the perfect occasion to integrate with the team on a first-hand basis and already begin developing business together.”*

