

# Jetex Flight Support



Photos courtesy Jetex

## Partnership with Westair results in successful establishment of FBO at SNN.

By Sabina Makowska  
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When one thinks of flight support, what usually comes to mind is ground support, fueling, postflight logistics, aircraft charter, visas, permits and weather information. But Jetex Flight Support CEO Adel Mardini had another way of looking at things. He wanted to establish a company that would not only provide these services but would offer a unique high-end product.

In 2005, Mardini was determined to set up a one-of-a-kind company that would cater to the needs of high-profile clients in every aspect of flying, be it security, luxury, maintenance, handling or fueling. With that in mind, Mardini teamed up with aviation industry experts. It was through the merging of such expertise that Jetex Flight Support was formed.

Home base for Jetex is DXB (Dubai, UAE). As Mardini says, "Not only is Dubai a cosmopolitan city—it's a land of opportunities and a strategic starting place for any company hoping for recognition on an international level. Dubai is a center of aviation operations and everything runs smoothly and easily."

Dubai is also the heart of aviation in the Middle East, which has 10% of the world's general aviation busi-

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### More than half a decade in business

Jetex started off with only 7 employees, including the CEO. Seven years ago, these 7 people worked together in one room with a single computer. Their first flight operated to Kinshasa, Democratic Republic of Congo. Today, Jetex has more than 300 employees and Kinshasa is just one of hundreds of locations in which the company offers its services.

Mardini's passion for big vehicles is clear from his past. He once operated buses, while today he owns a company that operates thousands of flights. Time is always at a premium for a CEO with a hectic schedule. "When we finish one project, along comes another," says Mardini. "Jetex is constantly on the go." Only rarely do he and his employees get the chance to sit back and see the global phenomenon Jetex has become.

### Getting globally connected

In 2009, during the Paris Airshow, Jetex unveiled its extravagant LBG (le Bourget, Paris, France) FBO. Designed to cater to the needs of Jetex's high-profile clients, this facility includes 2 VIP lounges, a large parking area and crew rest rooms, and offers a range of high-end services. Before establishing this FBO, Jetex handled 2% of the traffic at LBG. Today it has 21% of total LBG business.

Jetex takes customer safety very seriously and considers it a top priority to provide clients with maximum security. With this in mind, Jetex has positioned agents strategically in locations all around the world. Company staff take care of security and ground handling in 11 locations in Africa and has agents in the CIS countries who are also positioned to maximize security. In addition, Jetex has facilities in Kiev, Ukraine which adhere to the same standards as Jetex facilities throughout the world.

In Oct 2011, Jetex teamed with Deer Jet of China for the opening of its Beijing office, which gave Jetex better access to the Asian market. "China is becoming increasingly im-

portant to our clients," says Mardini. "We will be there for them and will work hand in hand with Deer Jet to promote the services of their FBO in China."

According to Kaimin Li, the regional manager in Asia, "Jetex has a team of highly trained professionals in Beijing working to meet the demands of international customers operating throughout Asia. We have inhouse capability to assist in multiple languages for permit arrangement, ground handling supervision, fuel, and postflight services including hotel, VIP and crew transport and ticketing. We can say Jetex has been successful in building a reputation as the reliable local expert."

## Fuel

Jetex offers worldwide fueling services to even the remotest of locations. This fuel is sold at what the company describes as highly competitive prices and is a main constituent of Jetex's services.

## Trip planning

A dispatch team works 24/7 to ensure well coordinated flights for customers. Over the years Jetex has worked hard to maintain relationships with international organizations, and the resultant connectivity allows things to be done at short notice. Jetex takes care of all the details, including planning and operational flightplans, weather, aircraft performance, Notams, airways and airport slots, landing and overflying permissions, fuel, handling, flight tracking, flight following, on-site representation, crew and passenger visas, hotels, ground transportation and security details.

## Expansion to Shannon

SNN (Shannon, Ireland)—a main connecting point for flights between the US and the CIS countries, the Middle East and Eastern Europe—caught the attention of Mardini, who wanted Jetex to reach these markets, and plans were made to set up an FBO. Its position at the edge of Europe is not SNN's only advantage—it's also the first airport outside the Americas to offer full US



**Jetex established a joint venture agreement and initiated operations at the Westair FBO at SNN in Oct 2011. (L-R) Vendor Relations Mgr Jitte Bouttens, Jetex CEO Adel Mardini, Jetex Ireland General Mgr Frank Moloney and Business Devt Exec Audrey O'Connor at the opening.**

Customs preclearance facilities to passengers traveling to the US.

Mardini contacted Frank Moloney, CEO of Westair Aviation in Ireland. Once negotiations were complete, Jetex announced the establishment of a joint venture agreement with Westair. This collaboration was a strategic move for both parties, and combining Moloney's expertise with that of Mardini meant that there would be no compromise on excellence or luxury.

This was demonstrated in Oct 2011 at the grand opening of the FBO. Facilities include hangars, executive terminal and offices, an exclusive apron and fuel bowser. Other services include maintenance support for several aircraft types as well as ground support services, into-plane fueling, parking, a pilot lounge, flight planning room, computerized weather systems, crew transportation and hotel accommodation. Jetex SNN organizes every detail of its clients' travel and developed a reputation for reliable services within the first few months of operation. Jetex can handle any size aircraft and the SNN FBO has handled all categories in its first 4 months of operation. Most have been small and midsize.

"It literally takes 1 minute from your car to the aircraft and vice versa," says Vendor Relations Mgr Jitte Bouttens. Our aviation experts are on call 24/7 providing service to our customers, and our own fuel bowser and apron in front of the facility hangars allow us to ensure

quick, efficient services at low prices. Aircraft are always met by at least one certified engineer apart from the specialized CSR, so if maintenance assistance is needed, such as oxygen or nitrogen top-ups, this can be taken care of immediately"

"Shannon is a premier location for our growth strategy," says Mardini. "Frank has developed a great facility—one of a kind in Ireland. We are very pleased to expand into Shannon where our customers can enjoy splendid service using the FBO and can also choose to benefit from clearing for their US destination, thus saving both time and money—not to mention the maintenance support available."

Moloney is equally optimistic about this joint venture, which, he says, ed businesses, combining their unique strengths to develop a truly world-class FBO at SNN—with facilities unmatched by any other service provider in Ireland—will make Shannon the number 1 location for transatlantic aircraft requiring support." With more than 90 flights in its 4 months of operation, Jetex SNN is off to a great start.

## Jetex and the future

Today, with 2 fully operational FBOs, facilities in China and Ukraine, and agents across Africa and the CIS countries working 24/7, Jetex has exceeded expectations. Mardini says, "Our success is allowing us to explore new avenues—one of them being to develop a strong FBO network that will add to our reputation for providing customers with unbeatable service."

Successful operations on a global scale have encouraged Jetex to plan further expansion and more innovations in 2012. Mardini notes that the company's development strategy is built on a combination of 2 factors—big imagination and an even bigger passion to grow. ✈



*Jetex Marketing and PR Manager Sabina Makowska has wide experience in marketing operations and strategies, PR and business development in Europe, Africa and the Middle East.*