

# WORLD FUEL'S ASCENT BRAND DEBUTS IN CANADA

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**World Fuel Services** (WFS) has begun the expansion of its Ascent-branded FBO network into the **Canadian** market with the addition of Million Air Vancouver as its first location north of the border. The branding will give the Million Air facility access to WFS's various customer support initiatives, as well as to the FlyBuys Rewards loyalty program.

"The addition of this world-class operation to our network bolsters our presence in the Canadian market and sets the table for future growth in the region," said Owen Busch, the fuel provider's vice president for business aviation bulk sales.

In addition, the group's World Fuel/Colt trip support division has expanded its capabilities with the establishment of a 24/7 flight operation center in China and a regional office in Johannesburg, South Africa. The company now has seven regional offices, which also include Brazil, Switzerland, the UK, Singapore and Canada. "Since the integration of Colt and BaseOps, we have expanded our global resources to deliver high-quality, customized trip support to every customer on every trip," said Jeff Briand, senior vice president of World Fuel/Colt Global Trip Support. "Our model is to find the best service providers across the globe and then integrate them into our operations and

technologies.”

World Fuel (Booth C11216) has also established new partnerships with safety management training provider Baldwin Aviation, private aviation caterer Vintage Catering and letter of authorization (LOA) expeditor Go RVSM. Customer requests for LOAs are now processed directly through World Fuel/Colt Trip Support. Go RVSM will then collect the required information and submit electronically to the FAA for review, speeding up turnaround times.

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