

WINGS CHAMBER

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Dynamic Asia heads for new record in 2010

Singapore, 16 December 2010 - Asia Pacific is powering ahead as one of the most dynamic regions for world tourism in 2010. Outbound travel is increasing at double-digit rates and will end this year well ahead of 2008 levels, thus setting a new record, according to the newly-published ITB World Travel Trends Report from Messe Berlin. The prospects for further growth in 2011 are looking good. Asia Pacific is demonstrating this year that it is one of the engines driving world tourism forwards. In 2009 there was a 9% drop in outbound trips by Asians due to the impact from the worldwide economic downturn. But the region is more than bouncing back in 2010, the ITB World Travel Trends Report found. Asian outbound travel showed strong growth of 15% over the first eight months and is expected to end the year showing a 14% rise on 2009 (due to comparison with the already improving Q4 2009 figures). This result will set a new all-time high since volumes are expected to be 4% ahead of the previous record year of 2008.

The booming outbound Asian markets this year are China, South Korea and Malaysia, which are all increasing at more than 20%, while Taiwan, Japan, Singapore and India are also growing at double-digit rates, the report from Messe Berlin showed. These figures confirm the optimism that people were already demonstrating at this year's ITB Asia in October," commented Nino Gruettke, Executive Director ITB Asia. "Prospects are looking good for 2011." Messe Berlin, which has successfully organised the ITB Berlin for 45 years, launched ITB Asia in 2008 in Singapore through its subsidiary Messe Berlin (Singapore) Pte Ltd to create a leading trade show for all sectors of the Asia Pacific travel industry.

Asia to increase world market share

In terms of destinations, 76% of Asian trips are to countries within the region, while 13% are to Europe and 10% to the Americas. This year Asia will increase its market share as a destination for Asian travellers given a 17% growth rate, but the Americas (+20%) are also proving popular for Asians this year. European inbound

from Asia is growing at a more modest 8% and should reach 10.4 million trips by Asians this year, according to the report. In comparison to the strong Asian growth, total world outbound travel is recovering well but more moderately this year and is expected to grow 7% after a 4% decline in 2009. This means that Asia Pacific will increase its share of the overall world outbound travel market this year. At present Asia accounts for 18% of world outbound tourism, compared to 59% for Europe but is already ahead of the Americas (17%). Given its dynamic growth, the region is expected to continue winning market share in the years to come.

Indian outbound market ready to take off in 2011

The 2011 outlook for Asian outbound travel is very positive, the ITB World Travel Trends Report predicted. The region is forecast to grow a further 6 to 8% next year on top of this year's expected 14% growth. In particular, India appears set for strong growth since 43% of Indians are planning more outbound travel next year.

China and India heat up the tourism industry

Looking further ahead, both China and India have the potential to develop into attractive outbound markets in the years to come. At present, China is the tenth-largest outbound market in the world, just behind Japan, but trailing major European countries and the USA, according to the report. By 2020, however, the number of Chinese outbound travellers could double and the number of Indians travelling abroad could grow fivefold. This would raise both countries within a decade to the top six outbound markets worldwide.

"China's emergence as the new superpower will define the global economy as well as world tourism over the next 20 years," said Professor Haiyan Song, chair professor of tourism at the Hong Kong Polytechnic University, in the ITB World Travel Trends Report. He stressed that several key

factors would drive a dramatic growth in Chinese outbound travel over the coming decade, including the emergence of a large middle class which could afford to travel abroad and changes in visa regulations. At

present most Chinese travel abroad in groups due to visa regulations (as well as for language and cultural reasons) but to Hong Kong, where no such rules apply, about 70-80% of trips are made individually. "In the future if there are no visa restrictions for travel to Europe and America, then I'm sure the percentage of individual travellers will go up significantly," he commented. Moreover, any strengthening of the Chinese currency, the renminbi, would increase purchasing power for outbound travel, he pointed out. The ITB World Travel Trends Report 2010/2011 is available at www.itb-berlin.com. The report is based on the assessments of 50 tourism experts from 30 countries, on a special IPK International trend analysis undertaken in leading source markets, and on core data supplied by the World Travel Monitor®, recognised as the largest continuous survey of global travel trends in some 60 source countries. The findings reflect trends which emerged during the first eight months of 2010.

