Bjorn Naberhuis
Global Jet Concept, Vice President for Business Development, Geneva

GLOBAL JET CONCEPT was founded 20 years ago in Geneva as an operator but has grown over the years to include offices in Beijing, Madrid, Moscow and Paris.

Its main strength is that it does not just sell aircraft, it operates and manages them as well. It currently operates 35 different aircraft types, which it says gives it an advantage when it comes to the operational, financial and technical knowledge of an aircraft that it is acquiring or selling for a client.

“We can give the seller more input into what the market value is and what the aircraft should go for and in which regions. But as a management company if somebody wants to buy an aircraft they can say to us ‘Is this aircraft really going to cost me this per hour?’ and we can run the numbers for them and show them how much the aircraft types cost us when it was operated by us. And we can really transparently show this and explain our experience there.”

Naberhuis says that the condition of the aircraft is one of the biggest factors in deciding if it will take an aircraft on to sell. "If it is a dustbin that you sell then that's fine, as long as you are a dustbin company. But if you want to sell a Mercedes or Bentley, then you better also be a Mercedes or Bentley dealer."