



José Efromovich  
Avianca in Brazil

Born in Bolivia, **José Efromovich** moved at a young age to Brazil.

He holds a Bachelor degree in Civil Engineering from School of Engineering at Mackenzie University, in São Paulo. He started his professional career as a field engineer in INCA, a Construction and Real State Company, in 1976.

Since 1977 he has been involved in entrepreneurial activities, which, until the mid-2000s, had a focus in the medical field and industrial Inspection. Over the past two decades, José Efromovich diversified his investments towards the aeronautics, power generation, shipbuilding and oil sectors. Due to the diversification process José, and his brother German Efromovich, decided in 2000 to create the holding entity Synergy Group.

Listed below are some of the companies founded, acquired and/or managed by José Efromovich:

REM Indústria e Comércio (1975) – Radiochemical, radiopharmaceutical and medical product representation, production and distribution.

Brasitest (1977) – Inspection, procurement and project management in different industrial sectors.

Petrosynergy (2001) – Oil exploration and production in Brazil and Ecuador.

OceanAir Taxi Aero (2003-2014) – Air taxi company that served the South American market with executive jets and helicopters.

Avianca Holdings (2004) – Synergy Group acquired Avianca in December 2004. Avianca is the oldest airline operation in the Americas, operating with 41 aircrafts and serving 2 countries.

Avianca Brasil (1998) – Avianca Brasil was founded in 1998 as a regional airline named OceanAir Linhas Aereas. Since then it has grown to become a major player in the Brazilian airline market. José Efromovich has served as president and CEO of the airline since 2008.