
MEDIA KIT

2023

媒体刊例



Advocacy | Representation | Community
倡导 | 代表 | 社区





The Asian Business Aviation Association (AsBAA) is a non-profit association representing business and general aviation in Asia.

亚洲商务航空协会(AsBAA)是一个代表亚洲商务和通用航空的非营利性协会。

“

ONE VOICE FOR
BUSINESS AVIATION
ACROSS ASIA

亚洲商务航空的共同声音

”

“ A MEMBER-LED ORGANISATION

以会员为主导的行业组织

”

About Us

AsBAA is run by passionate staff, volunteers, and governed by its members. AsBAA members vote to elect the Board of Directors (BoD) at the annual general meeting (AGM) every two years. We also have a Board of Governors (BoG), AsBAA Discovery team Treasurer and Secretariat in place to support our members.

AsBAA members include major aircraft manufacturers (OEMs), operators, management companies, service providers, finance, legal and insurance companies.

AsBAA由热情的行业志愿者负责日常运行，并由其成员管理。AsBAA成员每两年投票选举董事会（BoD）成员。我们也同时设立理事会（BoG），AsBAA新生代团队，财务和秘书处，以支持我们的协会会员。

AsBAA的成员包括所有主要的飞机制造商（OEM）、运营商、托管公司、服务提供商、金融、法律和保险公司等。

关于我们



Aircraft Manufacturers (OEMs)
飞机制造商



Operators
托管公司



Management Companies
运营商公司



Fixed Base Operators (FBOs)
固定运营基地



MROs
维护、维修和运营



Service Providers
服务提供商



Legal Companies
法律公司



Finance Companies
金融公司



Insurance Companies
保险公司

Board of Directors 董事会成员



Jenny Lau (Chairwoman)
Sino Jet Group
President



Phil Balmer (Secretary)
TAG Aviation Asia
Director Maintenance



Paul Desgrosseilliers (Treasurer)
Execujet Haite Aviation Services China
General Manager & Accountable Manager



