

# WINGS CHAMBER

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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.

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### New Aviation Awards Asia

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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.

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"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

amazing  
THAILAND  
Amazing Value

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Diary for...  
**FEB 2011**  
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**ChemTECH**  
WORLD EXPO 2011

**EPC 2011**  
Engineering Procurement & Construction

EPC Conferences on February 24-25, 2011

Venue : Bombay Exhibition Centre, NSE Complex, Goregaon (East), Mumbai, India.



Concurrent Events :  
**Pharma Bio** **Industry Revolution & Control 2011** **WaterEX**

**Online Delegate Registration Now !!!**

## Air Partner organises humanitarian flights for the DFID

International aviation provider Air Partner plc has been working closely with the British Government this week as it hopes to repatriate up to 6,000 displaced Egyptians who have flooded into Tunisia as a result of the political uprising in Libya.

Air Partner has been busy organising charter flights from Djerba to Cairo using aircraft such as 165-seat MD83s and 280-seat Boeing 767s. Some of the aircraft are undertaking several rotations a day. The first three flights, which were arranged within 24 hours of receiving the call for assistance, departed on Wednesday (March 3) and more flights will be operated over the next few days.

The operation forms part of Air Partner's contract to undertake all passenger and freight air charter services for the UK's Department for International Development (DFID).

Earlier this week, Air Partner organised two DFID-chartered Boeing 747 freight charters which flew from Dubai to Djerba carrying a total of 191 tonnes of blankets and tents. These were for the makeshift camps set up in the safe haven of Tunisia for the thousands who have fled the Gaddafi regime.

### Air Partner

Air Partner Chief Executive Mark Briffa, said: "Air Partner is a specialist at planning and conducting evacuations as a result of political emergencies and our teams around the world have been working tirelessly for several weeks to rescue expatriate personnel."

London Gatwick-based Air Partner is a world-class provider of aviation services to industry, commerce, governments and individuals world wide. The company has earned global recog-

nition as a leading aircraft charter broker and organises ad hoc charters of aircraft of every size for any reason. Its three main divisions, supported by a host of support teams, comprise Air Partner Freight, Air Partner Private Jets and Air Partner Commercial Jets. Air Partner Private Jets offers ad-hoc charter and the company's unique pre-paid Jet Card scheme. Air Partner Freight charters aircraft of every size to fly any cargo anywhere, at any time. The Commercial Jets division charters large airliners with 20 to 500 seats for groups of every size. With its headquarters in the UK, Air Partner has 20 offices spanning Europe, Asia, the Middle East and North America and operates a 24/7 year-round Flight Support centre from its London Gatwick base. The Group was formed in 1961 and is fully listed on the London Stock Exchange.

## Thailand Too Reliant on Mass Tourism

Thailand needs to move beyond its 'Amazing' brand, embrace quality tourism and build iconic mega-attractions instead of more hotel rooms that only end up being discounted, says David Keen, CEO of [Keen](#), a global brand strategy and communications agency with its head quarters in Bangkok

On March 2, the Thai Prime Minister Abhisit Vejjajiva told his country's travel industry leaders at the 'Thai Tourism in the Next Decade' forum that the country needs to focus more on quality tourism

To me that means we need to attract higher yield, higher disposable income, higher spending leisure and business visitors.

Prime Minister Abhisit is to be saluted for his opinion. Thailand needs to move away from its dependence on increasingly irrelevant, low yield mass tourism.

Official government statistics show that international arrivals in 2011 will reach about 16.6 million, an increase of 4.4%. To put that in context, Thailand's Ministry of Tourism and Sport reports that the country recorded annual tourism growth of 7.5% between 2005 and 2010, with visitor arrivals growing from 11.5 million in 2005 to around 15.8 million last year.

However, macro statistics like this are increasingly misleading. Look closer and you'll discover that long-haul, long stay, higher spending visitors are being replaced by shorter stay mid-market visitors who spend less per capita per visit.

A new and unsustainable trend has emerged.

The country has to run faster to stay still. Because more tourists stay shorter and spend less, Thailand needs to maintain double digit growth in arrivals just to match the preceding year's tourism earnings.

More hotel beds and airplane seats creates over capacity. Empty hotel rooms and low load factors are causing price dumping and desperate short-term marketing pitches to mass market suppliers.

