REDEFINING HUMANITARIAN AIR RESPONSE: BLUELIGHT HUMANITARIAN AIRLINES LAUNCHES IN GENEVA

News / Airlines

BlueLight Humanitarian Airlines announced its official launch. Dedicated exclusively to the transport of humanitarian aid, medical teams, and emergency relief, BlueLight will operate as a fully non-profit entity governed by Swiss standards of transparency and neutrality. Headquartered in Geneva, the international capital of humanitarian diplomacy, BlueLight has been founded to close one of the most persistent gaps in global crisis response: the lack of cost-effective, dedicated, neutral, and scalable air mobility capable of delivering aid swiftly to those most in need.

Pierre Bernheim, Co-Founder, BlueLight, commented: “We built BlueLight because too many communities still wait too long. When lives depend on speed, reliability, and neutrality, the world cannot afford delays caused by bureaucracy, politics, or profit. BlueLight exists to ensure that help

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arrives — wherever and whenever it is needed.This is not a symbolic launch — it's an operational one. Our goal is to provide governments, NGOs, and humanitarian agencies with an immediate, reliable airlift capability that upholds both efficiency and dignity. The principle is simple: no call for help should ever go unanswered."

Waleed Rawat, Co-Founder, BlueLight, stated: "BlueLight represents a humanitarian infrastructure for the 21st century — agile, neutral, and built for transparency. Our purpose is not scale for its own sake, but service at its most essential. We are aligning the discipline of commercial aviation with the compassion of humanitarian work."

BlueLight' model combines cargo, passenger, and air ambulance within a single fleet, allowing rapid, coordinated deployment in crisis conditions. Each aircraft will be configured to carry over 50 tonnes of humanitarian cargo, seat up to 200 response personnel, and operate as an airborne medical unit equipped for emergency trauma care. BlueLight's fleet will comprise Airbus A340-300 and A321P2F aircraft with maintenance and operations meeting full commercial-aviation standards. BlueLight is also developing a next-generation uncrewed aerial delivery system capable of transporting up to 500kg of supplies over an 800-kilometre range, enabling access to conflict zones or disaster areas where runways are damaged or restricted.

Both founders bring extensive experience in aviation, business leadership, and mission-driven enterprise. Bernheim, a qualified pilot, served as President of Geneva Airport until 2024 and Strategy Advisor at Vontobel Bank, while Rawat, also an Airline Transport Pilot Licence holder, is a fourth-generation leader of the international HM Rawat Group and the CEO of WAIR Global, with ventures spanning aviation, sustainable energy, and global development. Together, they have assembled a team of aviation, medical, and humanitarian experts from across Europe, Africa, and the Middle East to lead BlueLight's launch phase.

BlueLight' first full-scale operations are targeted for 2026, following the fundraising of an initial US$55 million to acquire and convert three wide-body aircraft for humanitarian service. The airline has received official endorsement from the Federal Government of Switzerland and the Canton of Geneva, recognising its commitment to excellence, innovation, and national significance within the aviation sector. In addition to leading NGOs and international relief agencies, BlueLight has entered advanced discussions with key partners, including, Airbus, Geneva Airport and JORAMCO to establish an integrated humanitarian air network headquartered in Switzerland.

BlueLight will operate on a fixed-rate model — transparent, predictable, and often below market cost — with no yield management or price fluctuation. Its mission-driven structure guarantees that every partner, from NGOs to government agencies, has equal access to reliable humanitarian airlift capacity at fair and stable rates.

Incorporating Sustainable Aviation Fuel and carbon-offset initiatives into its operations from inception BlueLight is committed to environmental responsibility, aligning with the UN Sustainable Development Goals and Swiss federal sustainability frameworks. BlueLight' approach has already drawn international recognition and has been selected by the APEX Foundation as one of four beneficiaries of its annual Purpose Beyond Service charity gala, an endorsement of both the organisation's credibility and its global mission.

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