



DRIVING PROGRESS  
TOGETHER...



# CORPORATE **PROFILE**

NORTH AMERICAN  
AVIATION GROUP INC.



## ABOUT OUR COMPANY

Founded in 1999, the North American Aviation Group represents a portfolio of established Airlines (Passenger and Cargo), Shipping Lines, Freight Forwarders and Logistics companies across USA, Canada, Russia, Mexico, the Caribbean, Australia, New Zealand, Ukraine & UK. We also serve as a home automation and customized IoT solutions provider in the global market.

### Our Vision

To be the most preferred business partner by offering dedicated and incomparable values to our Principals.

### Our Mission

To be a trusted and loyal partner for Principals who seek a constantly reliable and quality customer service provider for their passengers and shippers.

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# OUR STRENGTHS

Our strength lies in handling over 10,000 agents in USA, 1800 in Canada and over 5000 agents in Australia and New Zealand with utmost dedication and professionalism over 20 years. In fact, our long-standing professional relationship with online portals such as Expedia, Travelocity, Priceline and Vayama has enabled our team of experts to provide a quality service that

not only satisfies but exceeds the expectations of our Principals.

Our annual turnover is USD 120M from our USA, Canada, Australia & New Zealand operations, possess a wealth of knowledge on distribution patterns, market behaviours and customer requirements in relation to travel, logistics, shipping and freight forwarding industries.

## OUR OFFICES ACROSS THE GLOBE

### **SRI LANKAN TRAVEL INC. - USA**

Sri Lankan Travel Inc. based in USA is the GSA for Sri Lankan Airlines looking after their total marketing, sales, ticketing and account solutions for passenger and cargo.

### **SRI LANKAN TRAVEL INC. - CANADA**

Sri Lankan Travel Inc. based in Canada is the GSA for SriLankan Airlines looking after their total marketing, sales, ticketing and account solutions for passenger and cargo.

### **NORTH AMERICAN AVIATION GROUP INC. - USA**

North American Aviation Group Inc. based in USA is the GSA for Oman Air and looking after their total marketing, sales, ticketing and account solutions for passenger.

### **NORTH AMERICAN AVIATION GROUP INC. -SRI LANKA**

North American Aviation Group Inc. based in Colombo operates as back office offering services to different industries according to their market requirement. The company is equipped with a state-of-the-art Call Centre - geared to provide dedicated services.

### **SRI LANKAN AVIATION GROUP (PTY) LTD - AUSTRALIA**

Sri Lankan Aviation Group based in Australia is the GSA for SriLankan Airlines looking after their total marketing, sales, ticketing and account solutions for passengers.

### **NAAG LLC - RUSSIA**

The company offer total GSA solutions for Airlines

### **SRI LANKAN AVIATION GROUP (PTY) LTD - NEW ZEALAND**

Sri Lankan Aviation Group based in New Zealand is the GSA for SriLankan Airlines looking after their total marketing, sales, ticketing and account solutions for passengers.

### **DESTINATION TRAVEL & TOURS LTD - UKRAINE**

Destination Travel & Tours Limited is a company based in Ukraine which specializes in offering various B2B services to our principals in Ukraine.

### **CANADA GLOBAL AVIATION GROUP INC**

Canada Global Aviation Group Inc based in Canada is the GSA for Oman Air in Canada and looking after their total Marketing, Sales, Ticketing and Account solutions for Passenger.