James Jordan (Legal)
HFV
Partner



Max Motschmann
International Jet
Management Asia Ltd.
Chief Executive Officer



Patrick Roa
Nomadic Aviation Group
Project Manager / Demo Pilot



Rocky Zhang
Textron China
Vice President, Government
Affairs



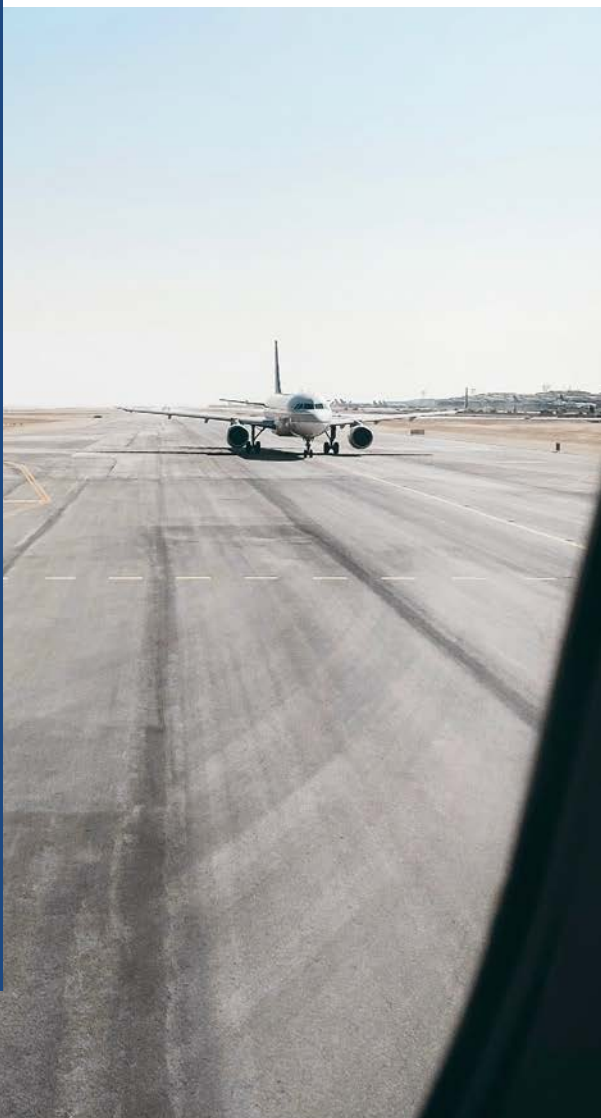
Advocacy
倡导



Representation
代表



Community
社区



Our Mission

AsBAA's mission is to represent the needs of its members and the wider industry through its three core pillars: Advocacy, Representation and Community. We actively advocate the benefits of business aviation to key stakeholders such as Government, transport ministries, and the media. We Represent the interests of all sectors of the industry across the region, and we create a Community in which our members can network, access B2B opportunities, tackle common issues, and conduct business with greater collective influence.



AsBAA的使命是通过其三个核心支柱：倡导、代表和社区交流来体现其成员和更广泛的行业需求。我们积极向政府、交通部和媒体等相关利益方宣传公务航空。我们代表了该地区各行业的利益，创建了协会成员可以交流、获得B2B商业机会、解决共同关心的问题及建立更广泛业务发展的平台。

我们的使命





Our Network

网络覆盖

AsBAA has a team of experts across the region; through our regional chapters, members can access localised advice and support.

AsBAA在亚太地区拥有多名专家团队; 透过我们的地区委员会, 会员可获得本地化的建议和支援。



Vancouver
温哥华

USA
美国

Montreal
蒙特婁

AsBAA Chapters AsBAA地区委员会

Hong Kong SAR, Singapore, Malaysia, Philippines, Indonesia, Greater Mekong
中国大陆、香港特别行政区、新加坡、马来西亚、菲律宾、印度尼西亚、大湄公河次区

AsBAA Representatives AsBAA代表处

Mainland China, Hong Kong SAR, Singapore, Malaysia, Philippines, Indonesia, Greater Mekong, USA
中国大陆、香港特别行政区、新加坡、马来西亚、菲律宾、印度尼西亚、大湄公河次区、美国

AsBAA Office AsBAA办公室

Hong Kong SAR
香港特别行政区

AsBAA Discovery Activity AsBAA新生代活动

Mainland China, Hong Kong SAR, Singapore, Malaysia, Philippines, Indonesia, Greater Mekong
中国大陆、香港特别行政区、新加坡、马来西亚、菲律宾、印度尼西亚、大湄公河次区



Hong Kong SAR
香港特别行政区

Mainland China
中国大陆

Singapore
新加坡

Philippines
菲律宾

Greater Mekong
大湄公河次区

Malaysia
马来西亚

Indonesia
印度尼西亚

Benefits

会员权益

AsBAA leadership and active members can obtain support for challenges faced while conducting business in Asia. In turn, you will be providing vital support to the development of the industry, regional economies, and local communities. Membership with AsBAA provides:

会员可以获得专业支持，以应对在亚洲开展业务时所面临的挑战。反过来，会员也将为行业的发展，地区经济，本地社团提供重要支持。

AsBAA将为会员提供：



Platform 平台

A platform for communication and action relating to key issues such as: airport access, regulation and policy, safety, professional development and training, public awareness and the industry's contribution to the economy.

讨论重大问题及采取行动的平台，问题包括：机场通道、法规和政策、安全、专业发展和培训、公众意识和本行业对经济发展的贡献。



Knowledge-Sharing 共享知识库

A knowledge-sharing base through the AsBAA Community which meets regularly at events around the region.

通过AsBAA共同体建立共享知识库，定期在区域内举办活动。



Advice & Guidance 专业指导

Bespoke advice and guidance on matters affecting your business.

为业务发展提供专业指导意见。



Members Discounts 会员特惠

Members discounts to events around the region.
会员本地区活动特惠。



Business Development 业务发展

Business development and access to the B2B network.

