

WH&R Aviation Consultants

'experience makes the difference'



Since 2002, Aerius has formalized its corporate membership agreements with companies wholeheartedly supporting the goals of Aerius. One of the new corporate members is WH&R Aviation Consultants from The Netherlands. Three Dutch aviation veterans founded WH&R in autumn 2002 to offer their experience and knowledge to the next generation aviation managers. In this company profile, Aerius takes a closer look behind this consultancy firm.

By Willem-Jan Zondag

The Market

The market for aviation consultancy services is not really transparent. There is no clear insight in the supply and demand or total market volume of aviation business advisory services. This has to do with a number of factors. At first, many consultancy firms are very small with less than five consultants. Besides this, everybody can name himself consultant, as consultancy is no registered profession. Secondly, the international environment plays an important role. Some consultants rely heavily on foreign customers whereas domestic aviation companies hire foreign consultants. At third, there are also 'general' consultants specialised in more functional areas like strategic management, information technology, procurement or human resource management advising aviation companies.

The People

The consultancy industry is a peoples business. Potential customers certainly look at the industry knowledge and experience of the consultant. With WH&R, these aspects are extensively available. The three consultants have been working for Dutch airlines for around 30 years. Due to the positions they fulfilled, they are also very internationally oriented. This makes their consult high valuable. To give you an idea of their experience, a short track record is provided.

Henny Wijkhuizen

Former Manager Schedules Planning with KLM – Royal Dutch Airlines, Vice Chairman of IATA Scheduling Procedures Committee, former Chairman of IATA Joint Scheduling Advisory Group, former member of Schedules Information Standards Committee and founder of airport slot coordination in The Netherlands and the first Airport Slot Coordinator for the Netherlands.

Paul Hoppenbrouwers

Former Director Foreign Relations with Martinair Holland, former member of IATA Scheduling Procedures Committee and IATA Joint Scheduling Advisory Group, former Chairman of SC Charter Meeting and Chairman of IACA Traffic Committee.

Pieter Rhijnsburger

Former Director Foreign Relations with Transavia Airlines, former member of IATA Scheduling Procedures Committee and Chairman of IACA Traffic Committee.

The Services

WH&R offers operational business advisory services, which are in line with the experience of the consultants. Potential customers may contact WH&R on aeropolitical matters, landing & overflight permits, slot coordination & scheduling, airport capacity assessment, logistics &

operations, EU regulations with respect to aviation, network & hub development and aircraft & crew scheduling. Please have a look at www.whr-aviation.com for an explanation of these areas of expertise.

The Business Model

An important aspect in the philosophy of WH&R is knowledge transfer. WH&R wants to advise in such a way that the customers can get things done themselves in the future. WH&R consultants are both resource consultants and process consultants as they provide in-depth expertise in aviation and provide advice with respect to improvement of business processes. Furthermore, WH&R consultants are objective and independent. They have specialised knowledge and skills, unique experience and are totally committed to help you to realise maximum results.

The WH&R partners are available for consult in their areas of expertise. You should certainly contact WH&R if you are considering commencing an airline or if you are working for an existing airline, airport or government agency and confronted with problems in the above-mentioned areas of expertise.

For more information on WH&R and their areas of expertise and information about their address and telephone numbers for communication, please surf to www.whr-aviation.com and/or send an e-mail to info@whr-aviation.com.

