

# CERTIFIED NEWS

Intelligence for Independent Aircraft Modifiers



IAMA CERTIFIED NEWS – December 2023

## What's in it?

- ⇒ **A Chairman's Message**
- ⇒ **Top Story:** IP Position Paper
- ⇒ **Meet a Team Member:** Tannaz
- ⇒ **Ask an Expert:** EASA STC Conference
- ⇒ **Engage With Us**
- ⇒ **IAMA RFP Button**



## CHAIRMAN'S MESSAGE

As the end of the year draws near, I'd like to give you a recap of the alliance's accomplishments. IAMA has had another exciting and productive year, and I know you'll be happy to learn what we've been doing. We are a relatively small team working to build transparency in the aviation market, and the past year has been no exception.

Before I dive into the association's accomplishments, I'd like to talk about our people. First, thank you to Nina, our managing director, and her team for all their efforts in 2023, as well as the members of the working groups who contributed so profoundly to our mandate. We also want to congratulate [Annelouise van Dijke](#), our alliance manager, on the birth of her daughter—no doubt her hands are full, and we await her return in 2024. We are pleased that [Metehan Özen](#) has found a new position, and we wish him the best in his new role. With his departure, we welcome [Tannaz Esfarjani](#), our new digital media specialist. The team is eager to see her talents in action.

And now, down to business and our continuing growth as a strategic organization. It isn't easy to prioritize all our accomplishments in 2023, but some standouts include welcoming several new members and subscribers and evolving our membership structure. We are pleased that [FACC](#) and [Ameco](#) have become members and [Latam](#), [Aviator Capital](#), [SMBC](#) and [Lufthansa](#) subscribers. Bringing these organizations into the alliance is an essential part of our work to increase market transparency. The more organizations reflect our mission, the more other organizations will

recognize our mission's value in the market. We added a new Tier 3 membership level, which we believe will help grow our membership. Specifically tailored to smaller design organizations, it allows them to start their journey with us, learn from our experts, access select resources and benefit from having a profile associated with the alliance [website](#). We are eager to represent the full spectrum of Design Organizations—small, medium, and large—to address their specific challenges, and integrate their shared challenges into our message in a holistic way.

Building the alliance means going out into the marketplace and talking to and learning from industry stakeholders. To this end, we attended several events, including Aircraft Interiors Expo—AIX, MRO Middle East and MRO Europe. We're raising the alliance's profile by speaking on prestigious panels, including at the EASA STC Conference, which you can learn more about in our "[ask an expert story](#)." Our member event, hosted in Hamburg during AIX, was well attended and an excellent opportunity to connect face-to-face.

Having been with the alliance for a couple of years and now, as the new chairman of the alliance's Board, I have found it humbling to take over some additional responsibility for this group of experts. Our vital working groups continue working in productive ways, as you will see:

Steered by [Georg Stoffelen](#), Head of Product Cabin Modification at Lufthansa Technik AG, our Community and Aligned Information Working Group—CIC—held four information sessions and continued work on their two far-reaching white papers called "Multiple Design Approval Holder (DAH) projects" and "Aircraft Modifications 101." Understandably, a modification involving several DAHs increases an already complex project. The "101" white paper is an in-depth look at modifications at the most basic level. As we are constantly saying, these white papers are valuable educational resources.

The Technical Data Exchange and OEM Affairs working group—formerly named IP and OEM Affairs Working Group—has developed the outline of an airframe OEM Technical Data agreement based on some productive discussions. Led by [Jeff Behlendorf](#), Director of Product Management at Carlisle Interconnect Technologies, this working group has revisited its purpose and released the latest version of "IAMA member access to aircraft manufacturer (type certificate holder) Engineering Data for modification purposes." You can read more about it in our "[Top Story](#)."

Under the direction of [Romain Mbwang Seppoh](#), Head of Design Organization at Eclipse Technics, our Standard working group released Rulebook V4. This edition broadens the scope of applicability from STCs to add minor modifications and brings them into the realm of IAMA endorsements. The IAMA standard is now fully scalable and hence applicable for any kind and size of modification project. Additionally, this group is developing the IAMA approach to Instructions for Continued Airworthiness (ICAs) and Supplements. All of the updates to the Rulebook are strategic, and we are enthusiastic about the path we are taking here.

Our Certification & Authority Affairs Working Group continues its dialogue with aviation authorities EASA, FAA and others to improve cooperation within the industry. This group is led by [Eric Anderson](#), Global Director of Engineering at CarlisleIT and has had a lot on its plate. It's been working on continued airworthiness best practices, including rules, and driving IAMA inclusion in the EASA Stakeholder Advisory Board, or SAB. Additionally, they attended, and we presented at the

EASA Certification conference. We've got an [article](#) on [Ian Devine](#), our [technical affairs manager's](#) presentation during the Certification workshop.

Well, there you have it. The executive board and I greatly appreciate the working groups, members, and subscribers. The alliance will continue to push our message into the marketplace and be the voice for independent modifiers.

On behalf of Nina and the IAMA team, I wish you the best of the festive season, joy, empathy, and continued success in 2024.

