

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

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”.

Hi-Fly Marketing is a South African based aviation services and consulting firm, with a particular focus on technology systems, engineering and training for improving operational efficiency and safety. Founded in 2008 in Cape Town, Hi-Fly Marketing has very quickly reached an impressive professional know-how and a fruitful technical partnerships network of leading services providers creating a niche for itself in the aviation industry in Africa. For more information visit www.hiflymarketing.com

The ESMA Aviation Academy has a unique business model in aviation training on four major areas: aircraft and helicopter Pilot, Air Hostess/Steward, Maintenance Technician and Airport Ground Staff. As strategic partner of Airbus, ATR and EADS, the ESMA is broadening its expertise through carrying out international consultation projects which enabled to create two subsidiaries in Vietnam and China, in line with state of the art European standards. ESMA is recognised by major international Aviation Authorities and is approved as a Part 145 and Part 147 organisation.

The Aviation Academy employs 140 employees and has its headquarters in Montpellier, south of France. More than 2,500 training courses are delivered annually by more than 100 highly qualified instructors. Its website www.esma-aviation-academy.com should register more than 350,000 visits in 2011.

Press Contact: Adryan-Richard Clerc – ar.clerc@esma.fr – +33 (0) 4 67 13 75 50