ITB Asia will take place at the Suntec Singapore Exhibition & Convention Centre, 19-21 October, 2010. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The event will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa and the Middle East, covering not only the leisure market, but also corporate and MICE travel. ITB Asia 2011 will include exhibition pavilions and tabletop presence for small and medium-sized enterprises (SMEs) providing travel services. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities and travel technology companies are all expected to attend. www.itb-asia.com.

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2011

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The Business Continuity Awards 2011



The Business Continuity Awards

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The Business Continuity Awards are open to organisations globally, and consist of a 2,000 word statement. The deadline for submissions this year is 18th February 2011. The results will be announced and the awards presented at the Gala Dinner on the 25th May 2011 at the Hilton on London's Park Lane.

Please visit our dedicated website www.businesscontinuityawards.com for a complete list of categories with detailed entry criteria, as well as information about our judges and a comprehensive archive of Business Continuity Award winners throughout the history of the industry's official awards and most anticipated event in the industry calendar.

Federation of Indian Export Organization

Interest hike to depress credit demand further: A. Sakthivel, President FIEO

Mr A Sakthivel, President, Federation of Indian Export Organisations (FIEO) while commenting on the rupee edging higher today stated that influx of foreign funds of US \$ 16.5 billion in Indian equities during the year has impacted the rupee movements. RBI on its part has imposed "soft controls" on capital inflows to contain un-necessary volatility by re-introducing price ceilings on overseas borrowings / disallowing buybacks of FCCB's etc. President, FIEO while taking stock of the situation elaborated that with inflation trebling to 4.78% per November and expected to be around 7% towards the end of the year, as a result of which CRR is expected to be hiked leading to higher rates of interest whereas the weekly RBI data collation (ending 11th December, 2009) shows credit has barely picked up to double digit levels of 10% as against a 26% credit growth in the previous year in the corresponding period.

While most Banks are down sizing credit off take targets, a rate hike may further depress demand in the absence of adequate stimulus from the Government to specific sectors, Mr Sakthivel explained.

Positive growth an indication of exporters' resilience : FIEO Chief

Mr A. Sakthivel, President, Federation of Indian Export Organisations (FIEO) is happy over the 18% positive growth for the month of November, 2009 which is an indication of exporters' resilience and positive impact of the stimulus extended by the Government. FIEO Chief hopes that the Government will continue with the stimulus particularly subvention of the interest rates for exports as interest rates are set to move Northward. President, FIEO expects that exports may touch between Dollar 165-170 billion by the end of this fiscal.

Credit likely to be costlier for MSME Sector: A.Sakthivel, President, FIEO

Mr A Sakthivel, President, Federation of Indian Export Organisations (FIEO) while commenting on RBI data released on 25th December, 2009 stated that while credit off take had picked up marginally to double digit levels (10.5%) vis-à-vis last year (26.4%) the banks are lending idle cash for higher returns to companies for advance tax payments which has sucked up about Rs.40,000 to Rs.45,000 crores. This is supported by RBI data (23rd December, 2009) stating that banks parked Rs.40,000 crores through the reverse repo auction as against Rs.90,000 crores on December 14, a day before the payment of the third installment of advance tax.



Fans predict victory for Yorkshire 2011 LV= County Championship

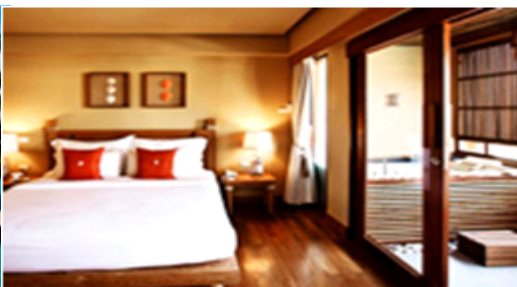
The LV = County Championship begins on Friday 8 April and cricket fans have predicted that the 2011 winner will be Yorkshire CCC. Over 2,500 fans placed their predictions on the Official England Cricket - TwelfthMan Facebook page, www.facebook.com/englandcricket, with Yorkshire CCC winning 28.3% of the votes.

Following a successful first year of providing highlights with over one million views throughout the season, ECB.co.uk will once again be providing coverage of the LV= County Championship all summer long with coverage of every match and video highlights of every day available on www.ecb.co.uk/lvcc.

