

Bright Skies

For New Dimension Aviation



Half a year after the company's establishment, New Dimension Aviation is running full speed ahead chartering, selling and managing executive business jets. *MillionaireAsia* checks in with the company's managing director, Nicholas Janitsary.

"My Singapore client has to be in Shanghai tomorrow to sign a contract for a multi-million dollar deal. No is not an option." This is a fairly regular scenario for Nicholas Janitsary, Managing Director of New Dimension Aviation.

The Singapore-based company is up and running following extremely successful launches at the *MillionaireAsia* Private Aviation Show last September and the Singapore Airshow 2010 in February.

"It's an exciting time for aviation in Asia", Janitsary said. "There is a great deal of interest in the services we offer".

New Dimension Aviation is the first private jet company with aircraft based in Singapore – a vast growing market it wishes to capitalise on. The company was established to facilitate the charter, sale and management of executive business jets.

The focus of New Dimension Aviation is to offer 24-hour luxury charter service, and with its strategic base in Singapore, repositioning is not necessary. "The range of our aircraft is medium and long range to cover all of Asia, the Middle East and Europe," Janitsary said.

Forging The Right Partnerships

New Dimension Aviation has partnered with Elite Jets, a company offering the same charter services based out of Dubai. Janitsary said he works closely with Ammar Balkar, CEO of Elite Jets, to capitalise on the increase in traffic he has noticed between the Middle East and Asia.

"Our carefully planned partnership with Elite Jets allows us to expand our services from the Middle East to Europe and beyond, enabling us to take advantage of the rising number of

affluent customers in those regions," Janitsary shared. "Whether they are royal family members or wealthy individuals, people are actually chartering more."

With the two integrated resorts opening in Singapore this year, Janitsary is expecting a spike in gaming traffic, as well as the potentially lucrative conference and exhibition trade. "We formed the company during last year's global financial crisis, but the economy has since picked up, and with the new integrated resorts and increase in casino related business, we're optimistic about the future," Janitsary said.

Meeting Customer Demands

The company currently operates a 14-seat Falcon 900EX, and a 15-seat Gulfstream 450. Unlike other executive jet charter companies in Singapore, New Dimension Aviation is based out of its new Fixed Base Operation (FBO)

at the exclusive JetQuay CIP terminal at Changi Airport.

As Janitsary explains, this prime location gives New Dimension Aviation's clients an unprecedented level of luxury and privacy. "We are answering the demands from corporate clients and VIPs for a new standard of executive jet charter service in Singapore", he said. "Our goals are flexible, fast, and effective chartering."

With changing needs of the market, New Dimension Aviation is equipped to handle any customer's requests. "We can get clients on a jet and back on the ground in any of our numerous destinations – such as Malaysia, India, Indonesia, Hong Kong, Japan, as well as Australia and New Zealand within 24 hours," Janitsary said. "Eventually it will be 'today', then 'now'. The ultimate goal is a turnaround of three hours from phone call to take off".

Security, care, privacy and luxury are the cornerstones of the New Dimension Aviation operation. The company has an uncompromising culture of safety – the aircraft are maintained to the highest possible level

and the pilots hand-picked for their years of experience. Privacy is a very important factor in private jet travel. New Dimension Aviation operates with the utmost discretion and highest levels of customer focus, tailoring each flight to clients' special requests.

Security In Aviation

Janitsary understands the concerns about security in aviation, and he is well placed to comment. A specialist in counter terrorism and threat assessment, his New Dimension Group advises governments, companies and individuals on how to decrease their risks in such areas.

Janitsary also lectures on boating piracy and the best measures of prevention, and is a keynote speaker

at Interpol conferences. As he explained to *MillionaireAsia* last year, he experienced terrorism first hand when in Mumbai on business during the terrorist attacks of 2008.

In addition to the strategic hubs in Singapore and Dubai, top notch service and experience, New Dimension Aviation offers flexible packages with the option to purchase block hours for charter at discounted rates. With all the pieces in place, the skies certainly look bright for New Dimension Aviation. ■

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