### **NORTH AMERICAN AVIATION GROUP (NAAG) UK LTD.**

Offers GSA services and Inbound/Outbound tours

### **NORTH AMERICAN AVIATION GROUP - MEXICO**

The company offers total GSA solutions for its principles



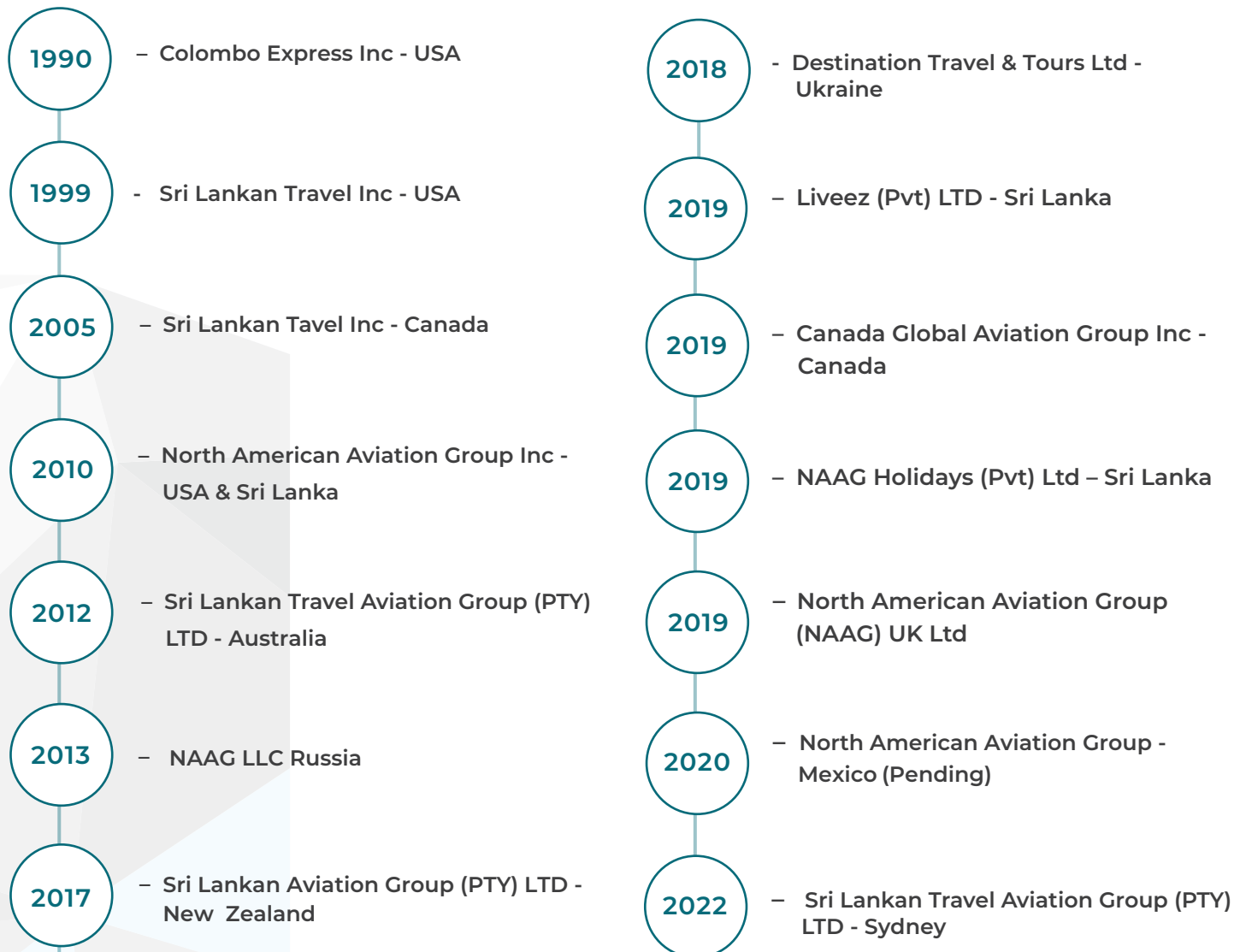
# Our journey thus far...

## COMPANY

# TIMELINE

North American Aviation Group Inc. was incorporated in October 1999 with its Headquarters at the World Trade Center, New York, USA. Destruction of the WTC in New York resulted in the relocation of the company to Metro park New Jersey. With the subsequent growth of the company, the Headquarters was shifted to a state-of-the-art office in the prestigious Alfieri building located at No. 379, Thornall Street, 6<sup>th</sup> Floor, Edison, New Jersey, USA.