业务发展及B2B交流平台。



Marketing support 市场支持

Marketing support and brand profiling opportunities including logo placement and speaking opportunities.

市场支持和品牌塑造机会，包括logo投放和演讲机会。



CSR 企业社会责任

Corporate social responsibility (CSR) initiatives.
企业社会责任(CSR)倡议。



Complimentary Events 免费活动

Complimentary events throughout the region, year-round.

本地区全年会员免费活动。



Priority 优先权

Priority tickets to all AsBAA events.
AsBAA会员活动门票优先权。



Works with the authorities, stakeholders and media to represent you.
与政府和利益相关者及媒体合作，代表会员利益。

What Membership Fees Accomplish 会员费费用用途

Provides a unique platform for business opportunities to flourish.
为您提供无限业务商机的平台。

Makes AsBAA accessible around the region, on your favourite platforms and devices.
随时随地都可以联系到AsBAA。



Donations from our events give back to charities, including over USD 135,000 donated to Orbis since 2014.
自2014年以来，通过我们举办的活动向慈善机构捐款超过13.5万美元。

Covers the cost of running your association including meetings, events and representation activity.
用于举办地区会员活动及代表性活动。

Keeps our community active and supports growth.
保持协会活跃性及持续发展。

Brings industry leaders, scholars and innovators to share expertise.
邀请业界领袖、学者和创新者分享专业知识。





Support

A centralised team in Beijing, Hong Kong, and Singapore handles all enquiries. You can also access personalised support through your country or region chapters. As an AsBAA member, you have access to the regional network of meetings and events. AsBAA encourages its members to leverage the association's various marketing initiatives, and there are multiple opportunities to do so each year.



我们在北京、香港及新加坡设有专责小组，负责处理所有查询。您可以通过所在国家委员会获得个性化的支持。作为AsBAA成员，您可以参加全球活动交流及地区会议。AsBAA鼓励其成员充分利用协会每年提供的各种市场契机。

服务支援



JOIN AsBAA 加入AsBAA

The Asian business and general aviation industry needs your support. We are passionate about realising the growth potential of the industry in Asia. Join us to secure action tangible and meaningful change for business and general aviation in Asia.

亚洲商业和通用航空业需要您的支持。我们对实现亚洲地区的行业增长充满热情。加入我们，帮助我们为亚洲的商务和通用航空做出有意义的改变。



ASBAA DISCOVERY

航空新生代

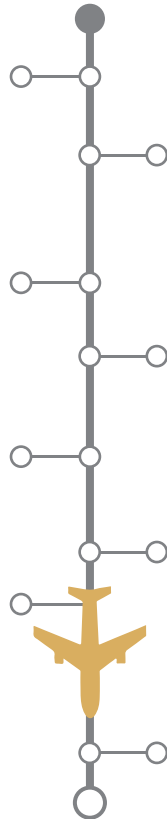
Began at ABACE2014 and is now more active than ever!
从ABACE2014开始，现在比以往任何时候都更加活跃！

There are endless job possibilities in Business Aviation / General Aviation!
商务航空/通用航空就业机会无限！

Discovery operates throughout Asia.
活动遍及整个亚洲地区。

We are continuously expanding.
队伍在不断壮大。

We are always seeking new educational partnerships.
一直在寻求新的教育伙伴。



From 2014 - 2023, we have introduced thousands of students to Business Aviation / General Aviation.

