



VOO Exhibits at LABACE for the First Time Together with its Brand-New Distribution Partner Aerowise

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VOO will take part in LABACE 2022 – the biggest business aviation event in Latin America – for the first time and will showcase its new product – the world’s first digital B2B marketplace to search, book, pay and manage private jet charter flights. VOO will present its marketplace solution in association with the on-site distribution partner Aerowise, also the show’s exponent.

After a two-year break due to the pandemic crisis, the LABACE exhibition returns to Congonhas Airport and will be held for the 17th time on its traditional schedule, from August 9 to 11. As part of the global business aviation calendar, LABACE has been held in Sao Paulo since 2003 and has already established in the business community, bringing together leading manufacturers and suppliers of executive aviation products and services. Nowadays the show is one of the largest in the world in number of concluded agreements and is the most important one for the industry in the entire Latin America.

Over the course of 16 editions of LABACE, the fair has attracted at least 155,000 visitors, 1,980 exhibitors and 700 aircraft showcased. In addition to the major releases by aircraft manufacturers around the world, LABACE 2022 is expected to draw attention to innovations, such as the increased offer of shared aircraft, the introduction of eVTOLS as well as the new initiatives of private airports. This year, the static exhibition area with airplanes and hangars with booths will be open again. And the second exhibition hall, which has already drawn many exponents, will become a new attraction.

VOO will showcase its state-of-the-art technology to a Latin American audience for the first time and will be represented by its on-site distribution partner Aerowise and their CEO & Founder Perla M. Fagundez. She will be present at booth 8008 for all three days of the show to hold a VOO product demo, answer questions, introduce the benefits of VOO, and register new customers.

“We are participating at LABACE for the first time, and we are looking forward to no doubt the best opportunity to introduce our product to the Latin American market. With Aerowise and their CEO, Perla M. Fagundez, we are happy to have found a professional and experienced partner. Perla is a well-connected business aviation professional in Latin America and has years of experience in the charter business as well as in software distribution. We look forward to our upcoming collaboration with the Aerowise team – our first distribution partner – at LABACE led by Perla, as well as our future collaboration in LATAM.” – Robert Plhak, CEO at VOO flights.

Contact and press information

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effortless private jet booking



„I am thrilled to have partnered with VOO and I am honored to be responsible for its development and growth in Latin America. VOO offers a certain something beyond technology, it provides freedom of choice for charter operations and sales in Latin America, it’s robust and accessible, it’s user-friendly and, more importantly, it’s run by a great team. With Aerowise, I am committed to always supporting the development of new tools that improve the life of business aviation.“ – Perla M. Fagundez, CEO at Aerowise.

About VOO

VOO is the world’s first digital B2B marketplace to search, book, pay and manage private jet charter flights. This ultra- efficient software, developed by AVINOC, provides charter brokers and private jet operators with the opportunity to close charter contracts within second.

VOO offers a revolutionary all-in-one platform, the perfect solution with less time investment, at lower cost and higher profit margins, as well as transparency in all aspects of the entire charter process and safe financial transactions.

About Aerowise

Aerowise is an effective service solution for aircraft owners and pilots, helping them make the best choices by sharing and connecting highly innovative solutions from around the world. Founded in 2019, Aerowise aims to set a new standard of business aviation services in Latin America by providing a wide range of the industry-demanded solutions, including ground handling in Argentina and Uruguay, international travel support and charter management. Aerowise combines solid expertise in global operations, communications and service delivery and supports the development of digital transformation and the creation of a more transparent and efficient business aviation industry in the Latin American region through technological innovation.

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