Today we represent over 10 Principals and subsidiary companies operating as Airlines (Passenger & Cargo) Shipping Lines, Freight Forwarders and Logistics providers in USA, Canada, Mexico, the Carribean, Australia, New Zealand, Ukraine & Russia.





## MESSAGE FROM THE PRESIDENT

Today, Airlines and companies operating in the Industries of Logistics, Freight Forwarding and Shipping are looking to reach a global audience, reduce cost and maximize revenue, whilst striving to deliver excellent customer experiences.

At first sight this might seem daunting, but with the extensive experience gathered over the past 19 years as a fully-fledged Airline & Cargo GSA, North American Aviation Group Inc. has succeeded in achieving the expectations of its Principals by offering a range of services such as Sales and Marketing, Reservations & Customer Service, Finance & Administration, Operations Management - to conquer business objectives while exploring opportunities for growth.

We go beyond a traditional GSA Company, with our unique combination of expertise in each industry to provide our clients with the confidence required to take their organization to the next level of excellence along with a personalized service.

Our offices located across 3 continents are equipped with proficient Management Teams who are passionate about building extensive relationships within their local markets. We have recorded a strong growth performance on an annual basis thereby building the growth and trust of our Principals.

Serving over 7 Principals and Subsidiaries at present, we as a company strive to adhere to the highest forms of professional integrity, to accomplish our mission of being a trusted partner for Principals who seek a reliable customer service for their passengers and shippers.

Best regards,

**Dillan Ariyawansa**

*President - North American Aviation Group Inc*

**We go beyond that of a traditional GSA Company, by imparting our unique learning of each industry to provide our clients with the confidence needed to take their organization to the next level of excellence along with a personalized service.**

## SERVICES WE PROVIDE

# RESERVATIONS & CUSTOMER SERVICES

### Overview

We help our clients to connect and build a positive rapport with their customers through our team of dedicated and professional call centre agents. No matter the scale of your business, we have what it takes to improve your business processes.

### Customer Support Service Centre

- Ò Reservation and ticketing
- Ò Business class upgrades
- Ò Attending to all queries related to cargo
- Ò Handling passengers with special needs
- Ò Complimentary hotel services
- Ò Reservation amendments
- Ò Handling frequent flyers
- Ò Flight cancellation and schedule changes
- Ò Third party verifications for online bookings
- Ò Handling group fares for passengers and agents
- Ò Handling customer complaints

### Our clients benefit from

- 1 Proficient staff familiar with operational requirements of each carrier/airline
- 2 Duty Managers who are on-call 24/7
- 3 High standards of client servicing

## SERVICES WE PROVIDE

# FINANCE & ADMINISTRATION

### Overview

In today's highly competitive global marketplace, cost and efficiency are critical to any business. Our experience in handling Airlines Reporting Corporation (ARC), Billing and Settlement Plan (BSP) for airlines passengers, for airline passengers and Cargo Account Settlement System (CASS) alongside a range of other accounting solutions has helped our clients clear their financial hurdles while paving way for more transparent decision making.

- ò Weekly reconciliation of cash and credit card sales
- ò Performing weekly downloads/back-up of required files
- ò Monthly memo analysis
- ò Adjudicating travel agent debit memos and refunds
- ò Refund administration for partially utilized and unutilized tickets
- ò System security administration for ARC/BSP online accounting reports
- ò Deposit and disbursement monitoring and reporting
- ò Acting as legal representative for Principals
- ò Acting as administrative interface with ARC/BSP
- ò Preliminary sales audit/raising ADMs on behalf of carrier
- ò Credit card charge-back administration
- ò Ticketing support for non-ARC travel agents
- ò Sales support, help desk for ARC/BSP travel agents
- ò Administer carrier's agency revocation programme
- ò Weekly simplified reports of all transactions
- ò Training on ARC procedure
- ò Advice and file federal/state taxes
- ò Settling air passage related taxes to relevant authorities
- ò Make payments on behalf of carrier

### Our clients benefit from

- 1 Increased cost savings
- 2 Flexible array of services to fit needs and budget
- 3 Best practices that yield measurable process improvements



## SERVICES WE PROVIDE

# MARKETING & SALES

### Overview

At a time when customer demands are rising and needs are changing, companies need to find innovative ways to keep their audience hooked. Whether your company is dealing with a lack of resources, expertise or focus, our range of marketing services will help you increase sales and gain a competitive advantage in the market.

