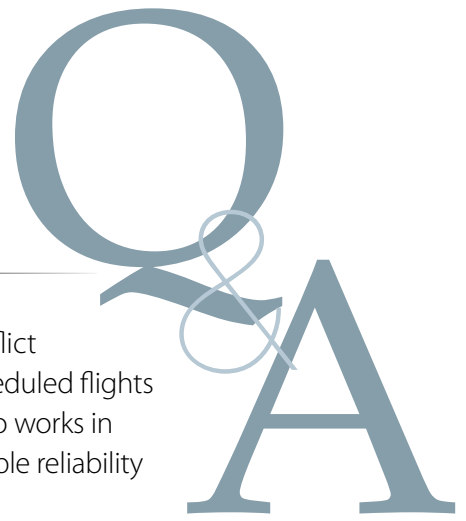


## Championing the Challenge of New Markets

In this multi-faceted air cargo business, Coyne Airways has found a niche for itself, delivering goods to 'difficult to reach' destinations, including conflict and post conflict zones. For 6 years, Coyne Airways has been operating scheduled flights to and from Afghanistan, safely delivering over 70000 tonnes of cargo. It also works in regions of Iraq, Libya and the Caspian Region. Coyne has achieved an enviable reliability record for its customers, realizing the potential of these emerging markets.

**Larry Coyne, Managing Director and CEO** of this remarkable airline reveals more about the challenges of making these complex markets accessible to customers all over the world in an interview with STAT Times.



**LARRY COYNE**  
Managing Director and CEO

**?** Since 1996, Coyne Airways has pioneered scheduled flights into the Caspian Sea region benefiting customers in the oil and gas industry and the growing commodity market. Could you please tell us about the growing trade opportunities in this market?

It's one of the biggest oil and gas exploration markets in the world and we have been constantly serving it since 1996 with scheduled services. We go to about 8 or 9 destinations which Coyne Airways pioneered.

So, we are known to provide a service to people into very difficult areas when no one else does, which is our strength. These markets are complex because there are all kinds of issues to deal with e.g. traffic rights, things you can do and can't do; which we have learnt over the years.

**?** Withstanding the challenges of services to Iraq and Afghanistan, Coyne Airways has acquired a niche for itself. Could you please elaborate on the variety of shipment and the expertise this calls for?

What customers look for are schedules and reliability so that a military has the same services to it as any other destination. They talk to their shippers and can give them a schedule. We were pioneers in committing to a scheduled service into military bases which has its own complications, which need to be understood.

So, we had to secure enough business to know that we schedule a service into those bases. We have achieved that over the last six years in Afghanistan. For the last couple of years we have been using

much bigger aircrafts, 747-400s and we have been able to pass on the economies of scale to our customers.

Another advantage is that we have introduced us our own airway bills. Through interlines, we can take freight from virtually anywhere in the world and feed it to the Middle East and Gulf destinations through our hub in Dubai, UAE. The through-airway bill minimizes cost. It also reduces the likelihood of barriers like the Customs because it's through-freight. So it makes for a better product.

We have a reliable, cost effective, scheduled product and this is key to our success.

**?** Coyne Airways is distinctively recognized for its cargo transportation solutions which require special attention be it for outsized cargo, dangerous goods or just difficult destinations. How significant are charter operations to you?

We have switched from being a charter broker to being a scheduled operator, so virtually everything we do is scheduled. But, because we don't own aircrafts and neither do we want to, we have to tie up with carriers to get the aircrafts that we want. In most cases we make a deal with a carrier that lasts for years and years. For our service into the Caspian, we have been using British Airways Freighters for the last six years, for example.

We also have services with other carriers that we rely on for service. We don't by and large charter a huge number of aircraft because all our capacity for our use is already fixed.

**?** Very recently, Coyne Airways has joined forces with Airline Network Services (ANS) to strengthen its presence in North America. What promise does this market hold for Coyne Airways' unique network and business segments?

Well, I think the US market is extremely important to us because a large percentage of our freight destined for the Gulf comes from there. We linked up with ANS which is an established GSA with whom we have a good relationship.

**?** In tune with your unique strategy to bring about a lasting change for the better, Coyne Airways received an acknowledgement for its benevolence in the development of soccer in the Micronesian island of Pohnpei (through the sponsorship of their Guam Tour in 2010). STAT Times salutes your lasting endeavors, providing a plateau for the growth of the sport in their country. Can you give us a brief account of the culture and the values practiced at Coyne?

Well, I think this is a very special occasion. Our philosophy is one of doing business into difficult to reach places; in this little island in Micronesia this was something that we

could relate to. They were considered to be the worst football team in the world. Two young English guys in their twenties went out there to train them. When they finally came to fix an international game; no one would sponsor them- no one! I knew the guys who went out there and though they didn't ask me for money, they told me they were going to have to cancel as they didn't have the money to fund the game. That's when we decided to step in and sponsor them. And they won their first international match and it was terrific for the island!

One of the aspects that interested us is that the islanders have suffered from very bad health problems, obesity is a big problem and diabetes is the other problem and it springs from the lack of exercise and perhaps the food.

So, when these young guys went out there and started to train people, it started to have a huge impact on rest of the population. In fact there are all kinds of programmes which sprung out of it; the government is getting behind the keep fit idea, and encouraging people to do exercise and eat healthily. That was a spin-off that we quite liked and we support that.



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