—Frans van de Pol  
Chairman

## TOP STORY

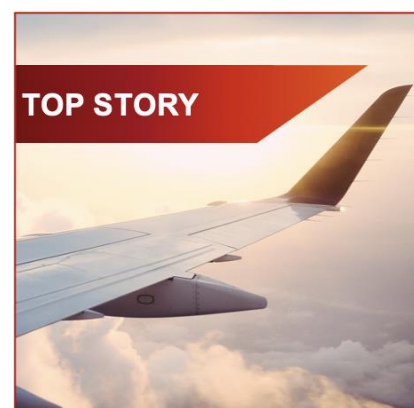
### Position Paper Updates: New Terminology and Right to Repair

Significant updates to IAMA's position paper about modifier access to engineering data represent the alliance's ongoing dedication to collaborating with industry stakeholders. The changes include updated terminology and a new section on Right to Repair. As always, the aim is to nurture market transparency and fairness.

"Our mission and vision haven't changed, but since we want to foster consensus in the aviation market and strive to get stakeholder alignment, we've made some significant changes to our position paper on modification data exchange," said [Nina Schulz](#), IAMA managing director. "After lengthy consultations, our Technical Exchange and OEM Affairs working group revised the position paper's terminology and added a section on Right-to-repair."

"With expectations around data exchange inherently inconsistent, we aren't exaggerating when we say finding alignment across stakeholders can be demanding." said [Jeff Behlendorf](#), steering head of IAMA's Technical Data Exchange & OEM Affairs working group and director of product management at [Carlisle Interconnect Technologies](#). "An owner who wants to modify their aircraft with a Supplemental Type Certificate requires the participation of the aircraft manufacturer, service provider and regulators. Each of these entities has their needs, but in the end, the aircraft owner is the one who must be able to ensure proper maintenance of a modification—over the asset's long lifecycle."

In reviewing other industries, the alliance learned that the topic of intellectual property is tremendously complex across the board. "It's been a fascinating and rewarding process," Behlendorf continued. "Since not all data exchanged is, or needs to be considered IP, we now more appropriately reference Technical or Engineering Data. Updated terminology aside, IAMA continues to advocate for transparency, fairness, and the recognition of various levels and commercial impacts of the data to be exchanged."



The other most significant change to the document is its new chapter covering "Right to Repair." This movement has been gaining momentum, particularly in Europe where governments are looking to protect consumer rights. It's a philosophy advocating that owners should be allowed to access to data needed to repair the devices they've purchased.

"Although the more 'public-consumer-oriented' aspect of Right to Repair is less applicable to the aviation industry, the requirement for data to modify and maintain aircraft certainly is," Schulz explained. "We support this idea because we believe it will eliminate existing impediments for repairs and modifications based on fair and transparent access to engineering data."

As alliance members have come to expect, this position paper offers rational solutions to challenging problems. For example, it encourages owners and operators to recognize from the outset that aircraft modification data will always be a persistent requirement over their asset's lifecycle.

In characteristic form, the TDE working group takes a holistic approach. Behlendorf notes, "We evolved the position paper to better line-up with the aviation environment, and we renamed the working group to reflect that change. We will always work to understand the industry's needs and promote robust, safe, maintainable STC modifications to facilitate better long-term support of aircraft fleets."

The latest edition of the position paper, "IAMA member access to aircraft manufacturer (type certificate holder) Engineering Data for modification purpose" is available only to members and subscribers. Becoming a member or subscriber is simple. Visit <https://iamalliance.aero/members-memberships.html> to sign-up and learn more.



**MEET A TEAM MEMBER:  
Tannaz Esfarjani**

"It's been a lifelong dream of mine to work in aviation. I'm grateful for the opportunity help IAMA with their digital marketing efforts," said Tannaz Esfarjani, the Independent Aircraft Modifier Alliance's newest team member. "I'm excited to get started on continuing to raise the organization's profile."

One of the most significant challenges for the Independent Aircraft Modifier Alliance is continuously building its aviation industry profile. As anyone working in today's complex online environment will tell you, we're not simply publishing messages; we must do it strategically, and this is what my focus will be in the short term," Esfarjani says. "I am also eager to help develop the website, building on what we have and adding new elements."

"We are so pleased that Tannaz has joined our team," said [Nina Schulz, IAMA managing director](#). "We always want to encourage young people to find careers in aviation. Industry long-timers know

it's a fascinating segment to work in, and we hope our enthusiasm will bring more people into the aviation and aerospace family.”

Along with her duties with IAMA, Esfarjani is also studying at the University of Regensburg in Germany, working towards her master's degree in European Studies, focusing on sustainability. Her role at IAMA is to continue building the alliance's profile in the industry. It's a challenge every government and business have, but it is particularly prominent for not-for-profit organizations.

“The aviation industry is incredibly complex and very important to the world's economy,” Esfarjani says. “No matter how much you learn, there is always more to learn and new opportunities to innovate and improve things. IAMA is working to improve things, and I am incredibly pleased to have this opportunity to be a part of that.”