- Ø Identify emerging markets and make shifts while being aware of new product and competition status
- Ø Design and implement a strategic business plan that expands the company's customer base
- Ø Present sales, revenue and expense reports and realistic forecasts to the management team
- Ø Recruit, coach, set goals and monitor performance of sales representatives.
- Ø Advertise and promote airline products
- Ø Build long-lasting customer relationships by responding to their needs promptly

### Our clients benefit from

- 1 Increased share of market with a loyal customer base
- 2 Enjoy increased revenue by achieving sales targets
- 3 Access expertise in marketing strategy and implementation

## SERVICES WE PROVIDE

# OPERATIONS

### Overview

We at North American Aviation Group possess the experience and knowledge needed to take care of administration, operation and back office functions. Our experts will help you streamline and organize operational workflows at a reasonable cost while minimizing operational risk.



### Our clients benefit from

- 1 Increased cost savings along with reduced operational risk
- 2 Increased productivity and efficiency leading to a streamlined cash flow
- 3 The ability to develop new competencies that can be used as a competitive advantage
- 4 Our expert team will provide world-class customer service to your customers 24 hours a day, 7 days a week, and 365 days a year.
- 5 We provide support in multiple languages for all time zones, major languages, and dialects - across phone, email, chat, video chat, and social media.
- 6 State of the art call center workstation with uniform ambient lighting and noise-canceling systems to provide quality customer service and maximum work-
- 7 NAAG drives its operational excellence through a collaborative workforce of 72 highly skilled professionals, worldwide

# SUBSIDIARY COMPANIES



01

## COLOMBO EXPRESS LANKA (PVT) LTD

The company specializes in handling personal customized Cargo from any part in USA to any part of the world, with door-to-door delivery services and personalized customer services.



02

## NORTH AMERICAN FREIGHT LINERS INC

The company offers total customized Multi Model provider logistic solutions by maintaining long-standing professional relationships with reputed Air and Sea carriers. It's also a logistic provider registered with FMC (Federal Maritime Commission) and NVOCC (Non Vessel Owning Common Carrier).



03

## WORLD AVIATION SERVICES INC

World Aviation Services is based in USA to represent Airline cargo and provides sales and operation activities to its Principals.



04

## LIVEEZ

LIVEEZ is a leading technological solutions provider of Home automation enabling people to control any residential or commercial device, virtually.



05

## CANADA GLOBAL AVIATION GROUP INC

The Company offers total Airline Solutions for Passenger and Cargo operations out of Canada to its Principles. Experienced in handling Freighters to any part of the world.

# MEET THE EXPERTS



## Dillan Ariyawansa

*President*

Dillan Ariyawansa is the Co-founder and Chief Executive Officer of North American Aviation Group Inc. a company incorporated for the purpose of representing Airlines Passenger and Cargo in the territories of USA, Canada, Australia, New Zealand and Sri Lanka. North American Aviation Group Inc. is currently the General Sales Agent (GSA) for Oman Air (Passenger) in the USA.

He is the Co-Founder and Chief Executive Officer of Sri Lankan Travel, Inc. a U.S. Company which is currently the GSA for SriLankan Airlines (Passenger) in USA, Canada and the Caribbean since 2000 and GSA for SriLankan Airlines (Cargo) in USA and Canada since 2010. He is also the Co-Founder and Chief Executive Officer of Sri Lankan Aviation Group PTY LTD, an Australian company which is currently the GSA for SriLankan Airlines (passenger) in Australia and New Zealand since 2017.

Dillan has been instrumental in opening a call center in Sri Lanka in 2005 while being involved in the provision of Freight Forwarding and Air Cargo since 1988. The Freight Forwarding company was recognized as the most preferred Freight Forwarder by multinational companies in the USA. He is an active member of U.S. Chamber of Commerce. Dillan is well-travelled and has acquired a sound knowledge and understanding of the travel and cargo industry. He is also the Co-Founder of the new venture Destination Travel and Tours in Ukraine. He counts over 30 years' experience in the Airline and Shipping industry.