Current champions Nottinghamshire will begin the defence of their title on Thursday 14 April when they will face Hampshire at Trent Bridge. The LV = County Championship runs throughout the season with the final round of matches beginning on Monday 12 September

The first round of matches involves 14 teams with newly promoted Sussex travelling to Lancashire and Worcestershire, who also gained promotion, hosting Yorkshire. Durham, who won the LV = County Championship in 2008 and 2009 will be hoping for a strong start to their 2011 campaign when they travel to the Rose Bowl to face Hampshire. In Division Two the pick of the matches sees Essex and Kent, both relegated last season, face each other at Chelmsford.

Outrigger Announces New Resort in Koh Samui, Thailand





DUBAI INTERNATIONAL MOTOR SHOW WHERE THE AUTOMOTIVE INDUSTRY MEETS IN THE MIDDLE EAST

WORLD TRAVEL AWARDS CALL FOR NOMINATIONS

World Travel Awards seeks to find the best in travel industry in 2011

World Travel Awards is issuing a call to those organisations that aspire to be the best of the best in the business to participate in the 2011 World Travel Awards

The highest accolade in travel and tourism, the awards is hailed as 'the Oscars of the travel industry' by the media worldwide for identifying and rewarding excellence.

Last year's self nominations rose an outstanding 50 per cent compared to the previous year, and in 2011 the competition is set to be the fiercest yet as companies and destinations realise the commercial benefits and kudos that comes from winning a World Travel Award

Entry is now open for categories in Africa, Asia, Australasia, the Caribbean, Central America, Europe, Indian Ocean, Middle East, North America, South America and World.

The entry form can be completed online or downloaded from www.worldtravelawards.com/entry2011

Nomination submission deadline will be Friday 4th February.

The complete nomination's list will be announced in time for ITB in March. Voting will then open and be carried out by an audience of 183,000 travel agents and tourism professionals from 164 countries, as well as visitors to World Travel Awards website who are encouraged to submit their votes via the online voting system.

World Travel Awards has announced the locations of the 2011 events which include: Antalya, Bangkok, Dubai, London, Rio de Janeiro, San Francisco and Sharm el Sheikh. The events are widely regarded as one of the best networking opportunities in the travel industry, attended by government and trade leaders, CEO and director -above level professionals as well as international media.

World Travel Awards, President and Founder, Graham E. Cooke said: "With 2010 proving to be one of the toughest on record for the travel and tourism industry, we saw the true leaders of travel turn adversity into opportunity and 2011 will be no different."

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6th International Fashion Jewellery & Accessories and International Watch & Clock Fairs get huge response from GCC visitors

Fashion jewellery accounted more than 25% of UAE's non-oil foreign trade, with a total value of \$50 billion

Dubai, UAE, 14th December, 2010: The 6th International Fashion Jewellery & Accessories (IFJA) and International Watch & Clock Fairs IWCF) have got a huge response from GCC visitors on the first two days of the show at the Dubai International Convention and Exhibition Centre.

The twin exhibitions, the only specialized and dedicated fairs for fashion jewellery, imitation jewellery, costume jewellery, silver Jewellery, gold plated, fashion accessories as well as all kinds of watches and clocks, are being organized by International Exposition (under Al Fajer Information & Services).

Satish Khanna, General Manager of Al Fajer Information & Services, said: "The business of jewellery, including fashion jewellery, pearls, precious or semi-precious stones, precious metals and imitation jewellery, accounts more than 25 percent of the UAE non-oil foreign trade according to recent figures, with a total value of \$50 billion. The Fashion Jewellery & Accessories Fair and the Watch & Clock Show have established themselves as a unified specialized event that has attracted exhibitors from over 12 countries."



GIFT GUIDE

UAE commands 25 % of Middle East air charter business, says International Air Charter, now rebranded 'Private Jet Charter'

UAE businessmen make average of 12 charter flights a year

Dubai, UAE, 26th December, 2010: The UAE commands 25 percent of the air charter business in the Middle East, according to International Air Charter, one of the world's largest independent private jet charter brokers, now rebranded as Private Jet Charter. Businessmen in the UAE make 12 charter trips a year on average. According to the company, the air charter business in the Middle East is picking up again after recession forced some companies to shut down their flight operations or sell off their corporate jets, thus giving a boost to air charter business as an attractive and cost effective alternative to commercial air travel. Commenting on the rebranding, Chief executive Hugh Courtenay, who founded the company, says: "As a 20 year old brand representing the world's leading private jet charter companies, we have changed our name to Private Jet Charter as we embark on a new journey into the world of charter travel under a changed business scenario."

