MAGMA AVIATION EXPANDS AND ENHANCES OPERATIONS IN 2024

News / Airlines



Magma Aviation made significant progress in 2024. With its strategic hubs in Europe and expansions in Dubai and Dublin, Magma Aviation is well-positioned to make substantial improvements in operational efficiency and market coverage. Last year, Magma Aviation signed a multi-year contract with Worldwide Flight Services for freighter handling at Liege Airport (LGG) with the aim of enhancing handling capabilities.

Additionally, the company also added narrow-body aircraft to their fleet, marking a significant step in diversifying and optimizing their operational capabilities. To capitalize on leasing opportunities the company opened a new global headquarters in Dublin. Furthermore, Magma Aviation has opened an additional office in Dubai to strengthen its commercial presence in the East and access new markets.

Peter Kerins, CEO of Magma Aviation commented: “2024 was a very exciting and challenging year for the Magma Aviation. We set out on a plan to make the most of the resources we were using. This will continue as we grow, but the one thing we introduced, and which we always keep in mind,

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is being quick to adapt. Considering the growth of Magma Aviation over the years, I think the strength has been our people. The team in the company are experts in what they do. We have established our global services here because Dublin is a global aviation hub. This has allowed us to start developing better relationships with leasing companies. Approximately 50% of the world's aircraft are leased from Ireland. To grow the company's network, it is essential to strengthen our position here as new, more efficient, long-range aircraft come to market."

Last year the air cargo industry saw an 11.3% increase in demand compared to 2023, reaching record volumes. Cargo capacity increased by 7.4% in 2024 compared to the previous year, with international operations up by 9.6%. With market growth and the company's strategic ambition to expand, Magma Aviation decided to sign a contract with WFS for freight handling services at Liege. "We needed bandwidth in our handling partner in Liege as we proceed with our 5-year plan. WFS were the perfect choice", commented Kerins.

Last year Magma Aviation also established a new office in Dubai to support its increased operations and growing demand in the Middle East. The decision to open an office in Dubai was an integral part of Magma Aviation's global expansion strategy.

"Due to Dubai's strategic central location, it is a well-connected hub from which we can access new markets. This allows us to manage the existing African and Middle Eastern routes, while focusing on expanding our presence in Southeast Asia, the Indian Subcontinent, and China," shared Kerins.

Looking forward to 2025, growth in air cargo demand is expected to moderate but remain positive, estimated at around 5.8%. The global air cargo market will likely continue adapting to significant geopolitical shifts and economic conditions, such as changes in oil prices and global trade dynamics. These factors will influence both demand and capacity planning across the industry?.

This year, Magma Aviation's primary objective is to use its expanded capabilities to meet the evolving demands of the global air cargo market. According to Kerins, market conditions for wide-body freighters at the end of 2024 did not make securing long-term lease deals a viable option, and this trend is anticipated to continue into 2025. While the company aims to secure multiple aircraft, it is also considering medium-size freighters to support its B747 international flights, with fleet expansion expected by Q3/Q4 2025.

Regarding the developments within the narrow-body network for 2025, the CEO of Magma Aviation said that it is important to note that narrow-body aircraft require a different sales strategy than long-haul wide-body aircraft. This is due to the impact of regional variations and positioning costs on competitiveness. While they are able to compete with wide-body passenger services on certain routes, flexibility in aircraft placement and a rapid response to customer inquiries are key. Quoting and pricing with speed is vital in maintaining a competitive edge.

Speaking about expanding General Sales Agent model, Kerin explained: "Magma Aviation has always had a GSA model, or a strategic partner model, on our key base routes. We are looking at partnerships with sales partners in areas we intend to expand our network. These sales partners will become a key part of our sales strategy going forward and will be responsible for introducing Magma Aviation into markets where we have not had a presence previously. Our commercial team will work hand in hand with these partners."

As Magma Aviation approaches its 15th anniversary, Peter Kerins remarked: "Given Magma Aviation's growth over the years, I believe our most valuable asset has always been our people. This began with the founders and was reinforced by Chapman Freeborn over the past few years.

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Now, with the strength of Avia Solutions Group behind Magma Aviation, the future looks very promising. This is a testament to the dedication of our staff and management over the years.”

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