



GARUDA INDONESIA GROUP

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## **GMF to Penetrate East Asia Market**

Seoul – PT Garuda Maintenance Facility AeroAsia (GMF), a subsidiary of PT Garuda Indonesia (Persero) Tbk. focusing on Maintenance, Repair, and Overhaul (MRO), participated in the MRO East Asia 2017 conference and exhibition in Seoul, South Korea on March 8-9th, 2017. The participation of GMF as the only MRO company from Indonesia appears in order to penetrate the aircraft maintenance market in East Asia, especially South Korea. In this event, which was attended by approximately 200 participants from worldwide Airlines, MRO, and Aviation industries, GMF plans to cooperate with several South Korean airlines such as Korean Air, Jeju Air, Air Busan and Asiana Air. GMF has also been auspiciously gaining Eastar Jet's trust, a South Korean LCC airline, to maintaining its two narrow body aircraft and successfully completed on time in early 2017. Eastar Jet confidence is evidenced by their intention to send their aircraft back to GMF. In this international event, Jeju Air and Korean Air also has committed to sending their aircraft to GMF in this year.

SVP Marketing & Business Development GMF, Leonardus Andriyanto said that GMF participation in this event is one attempt of GMF to reach aircraft maintenance market outside Garuda Indonesia Group. In this year, GMF targeted to reach 34% of total revenue from outside of Garuda Indonesia Group. "This year we were quite aggressive in grabbing market of aircraft maintenance overseas. East Asia, especially South Korea is the potential market area for us," he said.

Leonardus added South Korea, which has the third largest aircraft maintenance market in the world does not have its own Aircraft Maintenance Center yet. Nowadays, instead of maintaining their aircraft in one MRO company, South Korean airlines sent the aircraft to various MRO companies. Regarding the needs of aircraft maintenance for airlines in South Korea is growing rapidly, it makes the government of South Korea put a tempt to



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build its own aircraft maintenance center by encouraging cooperation with various MRO outside of South Korea. "That great potential is a challenge for GMF, not only to reaching the MRO market but also for the future business development in South Korea" he added.

This networking event is offering the opportunity for aviation business players to do some business meetings with potential customers and partners. In addition to participating in the exhibition and business meeting, GMF also presented a conference titled "Business Efficiency Strategies & Best Practice" presented by GMF's Executive Project Manager of Business Efficiency, Jemsly Hutabarat. As a representative of GMF's management, he has shared a knowledge about the strategy and practice of business efficiency in MRO industry that has been applied in GMF since 2 years ago caused the current revenue and profit of GMF continuously move towards a positive way during the last 2 years.

GMF participation in this international event is a clear evidence that GMF is ready to achieve its vision in 2020 as one of the top 10 MRO in the world. Hopefully, in 2017 GMF targeting to reach revenue of 454 million US dollars. It may be supported by market expansion to potential areas along with the growth of airline in those areas, including East Asia. Moreover, in early 2017 GMF awarded as a "Very High Level" quality MRO from Federal Aviation America (FAA), a US Aviation Authority. This achievement convinced GMF towards a world-class company.

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