



COVER STORY

# Kadri Muhiddin

Revolutionizing Aircraft Maintenance and VIP Completions



AMAC Corporate Jet - Switzerland (Zurich)



**A**ircraft Maintenance and Completions and/or Aircraft Management and Charter (AMAC Aerospace), founded in 2007, is a leading provider of aircraft maintenance, repair, and overhaul (MRO) services, as well as VIP completions and refurbishments. With a network of eight hangars across Europe, Turkey, Lebanon and Saudi Arabia, AMAC Aerospace offers comprehensive solutions for mid-size, narrow, and wide-body jets. The company prides itself on delivering high-quality, timely services to minimize aircraft downtime and enhance operational efficiency. Additionally, AMAC Aerospace specializes in bespoke interior designs for VIP and corporate clients, ensuring luxurious and safe travel experiences. With over 1,000 employees, AMAC Aerospace is dedicated to exceeding client expectations through its extensive expertise and state-of-the-art facilities.

### The Inception

AMAC Aerospace was born out of the necessity to have a truly one-stop shop realization become reality. In 2007, changes were occurring in the market place and as such there were a handful of players in the marketplace. Its four founding partners at the time with a cumulative work experience of over 150 years collectively put their stamp on the creation of a new company, that being AMAC Aerospace.

AMAC Aerospace stands for Aircraft Maintenance and Completions and/or Aircraft Management and Charter. Both sets of activities make up the majority of the workload of what we see today. In 2008, a ground-breaking ceremony took place and a time capsule was placed in the ground

below their current Hangar 1, to be opened after 30 years. To date, only the Executive management knows what was placed inside the capsule. Today, as a group of companies, they stand to have nearly 1'500 employees covering base locations in the UK, France, Switzerland, Turkey, Saudi Arabia, and Lebanon. They have recently signed a contract with the Turkish Airport Authority in Bodrum, for a land expansion to 32,000m<sup>2</sup> to build a three-bay wide-body aircraft hangar, of which building work started

already. This, when finished, will offer the opportunity of employment of an additional 300x people.

### Global Offering

AMAC Aerospace operates in a truly world marketplace, whereby its competitors are spread across the globe and yet the reach of AMAC's capabilities transcends any border or any region. AMAC caters to maintenance activities, completion and refurbishments, special complex

engineering modifications, STC minor and major deviations from the original TC that are signed off by the OEMs, and many more services. Contrary to how some of its competitors operate, AMAC exemplifies the nature of a 'one-stop-shop' which has not been seen for nearly two decades, yet it places the company in a harmonious place within the market as clients OF theirs are used to going to 'one-stop shops' and return to take on more service and more work in general on their aircraft.

AMAC Aerospace is the youngest of its type in this niche market. What its shareholders did in the past is a testament to their prowess in the marketplace, and the connections they have made over lifelong careers to harness what others can only conceive in dreams.

### The Leadership

Today AMAC Aerospace is led by Mr. Kadri Muhiddin and Mr. Mauro Grossi and a management team

comprising of senior directors and their teams underneath making up the total workforce within the group.

When AMAC came to market in 2008, the founders had no expectation of how the market would react to their inclusion in the aviation world. What has transpired over time is the *relevance, reliance and responsibility* that has transcended from AMAC into becoming a reliable partner for all their esteemed clients. The best satisfaction for the core team is seeing these clients who first tried them out to come back to them for the same dedication and quality-priced work they expect.

AMAC often uses the precision of Swiss-made watches to emphasize the point that quality transcends time. AMAC has fostered a company culture through the rigorous standards that are placed on the management of the company from the Executive Management. It is not a company of harsh and hard rules to follow but more so an awareness of 'going beyond' what is expected. Achieving more than a standard expectation raises the level of company standards, industry standards that AMAC abide by on a daily business and across the make-up of our offerings.

### Gaining Expertise

AMAC Aerospace has extensive experience in Maintenance, Base, and Line MTX. It covers various aircraft families and their associated models. It offers CAMO service activities, performs window repairs, and calibrates working tools. AMAC performs refurbishments and complete aircraft completions. It installs Self Defense Systems against ground-to-air missiles during flights under





AMAC Aerospace - Switzerland (Basel)



AMAC Aerospace - Turkey (Bodrum)

AMAC's STC. It can install a variety of SATCOM solutions and many more services. What is interesting in the make-up is that there are a variety of aged aircraft. AMAC has clients that use their aircraft in a variety of operations, therefore the age of some of its clients' aircraft can be in excess of 20 years, and yet it has clients who are purchasing brand new aircraft from the OEMs.

AMAC takes particular attention in addressing the nature of these older aircraft and ensuring necessary actions are taking place when worked on, so as to respect the working procedures in addressing working task cards on older aircraft vs younger aircraft. Business models, with respect to each location, have a different outlook in terms of what each team and location can offer. We have a facility in Istanbul for example that has approvals solely on Pilatus and Dassault products. Our HQ location in Basel, Switzerland has the most extensive list of approvals from midsize Gulfstreams and Bombardiers to wide-body platforms such as Airbus A330s and A340s to Boeing B747-8i's.