I am increasingly concerned. The over supply of rooms and seats are among key factors pushing Thailand's brand reputation into a downward spiral. Huge volume, cost-conscious tourists bring the country's brand down, which in turn attracts lower yield tourists.

Political instability, long queues at Suvarna bhumi airport, over-crowding and environmental degradation are also damaging the brand. Such all-too-visible problems are 'amazing' in the eyes of tourists who are used to high quality travel experiences in Europe, Japan, Australia and the United States.

Thailand's brand is becoming more 'amazing' for all the wrong reasons.

Because of a toxic *tom yam* mix of political, capacity and branding issues, Thailand is witnessing the flight of quality to alternative destinations such as Malaysia, Vietnam, Sri Lanka and the Maldives.

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These numbers give serious pause to international luxury hotel brands. Luxury accommodation brands will only continue to invest in your country if they believe they can attract high yield returns.

If you're going to build, stop building so many hotels and start building iconic mega projects. Singapore bravely built the Marina Bay Sands, Universal Studios and added F1 night races. Hong Kong opened Disneyland and Ngong Ping 360. Malaysia has announced Legoland.

Thailand has very little 'new' to offer except more amazing sales and discount prices. It's not a sustainable proposition.

Bangkok has added a skytrain, an underground train network and a new airport, all in the last 11 years. The country can deliver on ambitious goals when it acts as one.

My hope is that Thailand will unite to build brand equity. We should move on from the worn out 'Amazing Thailand' mantra to a new era based on higher yield, higher value leisure and business visitors.

# DUBAI INTERNATIONAL MOTOR SHOW

معرض دبي الدولي للسيارات

10 - 14 November 2011

Dubai International Convention and Exhibition Centre



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

### Federation of Indian Export Organization FIEO signs MOU with Chamber of Commerce & Industry of Burkina Faso

Federation of Indian Export Organisations (FIEO) signed an MOU with Chamber of Commerce & Industry of Burkina Faso at New Delhi. The objective was to promote bilateral Trade and economic cooperation between the two countries.

The MoU was signed by Mr J.K.Jain, Chairman, FIEO (Northern Region) on behalf of FIEO and Mr Gaspard Ouedraogo, Vice President, Chamber of Commerce & Industry of Burkina Faso in the presence of Mr Idriss Raoua Ouedraogo, Charge D' Affaires, Embassy of Burkina Faso, New Delhi, Mr Nana Benjamin, Director, Ministry of Foreign Affairs and regional Cooperation, Burkina Faso, Mr Deepak Ramchandani, Honorary Consul to Burkina Faso, Mr Ajay Sahai, Director General, FIEO and Mr G P Upadhyaya, Secretary General, FIEO.

Mr J.K.Jain, Chairman, FIEO (Northern Region) in his welcome address mentioned that India's bilateral trade relations with Burkina Faso has

been cordial and trade between the two countries is growing. He informed that bilateral Trade increased from USD 29.54 million in 2004-05 to USD 88.35 million in 2008-09. India's exports were USD 48.29 million in 2008-09 showing a growth of almost 49% as compared to the year 2007-08 when it was USD 32.40 million.

Mr Ajay Sahai, DG, FIEO in his remarks mentioned that the MOU will further enhance our trade not only with Burkina Faso but other parts of Western Africa also. He also apprised the dignitaries about the role of FIEO in export promotion and its various activities.

Mr Gaspard Vice President, Chamber of Commerce & Industry of Burkina Faso while signing the MOU informed that lot of business opportunities exists in Burkina Faso and invited a delegation of Businessmen from India to visit Burkina Faso to explore and expand business.

Mr G.P. Upadhyaya, S G, FIEO while proposing vote of thanks mentioned that signing of MOU would see lot of trade and commerce between the two countries. He informed that FIEO is constantly working to increase India's international trade and the MOU will further augment our efforts in this direction.

India's major exports to Burkina Faso include pharmaceutical products, rubber and articles, plastic and articles, articles of iron or steel, vehicles other than railway or tramway rolling stock, and parts and accessories, sugars and sugar confectionery.

India's major imports from Burkina Faso include cotton. oil seeds and olea. fruits; misc. Grains, seeds and fruit; industrial or medicinal plants; straw and fodder. raw hides and skins (other than furskins) and leather.

