

Report of the Industry Partners Coordinator

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SUMMARY

The change from Corporate Members to Industry Partners involves an increase in the benefits we offer them and allows the prospect of more partners for the federation

1. INTRODUCTION

- 1.1. Last year at our Conference in Jamaica we changed the way we would treat our old 'Corporate Members', renaming them 'Industry Partners'.

2. DISCUSSION

- 2.1. The term partner involves more cooperation and allowing them more visibility with our members and involvement in our activities. Like allowing them to make presentations during our committees, and during regional meetings. This is working very well.
- 2.2. On the administrative side we streamlined the process to exhibit at our events, issuing standard agreements with clearly defined benefits. We centralised invoicing using the IFATCA office. That was a demand from our industry partners, to not have to deal with a different OC, with different local rules and prices at every event .
- 2.3. As I will be giving up the role of IFATCA Industry Partner Coordinator (IPC) after the 2025 Conference, the EB has already nominated Nicola NiRiada to take over the role after that. This early nomination enables us to work together already as a team and allows me introduce Nicola to all our partners ensuring a smooth transition.
- 2.4. New Industry Partners (IPs): We got 2 new " Standard " partners, Entry Point North (an ATC school) and Fox ATM, (a consultancy firm). We unfortunately will lose Caruso next year; they might come back as I will see them personally next April. The actual list of Industry partners and their contacts can be found in the IFATCA web site, under Documents: Contact list and at the end of this WP
- 2.5. **Tech talks** with our IPs led by Marc Baumgartner (SESAR coordinator) is an excellent initiative and is paying off. A success with our IPs, we have had 2 in

2023, Frequentis and Aireon, with L3Harris the first of 2024. Thales will be next one in 2024. However, participation from our MAs is rather low and we need to find a way to increase participation .

- 2.6. **Increasing the numbers of IPs:** In order to find new companies to join us as Industry partners, Nicola and I will attend the CANSO Airspace world exhibition in Geneva (Switzerland) March 19-21: we are preparing a strategy and marketing and promotion campaign to try to advertise the IP concept and get some companies interested. There are several scheduled meetings planned.
- 2.7. Unfortunately, I am unable to attend annual conference this year, but plan to use the time to attend a main General Aviation show in Friedrichshafen (Germany) where lots of smaller companies are present and some are directly linking with ATC business, principally in regional and smaller airports and hope to recruit some of them as industry partners. I will also have the opportunity to meet the Caruso -Freeland CEO in order to try to convince him to remain in IFATCA.
- 2.8. We will have 5 of our Industry partners attending this annual conference, coming and supporting us in Singapore. It is essential that we cooperate more and engage in discussion with them. So, we urge delegates to go and pay a visit to their stands at the exhibition area and show appreciation for their support.

3. CONCLUSION

- 3.1. Cooperation with industry is going well, and we constantly manage to attract new industry partners. Our new strategy introduced last year of more direct involvement is slowly paying off.

4. RECOMMENDATIONS

- 4.1. For information.

5. REFERENCES

- 5.1. List of Industry partners as of 1 March 2024

Standard members:	Premium members
ATS (Egypt) .	Aireon (USA)
Caruso-Freeland (Switzerland)	Baymac (Virgin Islands)
East African School (EASA) (Kenya)	INDRA (Spain)
Entry Point North (Sweden)	Frequentis (Austria)
L3Harris (USA)	Thales (France)
Metsafe (France)	Vibe (Croatia)
Take Off academy (UK)	