



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 Air- lines (Passenger and Cargo), Shipping Lines, Freight Forwarders and Logistic companies across USA, Canada, Russia, Mexico, the Caribbean, Australia, New Zealand, Ukraine & UK.

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 the USA, 1,800 in Canada, and over 5,000 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 principals value.

Under our group, we have 75 employees around the globe serving our valuable customers, and with an annual turnover of USD 120M from our USA, Canada, Australia, and New Zealand operations,

we possess a wealth of knowledge on distribution patterns, market behaviours, and customer requirements in relation to travel, logistics, shipping, and freight forwarding industries

COMPANY TIMELINE

North American Aviation Group Inc. was incorporated in October 1999 with its Headquarters at the World Trade Center,

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. 33 Wood Avenue South, Suite 600, Iselin, New Jersey, 08830 .

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 Caribbean, Australia, New Zealand, Ukraine & Russia.

Our journey thus far...

1990

- Colombo Express Inc - USA

1999

- Sri Lankan Travel Inc - USA

2005

- Sri Lankan Travel Inc - Canada

2010

- North American Aviation Group Inc -
USA & Sri Lanka

2012

- Sri Lankan Aviation Group (PTY)
LTD - Australia

2013

- NAAG LLC Russia

2015

- Establishing partnership with Jetwing Group
with North American Aviation Group Inc

2017

- Sri Lankan Aviation Group (PTY) LTD -
New Zealand

2018

- Destination Travel & Tours Ltd -
Ukraine

2019

- Canada Global Aviation Group Inc -
Canada

2019

- NAAG Holidays (Pvt) Ltd - Sri Lanka

2019

- North American Aviation Group
(NAAG) UK Ltd

2020

- North American Aviation Group -
Mexico (Pending)

2022

- Sri Lankan Aviation Group (PTY)
LTD - Sydney

2023

- Luxury Travel Experience (Pvt) Ltd -
Sri Lanka

2024

- SDA Hospitality Group (PVT) LTD - Sri Lanka

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 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 marketing services will help you increase sales and gain a competitive advantage in the market.

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

NAAG HOLIDAYS (PVT) LTD

NAAG Holidays specializes in luxury Tailor-made travel to Sri Lanka. NAAG Holidays tailor-made journeys are carefully crafted to deliver a personalized adventure like no other. We build in extraordinary, enriching experiences curated just for you and put the best private guides at your service.



04

LUXURY TRAVEL EXPERIENCES (PVT) LTD

Our business development includes launching a dedicated B2C website specializing in Small Luxury Accommodations in Sri Lanka. Our vision is to become the top choice for villa seekers in Sri Lanka by offering flexible and innovative solutions.



05

CANADA GLOBAL AVIATION GROUP

Company based in Canada offers total General Sales Agent (GSA) services to its partners.



06

SDA HOSPITALITY GROUP (PVT) LTD

By the Glass Imports honors a mentor's lasting legacy in winemaking. Rooted in a shared passion for fine wine, we specialize in importing exceptional wines that reflect craftsmanship, quality, and community. Each bottle tells a story, connecting you to the artistry and tradition of winemaking.

S D A Hospitality Group

MEET THE EXPERTS



Shiromal Cooray (Ms)

*Chairman & Managing Director
Jetwing Travels Pvt Ltd and
Jetwing Air Pvt Ltd
Jetwing Journeys Pvt Ltd
Director – Jetwing Hotels*

Shiromal Cooray is the Chairman & Managing Director of Jetwing Travels (Private) Ltd, one of the leading Destination Management Companies in Sri Lanka.

With diverse experience in a number of industries, Shiromal also holds directorates in hotels, finance, investment banking, and Commodity brokering.

Hailing from a background in finance and management, Shiromal holds an MBA from the University of Colombo, is a Fellow Member of the Chartered Institute of Management Accountants UK, and a former Finance Director of J. Walter Thompson Ltd (Colombo) along with work experience in the UK and Hong Kong. She is the past Chairman of the Sri Lanka Institute of Directors (SLID) and Past President of the Sri Lanka Association of Inbound Tour Operators. Shiromal is currently an Independent Non-Executive Director of Commercial Bank PLC and Allianz Insurance Lanka Ltd



Raju Arasaratnam

*Executive Director
Jetwing Travels Pvt Ltd and
Jetwing Air Pvt Ltd
Jetwing Journeys Pvt Ltd*

Raju Arasaratnam is a Veteran of Sri Lanka's Travel and Director of Jetwing Travels and Jetwing Air, he has been instrumental in driving strategic growth and expanding the group's regional presence. He holds directorships across several Jetwing Companies and serves on the Boards of Capital Alliance Holdings and Capital Alliance Ltd. Actively engaged in Business and Cultural Diplomacy, Raju is a Life Member of the Sri Lanka-Japan Friendship Society, President of the Sri Lanka-Thailand Business Council, and Vice President of the Sri Lanka-Australia & New Zealand Business Council. He is also a Past President of the Rotary Club of Colombo West, where he continues to contribute meaningfully to community and philanthropic initiatives.



Dillan Ariyawansa

Director

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.

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.



Ajith De Alwis

Chief Executive Officer

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



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.



Damith Thennakoon

Chief financial Officer

Damith is a member of CIMA UK and CPA AUS and holds a Master Professional Accounting (AUS), and Business Management Accountancy and Finance. (Special Hon)

His industry experience spans over 16 years and has demonstrated to work collaborating with various stake holders to ensure companies growth. Damith has greatly transformed the processes at Finance and revenue accounting. He has extensive experience in finance analysis, budgeting, cash flow, forecasting and risk management.