## Chanaka Olagama

*Chief Operating Officer*

Chanaka Olagama has over 34 years' experience in the Aviation industry and started his career in 1984 with Air Lanka/ SriLankan Airlines. Chanaka has extensive experience in Sales and Marketing, and has served as the Country Manager in UK, Ireland, Scandinavia, USA, Canada, China, Kuwait, Lebanon, Jordan, Bahrain, Doha, Maldives & Sri Lanka for SriLankan Airlines.

Chanaka has served as Head of Service Delivery in charge of product development, Customer services, Ground handling, Cargo Operations, Security, Cabin service and Flight Operations. Prior to joining NAAG he was the Head of Cabin Services at SriLankan Airlines.

During his tenure at SriLankan Airlines he was involved with the Senior management team and actively engaged implementing strategies & policies of the Airline. After serving at the Senior Management team, Chanaka decided to leave SriLankan Airlines to share and exhibit his experience and knowledge with NAAG.



## Udam Herath

*Chief Financial Officer*

Udam Herath is an Associate Member of the Institute of Chartered Accountants (CA) Sri Lanka. He also holds Bachelor of Commerce Honors degree from University of Kelaniya, Sri Lanka and also hold an MBA from University of Southern Queensland, Australia.

His industry experience spans over 20 years and has greatly transformed the processes by automating finance & revenue accounting processes, streamlining operational workflows, implementing internal compliance and risk management in number of airlines in overseas and Sri Lanka.



## Peter McKeon

*President*

General Manager Peter McKeon has over 30 years' experience in the Aviation Industry in Australia and New Zealand. He began his career with Air India and later he served for Virgin Atlantic, Northwest Airlines and KLM Royal Dutch Airlines.

In 2001, Peter formed a GSA company "Global Aviation Services" and was handling Asiana Airlines, Egypt Air, Kenya Airways and Delta Airlines. Peter acts as an excellent contact base at all levels in the Travel and Aviation industry including distribution channels for Retail, VFR, Wholesale, Corporate, MICE, Group Travel, Airport Authorities, Catering and Airline Service providers. He has a proven track record in GSA and the required dedication to provide a quality service driven by customer expectations and needs.





### **Ajith De Alwis**

*Vice President- Sales & Marketing*

Ajith De Alwis is the Vice President (Sales & Marketing) for USA and Canada. He joined Air Lanka/SriLankan Airlines in 1981 and served 24 years before he commenced his tenure of service with the company in USA effective January 2005. Ajith worked for over 16 years with the sales team of SriLankan Airlines in Sri Lanka handling specialized markets and key accounts.

He counts over 8 years of overseas experience, having served in Kuwait, Bahrain and Qatar in the capacity of Sales and Country Manager for SriLankan Airlines. Ajith is also a member of the Airlines Sales Managers Association in New York.



### **Maria D`Souza**

*Sales Manager*

Maria D'Souza has been the Sales Manager in Canada since 2013. She joined the company in 2007 in the capacity of Supervisor Reservations & Ticketing and Sales Support. She counts over 38 years of aviation industry working across varying positions. She began her career as Catering Assistant, KLM Catering at Karachi Airport and later moved on to KLM Town Office, as Executive Assistant to General Manager Pakistan and Personnel Manager Pakistan, thus performing dual role.

Having migrated to Canada in 1993, she joined Malaysian Airlines as Sales & Admin Officer and served for of 14 years, undertaking varying responsibilities in airline reservations, fares and ticketing, sales promotion & marketing and office administration.



### **Nalaka Nishan**

*Manager - Cargo*

With over 20 years of experience in cargo transportation and handling, freight forwarding and shipping, Nalaka has an extensive knowledge in import and export, warehousing, end to end logistic solutions and aviation cargo having been in charge and overlooking the entire operation of Oman Air Cargo in the USA during period 2012 to 2017 and SriLankan Cargo out of USA and Canada since 2000 to date.

