



Growing NZ Aviation Exports

contributed by John Nicholson



John Nicholson is the Chief Executive of Aviation NZ. In November, John lead a delegation of NZ aviation companies to India to develop relationships and assess export opportunities. KiwiFlyer asked John to write about their trip and the role Aviation NZ is taking in developing opportunities for our industry.

KEEN TO LEARN about the Indian market first hand and assess their prospects for greater involvement, nine NZ aviation companies visited Delhi, Mumbai and Chennai in November.

The group met six airlines, a number of pilot trainers, the regulators and aviation industry experts. As several mission members subsequently commented, meeting the number of senior managers in the six airlines, at the level achieved during the week, would have taken them over two years on their own. Lead by Aviation NZ, and assisted by NZ Trade and Enterprise, the group comprised Air Hawkes Bay, Air NZ Airline Training, ASPEQ, Christchurch Engine Centre, CTC Aviation, Glidepath, International Aviation Academy and Superstructure Group.

Who you know, and personal relationships are very important in India. The mission will allow the participants to 'name drop' in any future interaction with the country. Insights gained and relationships developed should accelerate their ability to do more profitable business, more quickly in India.

The Indian market however, is tough. Despite some airlines reporting record losses, the low cost carrier business is growing quickly, especially on the domestic market. Indigo and Paramount, both LCCs, were the only passenger airlines in India to make a profit in the last financial year. Blue Dart, a freight express airline, is another strong performer. The week helped companies understand where they should focus.

Next steps for India include a visit to NZ by the Indian CAA, interaction with some of the targets at the Singapore Airshow and potential visits to NZ by target airlines in the first half of 2010.

Current activities

November was the start of a busy few months for Aviation NZ. It is organising a NZ stand at the prestigious Singapore Airshow from 2 to 7 February 2010 and helping facilitate the American Association of Airport Executives (AAAE) conference and trade display in Queenstown from 15 to 17 February 2010.

In 2008, the Singapore Airshow attracted 800 exhibitors from 48 countries and over 43,000 trade visitors. The exhibition hall is again full in 2010 with over 19 national pavilions including Canada, China, France, Germany, Italy, Korea, the UK and US. Companies on the New Zealand stand will include Aviation NZ, Air NZ Airline Training, Air NZ Engineering Services, Flightcell International, Pacific Aerospace, Peet Aviation, Safeair, Spidertracks and NZTE. NZ exhibitors are also looking forward to leveraging off the expected strong New Zealand Defence presence at the airshow.

AAAE hold most of its conferences in North America. The conference in Queenstown will allow a number of NZ companies to renew relationships with existing North American customers and meet potential new ones. The associated display should also showcase many of the world-class airport and airport fit-out technologies developed in New Zealand.

About Aviation New Zealand

Aviation NZ champions the international development of the NZ aviation industry. It encourages the development of scale through collaboration and connects international customers to product and service solutions developed in New Zealand.

Aviation NZ became fully operational as a wholly owned subsidiary of the Aviation Industry Association in February 2008. It is based in the AIA office in Wellington and is formally constituted as a company with a Board of Directors. Since being created, Aviation NZ has developed a website to showcase NZ aviation capabilities. 59 companies are currently profiled on the site which receives over 2600 visits each month, half of these from overseas.

Aviation NZ, in association with NZTE, has been involved in the creation of NZ supplements in Aviation Business – Asia Pacific. These, together with information on the website, provide authoritative comments about the breadth of industry capability in New Zealand. NZ exporters are welcome to use this material.

Achieving scale by collaboration

A key reason for the creation of Aviation NZ, identified in 'The Peet Report' of 2006, was that NZ industry misses out on some

international opportunities because it lacks the scale to supply a credible solution. As a result, Aviation NZ is developing key international relationships, gaining understanding of customer needs and facilitating collaboration between NZ companies so that bids can be submitted. Three such bids have now been developed.

Aviation NZ is adopting a 'total solution' approach. One proposal submitted includes the provision of management services, key

personnel, training, products and potentially finance. The real merit of this approach is that it ensures more margin and value for the New Zealand participants.

Join Aviation New Zealand

NZ aviation companies keen to develop international presence should join Aviation NZ. Membership ensures inclusion in qualified business opportunities being developed and an ability to influence and participate in future business opportunities including Aviation NZ project activity. Membership costs \$600 incl GST for members of the AIA and \$1400 for other NZ aviation companies.

Further information on Aviation New Zealand is available at www.aviationnz.co.nz

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