



Founder and President DALIA AIR

Madame Hind EL ACHCHABI

Founded three years ago, DALIA AIR is a business aviation company unique to the region, providing VIPs with optimum customized travel solutions. Headquartered in Casablanca, Morocco, its fleet of brand new aircraft from Brazilian manufacturer Embraer is available for charter on a 24/7 basis every day of the year

Madame Hind El Achchabi President of DALIA AIR is also the managing director of the business aviation company, which specializes in charter and aircraft management as well as handling and aircraft maintenance. DALIA AIR is a founding member of African Business Aviation Association (AfBAA).

“Aviation isn’t just a job but a passion for me,” says Madame Hind EL ACHCHABI. “My ambition is to develop the brand DALIA AIR so it becomes a reference in terms of services and reliability in this part of the world.”

Madame Hind EL ACHCHABI also pre-

sides over other activities of the Group DALIA Development, which is active in VIP ground transportation, real estate, the media and the franchise of major luxury brands. “I am working hard on establishing the Group as a national economic and financial leader,” she adds.

A LEADER IN THE ARAB WORLD

It’s still rather unusual for a woman to hold such a powerful position, even more so in a Muslim country. Madame Hind EL ACHCHABI firmly believes in the role of women in the development of modern societies. “Over the last dozen years Mo-

rocco has considerably evolved, both economically and socially,” she says. “Opening up and developing relationships with the rest of the world, Morocco today is a leader in the Arab world and a model to follow.”

She pauses and ponders a moment.

“As a matter of fact, in our country you’ll find more and more women working in high positions. They have important responsibilities in the private sector and also in the public sector. Their positive and constructive influence is emblematic of the position of women in our society. Our nation is in constant evolution, in

touch with its living forces.”

Madame Hind EL ACHCHABI made sure the right people were selected to help her in her mission.

“DALIA AIR is a young company. My teams include highly qualified men and women and all of us are totally dedicated to fulfill our missions, rigorously committed to doing our jobs the best we can. In this industry, the utmost attention must be paid to the quality and high level of service and of course, security and safety. As a woman and a business traveller myself, I am in a position to fully appreciate what can and must be done to offer the best services to our customers. I firmly believe my contribution can be of significance when it comes to making a difference.”

LISTEN AND COMMUNICATE

Challenges faced by a manager of a large group on a daily basis are the same, whether man or woman. The faculty of listening, however, is commonly believed to be a feature more frequently attributed to the feminine gender. “Unquestionably, it is a major quality, and one you can’t do without,” says Madame Hind EL ACHCHABI. “When you manage a Group such as DALIA Development, you must listen, analyze, draw the synthesis of all the gathered information, decide and delegate. Obviously choosing the right people in your team is all-important, so that everyone pulls in the same direction.” Pondering on the prerequisites to be a good leader, Madame Hind EL ACHCHABI pauses for a moment. “Another major aspect, I believe, is to be able to take the right decision at the right time and to have a long-term vision. Male or female, a high performance leader must have a strategic vision and a capacity for prospective analysis, to anticipate as much as possible what is happening in an ever-changing world. Lastly, knowing how to communicate, sharing the information with the team is essential. You must keep everyone involved so they remain focused on reaching the ambitious goal that we have given each other.”



A strategic vision, a capacity for prospective analysis, knowing how to communicate and sharing the information with the team are the prerequisites of a good leader

ALL EMBRAER FLEET

Currently DALIA AIR operates three Embraer jets, either company-owned or managed aircraft.

There are always two senior pilots on every flight. All pilots undergo rigorous simulator checks and the aircraft are maintained to the highest standards. The Embraer Legacy 600 is a derivative of the regional airliner Embraer 135/145 includes added range with extra fuel tanks and added winglets. DALIA AIR operates two Legacy 600 Aircraft. The bizjet carries up to 13 passengers (10 VIP/ 3 on divan) and is configured to satisfy the most demanding missions. It has a range of 3 250 nm (6 019 Km). With one of the longest cabins in business aviation, the Legacy 600 offers three spacious seating areas with fancy accommodations. The in-flight entertainment and communications include two CD/DVD players and Aircell flight phone. The full galley with microwave, coffee maker, and convection oven are located forward and a full-across aft lavatory with wardrobe complete the cabin. The 2.40-cubic-foot (6.8-cubic-meters) baggage compartment of the Legacy 600 is one of the largest in the industry and is easily accessible during flight for greater passenger convenience. The June 2011 Lineage 1000 offers the vast space of an ultra-large jet with more flexible configuration, allowing five distinct privacy zones for as many as 19 people. The cabin features two private lavatories and a shower. Fly-by-wire technology ensures a smooth and comfortable flight on as many as 4,200 nm or 7,778km.

LUXURY GOODS

Over the last ten years, Morocco has gone through constant economic growth. The sector of luxury goods has grown accordingly and is still growing. “DALIA Group’s management is deeply involved in establishing and developing luxury brands on the long term. We are open to new opportunities, elaborating strategic plans for the future, looking into joint ventures that might be beneficial for all parties involved.” ■