AMAC Aerospace is addressing several critical challenges within the aviation industry, particularly in the realms of aircraft maintenance, repair, and overhaul (MRO), as well as VIP completions and refurbishments. One of the primary issues they tackle is the need for high-quality, timely MRO services to minimize aircraft downtime and ensure operational efficiency. By expanding its MRO network, AMAC Aerospace aims to provide comprehensive maintenance solutions that can accommodate multiple aircraft simultaneously. Additionally, it focus on the

*"In the spirit of AMAC Aerospace, we really bring Swiss Excellence to Aviation and from every location we have in place."*

customization and refurbishment of aircraft interiors, catering to the specific needs of VIP and corporate clients. This addresses the industry's demand for bespoke, luxurious cabin designs while maintaining stringent safety and regulatory standards. Through these efforts, AMAC Aerospace not only enhances the longevity and performance of aircraft but also elevates the overall passenger experience in the corporate aviation sector.

#### Winning Strategies

AMAC Aerospace is a pragmatic company, whereby it takes strategic steps to ensure that its business model remains healthy and where it can serve, from a point of demand. The core leadership at AMAC believes that we should be able to walk before we run. Their chairman has a famous saying to his sons – *'It's easy to get to position 1 but maintaining position 1 will take even more care, effort, diligences and time than before you initially arrived, we always try hard to improve on our achievements'*.

From this, the company derives the fact that they should be maintaining relationships, have thorough discussions in order to find source points for problems and then after,

offer a way out for their clients in ensuring that their aircraft can get back into the skies, unhindered.

AMAC Aerospace first started out in Switzerland, then onto Turkey, then France, then the UK and finally with its recent regional office in Saudi Arabia. AMAC Aerospace's clients, as mentioned, come from around the world but there are particular regions that they see a lot of movement in and that is from the Middle East, Africa and Asia. The West is saturated with MROs and completion centres but at AMAC they often look to see what operators require in the form of support and which individuals are looking to have a difference from their counterparts in the US or Europe, for example.

What sets itself alight with regard to AMAC Aerospace's competitors and the industry as a whole is the notion that they have slots in their hangars, which can be secured by accepting offers on any manner of services or products. Slots in an organization are like bays, which allow clients to bring their aircraft to a company like AMAC's, whereby they set out to define the work scope of a project. Once a client has signed an offer, the slot is reserved. Unbeknownst in the world today is that the OEMs are





AMAC Aerospace - Turkey (Istanbul)



Gamit UK - London

churning out a number of aircraft of which there are a limited number of MROs that exist and thus in turn places a bigger demand on 'slot' availability.

It is in AMAC Aerospace's nature to foster relationships with flight mechanics, flight crews, flight departments and responsible individuals who oversee the maintenance to ensure that they get the answers that they have questions, they get the overview of the company to have it in their mindsets that they are a competent and professional organization and to ensure that as and when they are with AMAC, that they saturate them in any and all daily on-goings with regard to their aircraft. It's in this sense that AMAC brings 'inclusion' to its client representatives so that they remain aware of what is going on. They include clients in daily meetings that look after the day's trouble-shooting and that there is an air of transparency by having open door policies with its clients and the technical representatives, so as to keep the level of trust - high. All these things ensure that AMAC is able to bring the best out of the business.

#### Future Course

The future of AMAC Aerospace is an exciting one, with new management changes taking place throughout 2024/25 and they see colleagues who have had long and illustrious careers, meaning that the older generation will have to give way to the younger generation. AMAC is already active in participating at some university and



JCB Aero - France (Auch)

college career days. They offer full training in a variety of departments but not 'Apprenticeships' in the traditional sense of Swiss 'higher education'. They invite young people from the parents of the workforce to join their ranks in the summer to offer young people the chance to get some 'work experience'.

AMAC Aerospace holds social events within the company that tend to be huge highlights for the workforce and are important as they offer a sense of social inclusion from the management at the company. All too often it is easy to see in the media that some media companies have whole buildings for their operations and then they create partial floors for 'rest & relaxation' but at AMAC they do things a little differently simply because they work in aviation. Media employees can quite easily take all their work on a laptop, leave the office and go and relax for some time. At

AMAC we cannot put aircraft into a bag nor a pocket, therefore the social dynamic is as important to us as it is to other large organizations in the world.

The future is already here in some sense of the word as well. We see new platforms being built with carbon fibres/composites, offering additional property strengths, bigger and more efficient engines, larger windows, enlarged cargo bays and the list goes on.

"We have to be aware of what new technologies are pushing the boundaries, we have to be on top of every notion of what can be expected from a client request otherwise if we lose the capability to be able to serve, then we shall lose the maintenance of being a beacon for clients that require a trustworthy and reliable partner," says Kadri Muhiddin.