From starting the business in the UK in 1991, Courtenay has overseen the growth of a major international aviation charter organisation that has now a network of offices in the UK, Nice and a significant presence in the Middle East from a busy base in Dubai. The organisation plans to open new offices in key charter hubs of Moscow and Florida in 2011. People from all walks of life and from the widest range of areas of business, industry and commerce, are regular users of the company's services, according to Courtenay. Our growth has been due to a range of vital factors," says Courtenay, "from our complete

dedication to our customers, to our access to what we believe is the largest and most comprehensive fleet of private jets anywhere in the world. Our sophisticated state-of-the-art aircraft sourcing technology was developed at an early stage and this Computerised Aircraft Tracking System CATS enables our aviation consultants to source available aircraft at the click of a mouse, by aircraft type, number of seats, year of manufacture and from any location in the world. When a customer calls with an enquiry, we can almost instantly provide details of the most suitable available for the clients' itinerary and give an indication price, there and then." Elie Abdo, Managing Partner - Middle East added: "The Middle East market offers great long-term potential for us. Our client base of royal families, CEOs, and other members of the region's affluent segment has been steadily increasing as clients recognise the strategic benefits of charter jet services, particularly in terms of convenience and time savings." The nature of the private jet charter business means that recession has had little effect on it. Private jet charter has in fact become increasingly popular in recent years as more and more people avoid security worries and expectations of long waits to check-in at airports by opting for the advantages of taking a private jet.

"Charter jet services are now considered as a convenient means of transport in the Gulf region. Our Middle East clients are now availing from our global network and we are sustaining our enhanced privileges and more personalised and customised services compared with regular commercial airline

offerings. Moreover, with a whole range of aircraft readily available, our customers are convinced now that availing of our charter services is better than owning a fleet with all associated costs and logistics," added Abdo.

Specific benefits that the Private Jet Charter organisation offers its customers include 24 hour service round the year, multilingual and expert staff, competitive free quotations and advice, unique CATS aircraft sourcing technology, flight watch monitoring on all executive air charter flights. This involves keeping the PA or travel organiser informed of every stage of the journey, from limousine pick-up to take-off, progress of the flight and landing.

Also, other benefits of Private Jet Charter organisation includes state-of-the-art new generation private jets, high-calibre pilots and cabin crew, use of private business and VIP terminals, check-in only 15 minutes before departure, rapid but secure, immigration procedures, fly from an airport of your choice at your time, 'meet and greet' facilities, comprehensive airport information and limousine ground transportation, if required.

Private Jet Charter is an ISO 9002 - certified company with 20 years of leadership in the aviation field. It is a respected provider of VIP aircraft, executive jets, helicopter charter, corporate airliners and dedicated medical evacuation aircraft.

The company accesses its global fleet through a Computerised Aircraft Tracking System which is updated automatically on a daily basis.

Happy New Year from The Media Group

Wishing you every happiness this Holiday Season and prosperity in the New Year. Thank you for all your help and support. We look forward to continuing our relationship in the coming year.

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ASIAN AEROSPACE 2011 CONGRESS FOCUSES ON CHINA'S GROWING INFLUENCE ON THE GLOBAL AIR TRANSPORT INDUSTRY

Set against continuing strong growth across the region, more than 400 business leaders from the world's aerospace, airline, airport, aircraft leasing and financial community have already registered to attend the Asian Aerospace 2011 Congress, which will focus on China's increasing influence on the global air transport industry. The event is an integral part of the region's leading commercial aviation exhibition, which takes place in Hong Kong 8th-10th March 2011

The three-day event will explore vision and strategies with the following themes: Challenges and benefits of the aerospace growth curve in Asia, which will tackle how China's blueprint of aviation infrastructure will shape up over the next decade, together with how market-led funding opportunities can support aerospace development as the Chinese-built C919 regional jet edges closer to its in-service target date of 2016. How China's operating lessors are making their presence felt in the global market will be addressed by some of the industry's leading industry financial figures.