**3,000 couples participate in Bawadi Mall's Valentine's Day Gift event from February 4-14 Free contest gives a mega gift to one couple!**



BUSINESS MONITOR INTERNATIONAL

COUNTRY RISK. INDUSTRY AND COMPANY INTELLIGENCE ON GLOBAL MARKETS



# GIFT GUIDE

## Private Jet Charter registers 120 % growth in January

*Private jet business is booming in the UAE, with businessmen switching to charter jets instead of having their own*

Dubai, UAE, 21<sup>st</sup> February, 2011: Private Jet Charter, one of the world's largest independent private jet charter brokers and consultants, said its operations registered a growth of 120 percent in January 2011, compared to January 2010.

The company posted record revenue growth in the UAE, with charter flights increasing month on month throughout 2010.

Mark Champion, FD, Private Jet Charter, said: "Our revenues saw an increase of 120 percent. Our finding is that more than 20 percent of Gulf businessmen have switched to charter jets, after giving up self-owned jets because of higher operating and maintenance costs." The last week of January witnessed increased demand for charter jets everywhere, ranging from Egypt to different parts of the world, added Elie Abdo, Managing Partner, Middle East.

Abdo added: "2011 looks very promising for our operations in the UAE. Throughout our 9 years in the Middle East region and 20 years in Europe, we have strengthened our market standing in the European and Gulf regions. As a result, we are considered one of the leading private jet charter businesses in the world." Private Jet Charter has been expanding its

presence in the Middle East by building alliances with prominent regional players. The company's UAE growth coincides with its remarkable expansion in the whole Middle East area as well as Europe, North America and other parts of the world.

Abdo added: "It is natural that our growth in the UAE spurs our expansion in other parts of the world as Middle East travellers who use our services travel to destinations in Europe, America and Africa. We expect this business to flourish in 2011 because businessmen are more convinced than ever that it is more economical to charter flights instead of buying jets. This is giving a huge boost to air charter business."

Champion said this growth stems from the rising awareness about the advantages and flexibility of private jets in the Middle East.

Private Jet Charter caters to UAE high fliers, such as royal families, CEOs and top government officials who are looking for more convenient means of transport to key destinations all over the world.

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.

Other benefits of Private Jet Charter organisation include state-of-the-art 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 the customer's choice at his 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.

## ASIAN AEROSPACE 2011 REACHING NEW HEIGHTS IN HONG KONG

*Record numbers of visitors and aircraft on display*

Asian Aerospace Expo and Congress 2011 opens its doors at AsiaWorld Expo, Hong Kong, with a ceremony at 10am Tuesday, 8th March. More than 11,000 trade delegates are registered, including 3,500 from China. Over 1,200 of these Chinese delegates are from the airlines that operate 90% of the nation's fleet and global airline attendance is expected to significantly exceed the 2009 event figure, where the 100 airlines that were represented operated a total fleet of over 11,000 aircraft, more than half the world's commercial fleet.

Asian Aerospace 2011, taking place in Hong Kong for the third time, is set to be the best ever, with a packed programme of informative conferences and busy exhibition hall, where 270 exhibitors from 32 countries will be

represented under one roof. The largest exhibitor will be Commercial Aircraft Corporation of China (COMAC), manufacturer of the C919 airliner, whilst newcomers to the show include the Mitsubishi Regional Jet from Japan and the Sukhoi Superjet 100 from Russia. Other major exhibitors will be Airbus, Air China Technics, AVIC International, Boeing, Bombardier, Cathay Pacific, CFM international, China Eastern, China Southern Cargo, Dassault, Gulfstream, HAECO and Hawker Beechcraft.

Asian Aerospace 2011 features a packed programme including a three-day Congress, Asian Business Aviation, Air Freight Asia, Asia Pacific Airline Training Symposium and Aviation Awards Asia.

At the Congress, business leaders from the world's aerospace, airline, airport, aircraft leasing and financial community will discuss China's increasing influence on the global air transport industry. The three-day event will look at critical issues facing civil aviation in the region such as growth and development, infrastructure, financing strategies, MRO, airspace optimization and new and emerging technologies. Asian Aerospace will also host the Asia Pacific Airline Training Symposium (APATS), to be held within a dedicated simulation and training pavilion during 8th-10th March. The Hong Kong Civil Aviation Department will also host a separate Accident Investigation conference.

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