

Member's-eye view of Avinode Academy Moscow

Bernhard Wipfler, Amira Air GMBH

We caught up with Bernhard Wipfler, Deputy General Manager of Amira Air GMBH based in Vienna, Austria, to hear his thoughts on Avinode Academy, and the Russian market.



What were your initial opinions on Avinode Academy Moscow?

In general I believe it is a great idea to have to have business aviation professionals together for the exchange of ideas, especially for a market as significant as Russia. Avinode with its product variety is, in my opinion, the most important and the only supplier of efficient online solutions for the business aviation industry and therefore the perfect host for such an event. When I heard that there was an opportunity for Amira Air to be in Moscow together with Avinode, I was immediately convinced that this would be an outstanding thing.

How do you feel it compared to Avinode Academy Goteborg?

Basically I think the events were quite similar. The concerns of the professionals were more or less the same as in Goteborg as we are all working in the same industry, dealing with the same procedures and demands. There are always a few local topics but if you see the big picture I believe that it does not make a difference if you are doing an Academy in Moscow, Vienna or Goteborg when it comes to concerns. Nevertheless there are always some local requirements and it is absolutely worthwhile to concentrate on these special issues, especially for a market like Russia.

What are your views on working in the Russian market?

Amira Air has had a presence in the Russian Market since 2005. It was and still is a very important market for Amira Air and for all European Charter Operators that operate mid-size/ super mid-size aircraft and larger. In 2010, around thirty percent of all Amira Air's charter flights arrived at or departed from Moscow airports. We work with many Russian broker companies and have observed a wonderful increase in professionalism over the last few years. These people really do an excellent job and we at Amira enjoy working with them.

For the dispatch and the whole flight operation there is definitely a difference in working with the Russian market in comparison to dealing with flights inside Europe. Russian flight permission is something Operators must take into consideration, as it limits your flexibility. There are also a number of other operational issues, which are a little bit more complex and challenging than in Europe, but as soon as you find a way of managing with these issues as an Operator, it gives you an advantage on competition. Amira Air has established excellent relationships with the Russian Aviation Authority, and the different Airport Authorities and Handling companies.

All in all, this helps to offer a high quality product and furthermore this enables Amira Air to fulfill Customer expectations. If you manage to do so, the reward is that Customers return because they enjoy flying with you and that is always our goal – having satisfied Customers.

Is there anything else you would like to add?

The Avinode Team did an excellent job and the whole event was perfectly organized. I believe that the Avinode Academy will become an inherent part of the business aviation calendar as professionals enjoy to participate and appreciate having such an outstanding host like Avinode. I would like to thank Avinode for making this wonderful event possible. Amira Air loves Avinode.

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