He was instrumental in establishing Colombo Express a shipping company initially engaged in the business of shipping personal goods in the USA to Sri Lanka and now risen to its present state as a fully-fledged and well established company with the capacity to handle large volumes of personal shipments with door to door service and shipping of commercial cargo from anywhere in the USA to anywhere in the world.



### **Sergey Perov**

*Manager - Russia*

Sergey Perov joins as the Manager for NAAG LLC Russia. He counts over 20 years of aviation industry working for various Airlines and in the travel industry across Russia holding various positions. He began his carrier at Finnair and then moved on to various airlines/companies such as Emirates, Lufthansa Systems, AtlasGlobal and Sabre. At Emirates Sergey was responsible for sales in Russia and CIS countries with sales volume of about USD 300M per year.

During his 20 years of aviation, he had been involved in developing various markets and dealing with Tour operators, OTAs, Consolidators and travel agents in Russia and CIS countries. Sergey is highly commercially focused; got strong sales, communications, managerial skills, strategic vision, and brings wealth of experience to NAAG family. Sergey holds an MBA from the University of Westminster, London UK.



### **Azhar Saldin**

*Manager Call Center - Sri Lanka*

Mohammed Azhar Saldin is the Call Centre Manager of North American Aviation Group Inc since 2022 and initially joined NAAG as a Supervisor for Reservations and Ticketing back in 2017. He overlooks call centre operations for USA, Canada, Australia, New Zealand & Colombo Express. His expertise in Call Centre Operations is the result of 11 years of work experience in the aviation industry which includes overseas experience gained, while working for SriLankan Airlines GSA in Qatar. He began his career as a Trainee Reservation and Ticketing Agent for SriLankan Airlines Colombo Ticket Office and worked in various positions covering Call Centre Management, Airline Ticketing and Sales Support operations.



### **Ratneswary Viswanathan**

*Head of Human Resources and the Executive Secretary to the CEO - Sri Lanka*

Ratneswary Viswanathan is the Head of HR and the Executive Secretary to the CEO at North American Aviation Group Inc. She commenced her career at NAAG as the Personal Assistant to the CEO and HR Executive. She graduated from Oxford College of Business - Sri Lanka in 2021, with a Master of Business Administration degree in Business Administration (The University of Bedfordshire - UK).

With over 14 years of extensive work experience gained in both overseas and Sri Lanka, Ratneswary is proficient in Administration & Human Resources, Business Development, Sales & Marketing. She has a strong drive for performance, compliance and ethics combined with a sense of purpose.



### **Kasun Lakshitha**

*IT Manager - Sri Lanka*

Kasun Lakshitha, an active member of the Computer Society of Sri Lanka with more than 10 years of experience in the field of Information Technology, completed his Higher National Diploma in Software Engineering at Netassist International - American Education Centre. He is the Manager - IT of North American Aviation Group and the Network Engineer of LIVE E Z for the past 6 years. Being a self motivated individual, Kasun was always passionate about computers and technology to help people manage connected devices through simplified services, which has paved the way for a successful career in Networking.

He is professionally recognized and holds certification in Cisco Certified Network Professional (CCNP), Microsoft Certified Technology Specialist (MCTS), Professional Certified Network Administrator (PCNA), Control4 Associate Installer, Centralized Lighting and Automation Programmer (Australia).



### **Dinushan Paranavithana**

*Automation Engineer - Sri Lanka*

Dinushan Paranavithana, an engineering graduate of Sri Lanka Institute of Information Technology with a Master of Engineering (Hons.) degree in Electrical & Electronic Engineering (Sheffield Hallam University - UK), serves as the Automation Engineer at LIVE E Z Private Limited. After gaining work experience as an intern in Lanka Bell Limited, SriLankan Airlines (IT Division) and MAS Intimates Private Limited (Automation Department), he commenced his career as a full-time employee at LIVEEZ and completed Control4 Automation Programmer Certification in Melbourne, Australia.