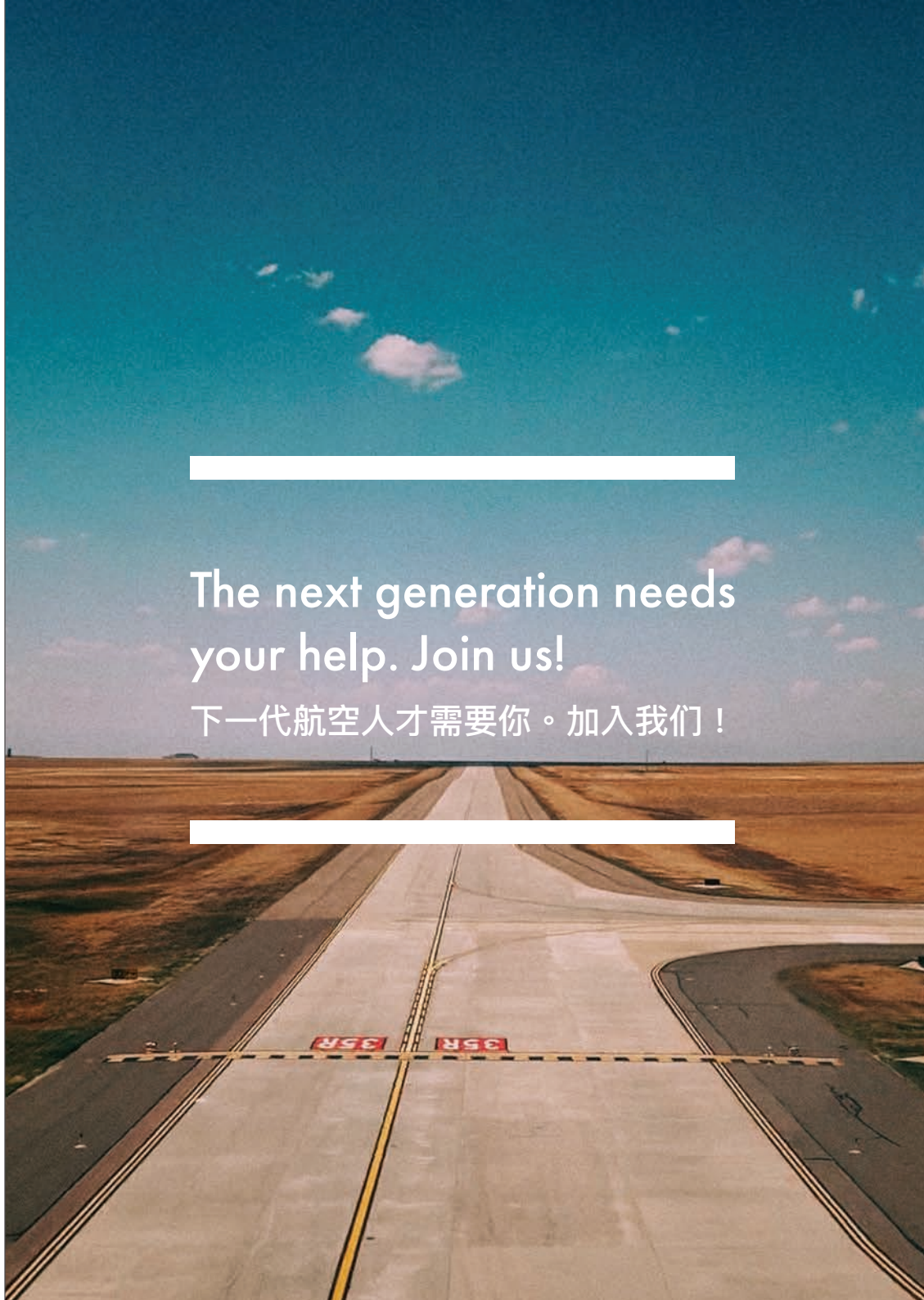
从2014年到2023年，我们已经为成千上万的学生介绍商务航空/通用航空。

There is never any fee to attend our discovery events.
新生代活动无任何费用。

A dedicated discovery team is in place to support you.
新生代团队无处不在地支持。

We connect next-generation talent with industry.
将下一代人才与行业紧密相连。





The next generation needs
your help. Join us!

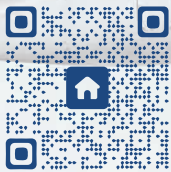
下一代航空人才需要你。加入我们！



Contact Us

联络我们

info@asbaa.org



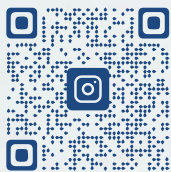
Home Page



Linkedin



Facebook



Instagram