

## ESMA Aviation Academy teams up with Hi-Fly Marketing to address training needs of the African aviation market

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ESMA Aviation Academy announced today the extension of its network to Africa through a representation agreement inked with Hi-Fly Marketing, a South African based aviation services company.

With strong European roots and a broad international activity, ESMA can already capitalize on serious African references in its areas of competences.

Train Flight dispatcher trainer for Air Mali, Air Ivoire and Air Burkina Ab Initio Pilot trainings for Algerian, Tunisian, Moroccan and Cameroon individuals Refresh Cabin Crew courses for Trans Air Congo Ab Initio Cabin Crew courses for Air Guinee International European Part 66 Aircraft Maintenance License for Aviation Handling Services in Senegal



Considering the booming demand for aviation training in Africa, which has not yet been matched by the availability of classroom facilities, training aids and qualified instructors, ESMA is now looking to further strengthen its presence and training services offering locally through a partnership with Hi-Fly Marketing.

ESMA and Hi-Fly Marketing will work together with governments, airlines, airports and other operators towards harmonizing the aviation training in Africa and will propose actions to be taken to standardize and assure quality, safety and compliance with the highest level of requirements of civil aviation and training technology. Priority focus will be in the areas of Maintenance and Flight Dispatcher Trainings.

Jean-Philippe Renaud, CEO of ESMA Aviation Academy comments "Hi-Fly Marketing will provide us with its sound understanding and experience of the African market and will support our development in Sub-Saharan African countries. We are proud to have Hi-Fly as our ambassador in this region, where ESMA Aviation Academy has all the means to meet the expectations of the local players looking for professional training at European standards and affordable conditions".

Alexandra Guillot, Founder of Hi-Fly Marketing adds: "we are delighted to bring our contribution to the impressive development of ESMA Aviation Academy on the world market for aviation training. Witnessing the recent achievements of ESMA in Western Africa, we have no doubt that ESMA's services offering will find a very positive echo at our African customers, increasingly looking for fully certified services providers capable on replying to their specific needs".

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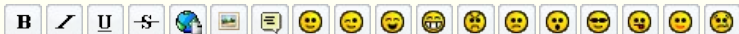
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