Visionary infrastructure strategies to keep growth on track, where India for example is going to need about 400 airports and 3,000 passenger aircraft over the next decade, will be addressed, with a focus on how the airlines are preparing for competitive pressures of the upturn. Delegates will hear from leaders of low cost carriers and how they believe the market is shaping up for short haul operations, together with what the EU's emission scheme means for Asian carriers.

Afternoon debates will give speakers and delegates the opportunity to examine and discuss in detail some of the critical issues facing civil aviation in the region. Subjects to be covered include financing strategies underpinning growth and how China's maintenance specialists are engineering a regional MRO powerhouse. Optimising airspace for maximum efficiency and capacity and advanced materials and emerging technologies that will shape the future of aviation manufacturing will be addressed. The essentials for leveraging maximum value from next-generation cabins with a look at new technologies, on board WiFi and how mobile services will boast ancillary revenue.

"Following a very successful event in 2009, this year's Congress will be held over three full days, structured to enable delegates and speakers ample opportunity to swiftly move between conferences, the exhibition and other activities taking place at Asian Aerospace, with plenty of time for networking and business discussions," said Brian Thomas, VP Aerospace, Reed Exhibitions Hong Kong.

An impressive array of speakers has been assembled with a wealth of expertise and experience. Tony Tyler, Chief Executive of Cathay Pacific, who takes over as the next IATA Director General in March will give the Congress keynote speech at 11.30 on March 8th.

New Aviation Awards Asia

Asian Aviation Magazine and Reed Exhibitions organisers of Asian Aerospace 2011, have joined forces to launch the inaugural *Aviation Awards Asia*. Winners to be announced at a gala lunch to be held on 9th March.

This truly Asia-focused event will recognise outstanding achievements in the Asian commercial aviation industry. The goal is to raise the profile of the key players in the market, rewarding innovation, excellence, professionalism and best business practices

The Awards will be presented in five categories:

Full-Service Airline; Low-Cost Carrier; Business Aviation; Maintenance, Repair and Overhaul and Technology & Environment. Entrants have been judged by a panel of industry experts taking into account a range of factors, including impact on business performance, originality, effect on operational safety, customer service and contribution to aviation in the Asia-Pacific region.

About Reed Exhibitions

Reed Exhibitions is the world's leading organizer of trade and consumer exhibitions. Reed Exhibitions excels in creating high profile, highly targeted business and consumer exhibitions to establish and maintain business relations, and generate new business.

Every year Reed Exhibitions runs more than 500 events in 38 countries, bringing together over 90,000 suppliers and more than six million buyers. With 2,600 employees in 39 offices around the globe, Reed Exhibitions serve 47 industries worldwide.



GAMA AVIATION FZC DEBUTS CHALLENGER 850 OPERATIONS IN UAE

Gama Aviation FZC recently introduced its latest aircraft, a Bombardier Challenger 850, into service, having received its Certificate of Air worthiness for the type on December 16, 2010 the first model in the UAE.

The aircraft, owned by a private individual and managed by Gama out of Dubai International Airport, has already operated several charters throughout the region. The 850 joins four other business jets in the Gama Aviation FZC stable and takes the total number of aircraft operated by Gama Aviation worldwide in Europe, the Americas and the Middle East to over 75.

Gama's managed Bombardier fleet includes two Learjet 45s, two Learjet 60s, two Challenger 604s, two Challenger 605s and another recent addition, a Global XRS. The latter is also based in the Middle East.

"Gama Aviation FZC only obtained its UAE GCAA Air Operator's Certificate in February last year so we are pleased that this development is very much in line with our first year aims," said Managing Director Dave Edwards. Gama is on track to obtain its UAE GCAA CAR 145 maintenance approval within the first half of 2011 and is working to complete its new 12,000 sqm hangar facility at Sharjah which will provide hangarage and maintenance facilities for business jet aircraft in the region. It will also be home to a new Fixed Based Operation.

Captions: Gama Aviation's Managing Director Dave Edwards and Sales Manager Oliver Hewson with Wassim Saheb, Sales Director, Middle East, North Africa, and Turkey, Bombardier Business Aircraft.



Tourism Authority of Thailand

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