Santhush Udumalagala

General Manager

Santhush Udumalagala is a seasoned Aviation Professional with over 23 years of experience in the Commercial Aviation Industry. Currently serving as the General Manager at North American Aviation Group. Santhush is a Chartered Marketer and holds a professional qualification from the Chartered Institute of Marketing (CIM-UK). Santhush currently serves as the Secretary at SLAAR (Sri Lanka Association of Airline Representatives).



Dilshan Pitawalage

National Sales Manager

Dilshan Pitawalage is the National Sales Manager for Australia & New Zealand with over almost 20 years experience in the aviation industry. Having started his journey at SriLankan Airlines, the National Carrier of Sri Lanka in 2004, Dilshan has excelled in versatile environments within the airline industry, spanning from Airport Services, Back of office operations, Product Management to Airline Sales & Marketing.

He's a graduate from the "Association of Business Executives" in the United Kindom with a Bachelor's Degree in Business Management.



Lisa Dosanjh

Sales Manager

Elizabeth "Lisa" Dosanjh is a seasoned National Account Manager with over 18 years of experience in sales, marketing, and account management within the aviation and tourism sectors. Renowned for her ability to drive revenue growth, she excels in relationship building, strategic planning, and market analysis. Her expertise spans managing key accounts, crafting high-impact marketing campaigns, and delivering exceptional customer value.

Proficient in industry tools like GDS systems, MIDT, and BSP, Lisa has a proven record in developing new market segments and exceeding sales targets. A motivational leader, she fosters collaboration and consistently achieves transformational results in competitive markets



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 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.



Yurandi De Soysa

Manager -Inbound

Yurandi has over 08 years of experience in the aviation industry including overseas experience. She started her career at Qantas Airways and British Airways back in 2016. She joined NAAG as a Reservations and Ticketing agent in 2017. She overlooks call center operations for Australia, New Zealand, USA, Canada and Colombo Express.

She holds an IATA Diploma in Travel and Tourism and a certificate in Human Resource Management and Psychology.



Sajadh Ali

Operations Manager

I'm Sajadh Ali, Call Center Manager responsible for overseeing the operations of SriLankan Airlines in Australia and Oman Air in the USA, along with all other call center-related functions. I began my career in 2015 with SriLankan Airlines Canada and have since built strong expertise in managing international airline call center operations.

I hold an IATA/UFTAA Diploma in Travel and Tourism, a Certificate in Professional Marketing from CIM (UK), and am currently pursuing a Diploma in Professional & Digital Marketing. I'm passionate about delivering outstanding customer service and driving operational excellence across all markets I serve.



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 Vanvelzon

Executive Secretary to the CEO

Stephani is a results-driven professional currently excelling as the Executive Secretary to the CEO at NAAG. She graduated from the University of Northampton with a Bachelor's degree in Business Management & Strategy. With a solid background in the travel industry, she initially honed her skills as a Reservation & Ticketing Agent, later advancing to a Senior Sales Support and Ticketing Agent within NAAG. Possessing over 6 years of hands-on experience in the field, she brings a wealth of industry knowledge and expertise to her current position.

Her dedication to expanding her skill set and enhancing her professional capabilities underscores her proactive approach to personal and career development. Stephani's unwavering commitment to excellence and ongoing learning makes her a valuable asset to the organization.



Manori Perera

Head of Human Resources and PA to the CEO - Sri Lanka

Manori Perera is the Head of HR and the PA 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 Charles Stuart University in Melbourne in International Human Resources Management. With over 15 years of extensive work experience gained in both overseas and Sri Lanka, Manori 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.

OUR PRINCIPALS AND PARTNERS



OUR PREMISES



Sri Lanka Office



Sydney Office



USA Office



Ukraine Office



UK Office



Canada Office



New Zealand Office



Moscow Office



NORTH AMERICAN AVIATION GROUP INC

USA

317 Cleveland Ave,
Suite 202,
Highland Park NJ 08904
Email: sales@naag.com
Tel: +1 732 205 0017

Canada

7030 Woodbine Avenue,
Suite 500, Markham, Ontario,
L3R 6G2, Canada
Email: sales@naag.com
Tel: +1 416 227 9000

Canada Global Aviation Group

4711 Young St Suite 10,
North York, Ontario M2N6K8
Tel: (437) 888-3160

United Kingdom

276 Preston Road,
Harrow Middlesex,
HA30QA, UK
Email: sales@naag.com
Tel: 020 8902 7407 / 0072

Ukraine

3rd Floor, Suit 3071,
Sagoydachngo Street, Podil,
Kiev, Ukraine
Email: sales@naagua.com
Tel: +38 044 239 29 39

Mexico

Coming Soon

Russia

115280, Moscow,
Velo Zavodskaya ul,
Building 9, #132, Russia
Email: sales@naag.com
Tel: +7 499 789 0192

Sri Lanka

61, 3/1, 3rd Floor,
Ananda Coomaraswamy Mawatha,
Colombo 3
Fax: +94 11 230 1351
Email: sales@naag.lk
Tel: +94 11 257 7616

Australia

Suite 1.01, Level 1, 11 Queens Road
Melbourne VIC 3004
Australia
Email: sales@naagau.com.au
Tel: +61 3 8400 4353

Sydney

Suite 203, 165-167 Phillip Street,
Sydney, NSW 2000,
Australia
Email: sales@naagau.com.au
Tel: +61 2 3811 8080

New Zealand

4A, Archibald Road, Kelston,
Auckland 0602
Email: sales@naagnz.co.nz
Tel: +64 9 801 1167