He is passionate about Automation & IoT Industry and has a futuristic vision for LIVEEZ to connect almost any device to the internet while minimizing its complexity with human interaction and take real-time control of a profusion of devices instantly from any part of the world at the touch of a button. Being a competent engineer by education and technophile by passion, he aims to develop products and services through innovative technological solutions which would revolutionize the world for a greater cause.



### **Stephani Natali Vanvelzon**

*Personal Assistant to the CEO - Sri Lanka*

Stephani Natali Vanvelzon is the Personal Assistant to the CEO at North American Aviation Group Inc. She began her career as a Trainee Reservation and Ticketing Agent in the travel industry and joined NAAG as a Senior Sales Support & Ticketing Agent and holds over 6 years of experience in the industry. She is currently following the bachelor's in Business Management & Strategy at Human Resource Management Institute - Sri Lanka. She holds the Certificate course in Human Resource Management and Psychology and the Diploma in Airline Fares, Ticketing, Reservations & Marketing.

# OUR PRINCIPALS



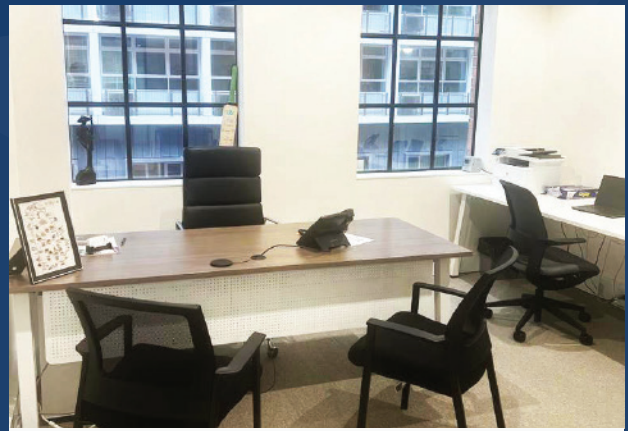
AMERICAN LIGHTING  
BRIGHT IDEAS • INNOVATIVE SOLUTIONS



# OUR PREMISES



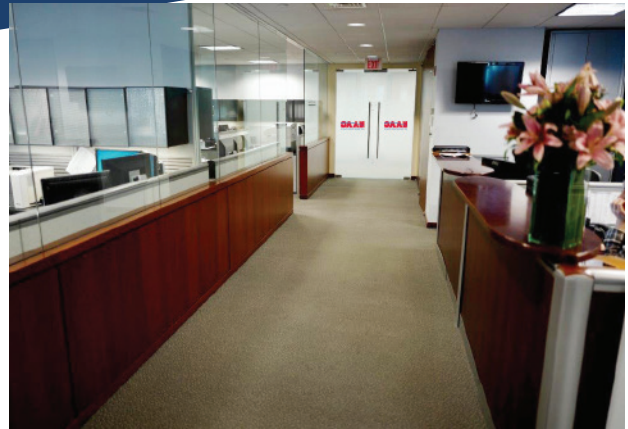
Sri Lanka Office



Sydney Office



USA Office



Ukraine Office



UK Office



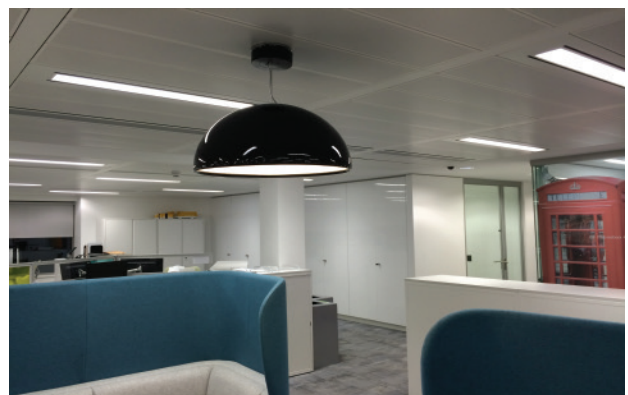
Canada Office



New Zealand Office



Australia Office



Moscow Office





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