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## Editorial

# 40 years of a dream

On August 19<sup>th</sup>, 2009, EMBRAER celebrated its first 40 years of existence. The company was created by a Federal Law, starting its operations joining the Government capital with the ones from private sectors, after several attempts to find entrepreneurs interested in face the challenges to produce aircraft in Brazil. This solution solved a long lasting problem to face a new start for the creation of a Brazilian aviation industry. The very first idea was to design a modest-sized prototype transport plane which should be stout and appropriated to operate on no-paved and relatively short runways, as the ones which predominated in smaller towns.

In the middle of the 1960's the air transport world market behavior showed that, with the advent of jets – every time larger and faster -, the companies would be forced to give up working in communities which did not have the airport infrastructure or generate sufficient traffic to occupy at least 60 per cent of the seats in a aircraft. By that time, a small team of aeronautical engineers, graduated by the Technological Institute of Aeronautics, observed that prevailing behavior identified a real market niche, barely perceived by the large worldwide commercial airplane producers, such as BOEING, CONVAIR, DOUGLAS, LOCKHEED, AEROSPATIALE and others.

In this way, in these forty years, EMBRAER achieved a remarkable success. Its products are operating in more than 80 countries and it is considered as one of the largest manufacturer of commercial aircraft, mainly producing jets for regional transports among other products.

Over the years, due to its strategy, the company could grow and always innovating conquered important standings in the international market place. Nowadays, EMBRAER shows a large capacity of production, showing in its production line a variety of types and models of airplanes, having established a good capacity of meeting the most varied options required by interested buyers. In its very competitive market the Brazilian planes generally show characteristics and performance capable to respond to what is expected in most varied regions and countries. Moreover the commercial jets, the current line of products, includes military, executive and specialized planes, and it is astonishing to observe the flexibility and the efficiency with which the specialized teams operate the complexity, sophistication of the modern aircraft, carrying out the most advanced equipments and technologies.

Regional air transport system emerged from simple ideas of the past and today shows to be one of the most successful air transport segments. According to IATA –the International Association of Air Transport – the activity of international flights accumulates heavy financial losses. The operation of domestic flights faces difficulties in several regions throughout the world. However, smaller businesses, specialized in meeting the needs of micro-regions, with high efficiency and frequency, using some of EMBRAER's and its competitors' aircraft, manage to remain firmly settled. Indeed, many of them show outstanding results, providing a range of services and linking cities which, certainly could remain isolated from advancement and progress.

ITA institution created by the Brazilian Armed Forces at the end of the 1940's, was the real responsible for the existence of EMBRAER, demonstrating the importance and the power of transforming of a quality education, geared to the country development and progress. We should cast our eyes back to the visionaries and pioneers of that period, captained by

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After graduating from a Masters in Aeronautics Sciences in 1966 from California Institute of Technology (CALTECH), he returned to Brazil to lead the development of the BANDEIRANTE aircraft and to promote the creation of EMBRAER, where he was elected in 1970 as its first CEO.

He has honorary degree in Engineering from Queen's University of Belfast, Ireland. He has been appointed to the Smithsonian Institution Hall of Fame (Washington, DC) and World Trade Association Hall of Fame (Los Angeles, CA).

He authored several books: "A Decolagem de um Sonho: História da Criação da Embraer", "Cartas a um Jovem Empreendedor", "Casimiro Montenegro Filho, a trajetória de um visionário", "Nas Asas da Educação: A trajetória da Embraer", "A Decolagem de um Grande Sonho", and "Etanol a revolução verde e amarela".

Since 2008 he has taken the Provost position at UNIMONTE (Monte Serrat University) in Santos, SP.

Brigadier Casimiro Montenegro Filho, who, displaying fantastic perspicacity, laid the foundations of the results we collected today.

Remembering this example, we should ponder and mediate that, in the global world in which we live today, it is necessary to scrutinize the future and identify opportunities for the development of activities capable of safeguarding the quality of population life. Nowadays the challenges are greater, since competition among products and services is universal and Brazil cannot remain by the sidelines. In this way, every Brazilian should think how he can contribute and sum with his individual initiatives to collective effort. Every country cannot take the risk of not accompanying the important developments and take all visionary steps to head a creative and enterprising society to assure everyone the opportunities to participate of the building up of the new world in which we live.