

ULTIMATE JET

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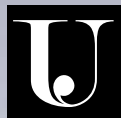
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OPERATOR

Elit'Avia Aviation as a lifestyle

By Sylvie Peron - © Elit'Avia



The private aviation company Elit'Avia provides a full range of services, including charter, aircraft management, sales, leasing, flight operations management, sta provision and continuing airworthiness management organization (CAMO) services. Founded in Ljubljana, Slovenia in 2006 Elit'Avia earned a Transport Malta air operator's certificate (AOC) in 2014. Founder and CEO Michel Coulomb explains why the decision to expand to Malta was taken by the company which holds Stage 3 IS-BAO, Wyvern Wingman and ARGUS Platinum accreditations.

A certified pilot on different aircraft types, Michel Coulomb doesn't fly in the cockpit anymore.

«Although I had been flying various aircraft types and have been a test pilot—flying was a big part of my life, and I love it — I've made a deliberate decision not to fly professionally while leading Elit'Avia,» he says. «Flying a complex jet requires complete dedication and focus—it's not something that should be approached as a hobby or part-time endeavor. I firmly believe that piloting these sophisticated aircraft is a serious profession that demands full-time commitment and continuous training. Just as I wouldn't expect our professional pilots to manage an AOC company on the side, I recognize that the reverse is equally true. My responsibilities require my complete attention to ensure we maintain the highest standards of safety and service for our clients. This perspective shapes our company culture, where we respect the expertise and professionalism required in each specialized role within aviation.»

When Coulomb established Elit'Avia in Slovenia in 2006, the vision was to create a boutique business aviation company that would combine operational excellence with truly personalized service.

«Slovenia offered an ideal strategic location in Central Europe with favorable regulatory conditions and access to exceptional aviation talent. We recognized a gap in the market for an operator that could provide the highest safety standards and operational reliability while maintaining the flexibility and personalized attention that discerning private aviation clients expect. From day one, we focused on building a culture where every team member understands that we're not just managing aircraft—we're delivering experiences and solutions tailored to each client's unique needs.»

Expanding to Malta was a strategic decision driven by several factors.

«We've been present in Malta since 2012, and the decision to move our headquarters there was part of our operational optimization strategy. Rather than maintaining two EU AOCs (Air Operator Certificates) with full offices, we consolidated to ensure we have one strong central office. Malta offers a robust aviation framework within the European Union with an aviation authority that is both responsive and professional. The country is the signatory of all international treaties, with stable political environment, strong legal system based on British common law, and favorable tax structure which made it an easy decision and perfect location for this consolidation. Additionally, Malta's geographic position provides excellent connectivity to both European and African markets. This strategic reorganization has allowed us to streamline our operations while maintaining our high standards of service and safety.»

Coulomb and his family live in St Julian. *«It has been a delightful experience,» he explains. The blend of Mediterranean lifestyle with modern amenities creates a wonderful balance. I particularly enjoy the seaside location, with beautiful views and the opportunity to be near the water. My wife and I love to walk around the Portomaso Marina with my dogs who especially enjoy swimming in the sea and warm weather throughout the year. The international community here is vibrant and welcoming, which makes both business networking and social life enriching. Malta's rich history and culture provide endless opportunities for exploration when I'm not working. The proximity to our office is obviously convenient, but it's the quality of life here that makes St Julian truly special.*



According to its CEO, the staff is what makes Elit'Avia unique.

«We've assembled an exceptional team of aviation professionals who bring not only technical expertise but genuine passion and dedication to their roles. Our crew members, management and all operational staff share a common commitment to client care that creates a distinctive culture within our organization. This foundation of outstanding people enables our unwavering commitment to personalization combined with operational excellence. Unlike larger operators who might apply standardized approaches, we take the time to thoroughly understand each client's specific needs and tailor our services accordingly. Our very international team brings diverse perspectives and expertise, allowing us to navigate complex global operations seamlessly. We've deliberately maintained a size that allows us to be nimble and responsive while having sufficient scale to deliver comprehensive services across multiple jurisdictions. Our transparent approach to client relationships builds trust, and we've found that our clients appreciate having direct access to decision-makers. Finally, our family-business foundation instills values of integrity and long-term thinking throughout the organization.»

The company's client base is very diverse and global, comprising high-net-worth individuals & corporations.

«We serve entrepreneurs who value time efficiency, reliable global travel solutions, and family offices managing private aircraft assets. We also work with financial institutions and leasing companies that need specialized aviation management solutions.

What unites our clients is their appreciation for customized service, operational excellence, and transparent business practices. Most have been with us for years, which I believe speaks to the value we provide and the relationships we build. We are privileged to serve the best clientele, who pay us back with respect and true partnership.

