

February 2011

## Welcome to the latest edition of our newsletter

In this edition we focus on Maddox's growing aviation practice. Topics include: surface access at airports; development of a helicopter service in China; and a profile on Augusto Viansson Ponte, Maddox's newest Director who will be leading our aviation practice.



### Maddox Goes “Up and Away” with Helicopters in China

Maddox has been involved in the exciting development of new commercial helicopter services in China, following the recent liberalisation of low-altitude airspace. [more...](#)

### A Smarter Approach to Airport Surface Access?

*Published in Airports International, November 2010.*

Airports need to change the way they view and invest in ground transportation. [more...](#)

### Looking Forward

Trends and deals we are currently tracking include:

- *thetrainline.com coming on the market for sale* - Maddox conducted the commercial due diligence for the current owners [more...](#)
- *The re-letting of passenger rail franchises for Greater Anglia and Intercity West Coast* - Maddox developed the demand and revenue forecasts for the current Greater Anglia franchise, [more...](#)

### New Director Augusto Viansson Ponte to Head Up Maddox's Aviation Practice

Maddox Consulting is expanding its aviation expertise with the appointment of Augusto Viansson Ponte as aviation practice leader and its newest Director. [more...](#)

### Collaborations

Maddox has worked for many years with its strategic partner firm, 7days, specialists in organisational design. We recently assisted on projects for the John Lewis Partnership and for the National Trust. [more...](#)

### Maddox at Home, Competing on the Slopes and Dance Floor [more...](#)

**Maddox Consulting** is an independent strategy consulting firm, founded in 2001, which provides commercial and financial advice to the transport, travel and leisure sectors.

[Update your contact details](#)

T: +44 (0) 207 292 8070  
[info@maddoxconsulting.com](mailto:info@maddoxconsulting.com)  
[www.maddoxconsulting.com](http://www.maddoxconsulting.com)

If you no longer wish to receive communications from Maddox Consulting click [here](#) to unsubscribe.