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# Develop business mutually

Swiss aviation company Air Dynamic is looking to make the most of the growing interest in charter flights among India's high-end travellers by encouraging mutual business development with partners.



Manas Dwivedi

**R**affaella Meledandri, Managing Director, Air Dynamic, says they wanted to enter the Indian high-end travellers' market through a qualified and professional source on site, which they found in One Rep Global. "Air Dynamic has found a very interesting and enthusiastic partner in India with One Rep Global. We have had a lot of demand and queries for long-haul private jets to India, or from India to Maldives, Oman, etc., as well as for business trips within Europe such as Frankfurt and Geneva. That said, there are no helicopter trip requests for holidays in Italy, Switzerland or the greater EU at the moment, but that is something we would like to expand and promote as well," she shares.

The rapidly growing Indian market is very important for Air Dynamic, and the country has



Raffaella Meledandri  
Managing Director  
Air Dynamic

always been a land of opportunity for the Swiss aviation company. "Over the past few years, an increasing number of Indians have started flying charters. They have seen the advantages of this and thus, this is the perfect time for us to develop it further. We are fully trusting in the marketing skills that One Rep Global brings to the table and we are confident that Air Dynamic is going to become a force to reckon with in India," Meledandri adds. For 2021, Air Dynamic will

focus on strengthening existing partnerships by creating mutual business development concepts. And, as and when time and circumstances allow, the company will return to organising special events for its high-end clientele and propose new products, aircraft models

We are confident that Air Dynamic is going to become a force to reckon with in India

as well as packages. Meledandri is pinning her hopes on the surge in Indian travellers opting for private air charters. ↴