Her academic journey has equipped her to understand European economics, history, law and English literature, but sustainability is one of Esfarjani's fundamental interests. Her recent work at Hamburg-based Sustainable Aero Lab allowed her to hone her social media and analytical skills. Through this work, she gained a deeper understanding of the inner workings of LinkedIn. It's a critical medium for the alliance, and Esfarjani is eager to implement new strategies to build its profile and audience.

“The media landscape is so dynamic, it changes constantly,” Esfarjani notes. “The alliance is built on ambition, passion and deep expertise. I want to contribute to this critical cause with my passion for communications, social media, analytical and content creation skills.”

To learn more about the alliance and what we do, visit <https://iamalliance.aero/about-iama.html>. You can also follow IAMA on LinkedIn.

---

**ASK AN EXPERT:**  
**Working with EASA: Industry Feedback**  
**IAMA at the 2023 EASA Certification Conference**

“We were extremely honoured to present at the European Union Aviation Safety Agency Certification Conference in October, and we sincerely appreciate EASA's openness and willingness to listen and improve,” said Nina Schulz, IAMA's managing director. “Our technical affairs manager, Ian Devine, presented IAMA's insights on the Authority's cooperation with DOs, based on our survey data.”



“Attending the Certification Conference was an excellent learning opportunity because there are so many experts and peers all in one place,” said IAMA technical affairs manager Ian Devine. “We were extremely fortunate to be invited to present our survey findings to a broad audience in the Certification Workshop. It was another significant step for the alliance to represent the independent Design Organization—DO—Community.”



The October conference, held in Köln, Germany, is an annual event covering Part 21 Design and Production Developments, which are critical topics for IAMA and its stakeholders. In preparation for the event, the alliance developed a survey focusing on specific touchpoints covering the complete lifecycle of a Type Certificate Change and the life cycle of a design organization. The survey was distributed to IAMA members, various DOs and more broadly via LinkedIn. The objective was to provide structured feedback based on gathered data about their interactions with EASA from a large cross-section of organizations—big and small. “We are committed to taking a holistic view of the challenges we learn from our membership and the wider aviation modification ecosystem,” Devine notes. “Providing recommendations is essential to IAMA’s role in the aviation modification market, and we want to thank everyone who provided feedback.”

Devine’s presentation focused on all elements that define the entire life cycle of a Type Certificate Change and the life cycle of a Design Organization but paid special attention to five critical elements which warranted additional elaboration. They included Certification Plan acceptance, Level of Involvement acceptance, Special Conditions / Certification Review Item insurance, Design Organization Approval Dashboard Feedback and Design Organization Handbook Changes and updates. Each topic was assessed, and recommendations were provided.

As to the most important conclusion derived from the survey data, it will be no surprise that working relationships will always be influenced by the personal nature of interactions between the people involved in aircraft modification projects. To smooth interactions and improve project outcomes, IAMA recommends striving for predictability with standardization, open communication and transparency. The alliance firmly believes that standards will help the aviation industry adapt and compete in the changing commercial, regulatory, and innovation landscape.

“Since the alliance was created, we have been nurturing our relationship with EASA, and we are grateful to have an excellent rapport with this organization,” Schulz said. “This opportunity is another step forward in fulfilling our role in the aviation ecosystem. As the voice and advocate of independent modifiers, we will keep pushing to provide input on rule-making in the EASA Stakeholder Advisory Body because it will further improve the working relationship between EASA and DOs. There is power in numbers, and representation through IAMA puts any DO in to a much stronger position than fighting on its own.”

You can download a PDF of Ian Devine’s presentation through this [link](#). To learn more about IAMA and become a member, visit <https://iamalliance.aero/members-memberships.html>.

---

## ENGAGE WITH US

Want to learn more about IAMA or meet us? We look forward to connecting with you during the following events:

- MRO Middle East 2024 / Dubai / United Arab Emirates /05-06 March 2024

For questions, if you would like to meet us, or get in touch with us reach out via [info@iamalliance.aero](mailto:info@iamalliance.aero).

### **TIER 3: IAMA'S NEW MEMBERSHIP CATEGORY**

IAMA listened carefully to our industry contacts and created a new entry level membership category, especially designed for smaller Design Organizations. For us it is extremely important to represent the full spectrum of the retrofit market.

Enjoying IAMA's community and expertise is now possible starting with a small investment of only **USD 950** per year!

You can find all details regarding IAMA membership options on our website, and of course we are more than happy to answer any questions you may have.

Please contact us under [info@iamalliance.aero](mailto:info@iamalliance.aero)

---

### **RFP**

Need an upgrade? Whether you're operating a fleet or a single aircraft, IAMA can help you find a highly qualified organization to modernize your aircraft.

We'll handle your request with the greatest care, sharing it anonymously with qualified IAMA members. We will provide you with the contact details and other information of the members who want to respond to your request. All further follow-up communication on any responses you would like to pursue will be held directly between you and the integrator(s) of your choice.

You could find the link below:

**[IAMA RFP](#)**

---



### **MERRY CHRISTMAS**

The whole IAMA team wishes you Happy Holidays, Merry Christmas and a very happy, healthy and successful New Year 2024!

Thank you very much for your constant support and interest in our mission to further improve the aircraft modification ecosystem.

See you next year!