As a family business, we've leveraged our complementary strengths while maintaining clear professional boundaries. We have been working side by side since company's inception. I focus primarily on strategic direction, key client relationships, and overall business development. My wife, Olga, brings her expertise in operational, client management and administrative oversight, ensuring our operations remain efficient and financially sound. My son Gregory, who is an active professional pilot himself, has brought fresh perspectives to our sales initiatives, helping us innovate and stay relevant in a rapidly evolving industry. We each have distinct areas of responsibility, but we

come together to align on our vision and values. The family dynamic brings a level of trust and commitment that strengthens our company culture, though we're equally proud of the exceptional non-family executives who are integral to our leadership team and who became very close friends throughout the time. I would like to especially note Razvan Stefan, our Accountable Manager and Adrian Spiteri, Director of Business Operations. Both do not require additional presentation as they are both very well-known and respected on the market.

Our resilience stems from several key factors. First, we've maintained a lean and adaptable organizational structure that allows us to pivot quickly when market conditions change. Second, we've deliberately diversified our service offerings and geographic presence, which provides stability when certain segments experience downturns. Third, we've fostered a culture of innovation where team members at all levels are encouraged to identify improvements and solutions. Perhaps most importantly, we've built deep, loyal relationships with clients who continue to rely on us through various market cycles. Our conservative financial management has also ensured we maintain the resources to weather challenging periods without compromising service quality. Finally, the passion and dedication of our team creates a foundation of expertise and commitment that's invaluable during difficult times. For everyone at Elit'Avia, aviation is not a job but a lifestyle, which we all love and appreciate.

We manage both «Part NCC,» which is an EASA Private Operations equivalent, and FAA Part 91 «Private Ops» services designed for aircraft owners who want to maintain private operation status while benefiting from professional management oversight. We handle all aspects of aircraft management—from crew recruitment and training to maintenance scheduling, regulatory compliance, and operational support.

This structure offers flexibility in how and when the aircraft is used while ensuring the highest safety and service standards. We've developed sophisticated systems to manage the complex regulatory requirements across multiple jurisdictions, which removes administrative burdens from the owner.

All Elit'Avia aircraft are operated according to the same stringent standards as commercial operations under EASA regulations. This approach protects our clients' assets, gives them confidence in safety, and ensures transparency of operations in terms of crew performance and safety measures.»





Planet-minded as a way of life

«Business aviation is making very meaningful steps toward sustainability. Aviation in general remains a pioneer in innovations and progress boost. When talking about sustainability, I believe it's important not to speak and concentrate only on SAF and CO2 emissions—sustainability to me goes beyond these measures.»

«What we as a business aviation commercial operator focus on is flight optimization through advanced planning tools that significantly reduce fuel consumption and emissions. We are investing in carbon offset programs that meet rigorous verification standards. Longer-term, we support research and development of electric and hydrogen propulsion technologies for business aircraft. We have partnered with AURA group who have developed an electric hybrid aircraft ERA. Aura is led by industry's most innovative and forward-thinking leaders, including Aura Aero's Co-Founder, President and Chief Engineer J  r  my Caussade.

Finally, operating modern, fuel-efficient aircraft and implementing comprehensive recycling programs at our headquarters demonstrate our commitment to environmental responsibility.

Our commitment to environmental responsibility reaches beyond aviation - our headquarters, located in a prestigious Net Zero building at Trident Park, stands as a testament to our dedication. Every feature of our state-of-the-art facility, from energy-efficient systems to sustainable materials, reflects our goal to not only meet but exceed environmental standards.

Being planet-minded is more than a policy for us; it's a way of life. By embedding eco-conscious practices across our entire organization, we're helping to drive a greener future for aviation and inspiring others to do the same.»

Elit'Avia not only sets the standard for luxury and efficiency but also leads the way to a brighter, more sustainable tomorrow. The business aviation community must collaborate on these initiatives rather than viewing sustainability as a competitive differentiator.

Elit' Avia recently introduced a 'Green Card' initiative, which has received a mixed response from charter clients. *«The reality is that when clients aren't obligated to pay for environmental initiatives, most choose not to participate,»* explains Coulomb. *«The concept resonates more strongly with our corporate clients who have their own sustainability commitments and reporting requirements.*

We do actively encourage participation and continue to promote the program. We've found that providing transparent information about environmental impact and offering straightforward offsetting options helps. The program has sparked meaningful conversations about sustainability with clients who hadn't previously considered aviation's environmental impact.

While the numbers aren't where we'd like them to be yet, we remain committed to the program and continue working to expand participation.»

The company has several projects in the pipeline

Expanding its digital infrastructure to enhance the client experience through more seamless communication and real-time information access is one of them. *«We're also broadening our aircraft management portfolio, particularly in the ultra-long-range segment where we see increasing demand. Geographically, we're strengthening our presence in the Middle East and Asia. Our sustainability initiatives will continue to evolve, with specific targets for carbon reduction across our operations. We're also developing enhanced training programs for our team to ensure we maintain our service excellence as we grow. Finally, we're exploring strategic partnerships that could expand our service offerings while maintaining our boutique approach and personalized client relationships. Throughout these developments, our core values and commitment to exceptional service will remain our guiding principles.»* ■

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