

**Day 1: Tuesday, 4 March 2025**

**14:00 – 14:10 Introduction and Opening Remarks**

**Speaker:**



**Phil Balmer**  
Chairman  
Asian Business Aviation Association (AsBAA)

**14:10 – 15:00 Asia Business Aviation Market Outlook**

- 2024: Year in review
- What to expect in 2025: trends and outlook
- Opportunities and market potential

Join us for an insightful session exploring the highlights of 2024 and how it has shaped global markets and industries. This session will then dive into emerging trends and key developments to anticipate in 2025, focusing on innovations, challenges and growth opportunities. Gain valuable insights into the economic and business outlook for subregions like Southeast Asia, Northeast Asia and beyond.

Discover untapped market potential and strategic pathways to thrive in the evolving global landscape. Whether you are a leader, investor or strategist. This session equips you with actionable knowledge to navigate the year ahead and capitalise on regional growth opportunities.

**Keynote Speakers**



**Dennis Lau**  
Consultancy Services Director  
Asian Sky Group



**Lionel Olonga**  
Senior Aviation Analyst  
Cirium Ascend Consultancy



**Paul Burton**  
Managing Director, Asia-Pacific  
Aviation Week Network

**15:00 – 15:40 Charter Market**

- Current state of market
- Trends in charter market
- Profile of people chartering
- Customer preferences and factors affecting their choices

Explore the current state of the charter market in this comprehensive session, analysing key trends and shifts shaping the industry. This session will dive into the evolving profile of customers, uncovering who is driving demand and how preferences are changing.

Learn about the factors influencing customer choices, from pricing and service quality to sustainability and bespoke experiences. Gain insights into emerging patterns and market opportunities to position your business for success. Whether you're an operator, broker, or investor, this session will provide valuable perspectives to stay ahead in the dynamic and competitive charter market.

**Moderator:**



**Leithen Francis**  
Managing Director  
Francis & Low

**Panellists:**



**Hibiki Umemoto**  
Sales Manager, Southeast Asia  
Phenix Jet



**Ian Moore**  
Chief Commercial Officer  
Vista Global



**Jolie Howard**  
CEO  
L'Voyage



**Rizkian Fazli**  
Commercial Manager  
Jetset



**Tom Kunsch**  
General Manager Singapore  
Luxaviation Asia Pacific

## Day 1: Tuesday, 4 March 2025

15:40 – 16:25 Break

### 16:25 – 17:15 Sustainability in Aviation

- Sustainable Aviation Practices and Eco-Friendly Flight Operations
- Challenges in Adoption Sustainable Aviation Fuel
- Carbon-Offsetting Programmes
- Electric Motor Technology
- Issues and Challenges to Achieving Carbon Neutral Goals

Delve into the critical topic of sustainability in aviation as we examine eco-friendly flight operations and practices shaping the industry's future. This session will address the challenges in adopting sustainable aviation fuel (SAF), including availability, cost and infrastructure limitations.

Explore the role of carbon-offsetting programs and their effectiveness in mitigating environmental impact. We will also discuss the key issues and hurdles to achieving carbon-neutral goals, from technological innovation to regulatory frameworks. Gain actionable insights into how the aviation sector can balance growth with environmental responsibility, paving the way for a more sustainable future in air travel.

#### Moderator:



**Amalina Jumary**  
Quality Assurance Manager  
Avlaw Aviation Consulting

#### Panellists:



**Andrea Cortes**  
Senior Carbon Offset Consultant,  
Sustainability  
World Fuel – A World Kinect Company



**Ng Tee Chiou**  
Deputy Director-General  
Civil Aviation Authority of Singapore  
(CAAS)



**Professor Ron Bartsch**  
Director  
Dovetail Electric



**Vinesh Sinha**  
Founder/Chief Executive Officer  
FatHopes Energy

17:15 – 17:25 Closing Remarks

## Day 2: Wednesday, 5 March 2025

10:30 – 10:40

### Opening Remarks

10:40 – 11:00

#### Keynote Address: Dassault Aviation

This session by Dassault Aviation focuses on developments in the large cabin, long-haul segment. Learn about new models, advanced technologies and design innovations enhancing comfort, efficiency and connectivity. Gain insights into the evolving needs of high-end travellers and the future of long-distance aviation.

#### Speaker:



**Carlos Brana**

Executive Vice President, Civil Aviation  
Dassault Aviation

11:00 – 11:20

#### Keynote Address: Boeing Business Jets

This keynote session will cover the latest updates from Boeing Business Jets, focusing on developments in the ultra large cabin segment. Learn about new models, advanced technologies and design innovations enhancing comfort, efficiency and connectivity. Gain insights into the evolving needs of government VIP and high-end travellers.

#### Speaker:



**Chris Shindle**

Director of Marketing  
Boeing Business Jets

11:20 – 12:10

#### China's Business Aviation Market

- Pathway to market recovery and moving forward
- Changes in the Chinese buyer profile: Growing affluence and businesses
- Infrastructure development supporting business aviation
- Ownership Vs Charter: understanding the needs and wants of Chinese customers
- How Chinese aircraft owners are driving demand for business aviation elsewhere

Join us as we explore business aviation in China and the path forward. Discover how evolving business priorities are reshaping the Chinese buyer profile. Learn about the infrastructure developments boosting business aviation.

We will analyse the preferences for ownership versus charter, uncovering the unique needs of Chinese customers. Additionally, examine how Chinese aircraft owners are driving demand for business aviation across Asia, shaping new opportunities in the region. Gain valuable insights to navigate this influential and evolving market landscape.

#### Moderator:



**Michael J Walsh**

Director & Senior Consultant  
Aer Mobi Limited

#### Panellists:



**Jeff Chiang**

Director of Sales and Business  
Development  
Amber Aviation



**Joanna Zhou**

Founder  
Ivy Aviation/Jet Link



**Justin Yeung**

Business Development & Sales Director  
Asian Sky Group



**Peggy Zhang**

Deputy General Manager  
Sino Jet Singapore



**Rocky Zhang**

Vice President, Government Affairs  
Textron China

12:10 – 13:40

### Break

## Day 2: Wednesday, 5 March 2025

13:40 – 14:30

### **Southeast Asia, the New Centre of Growth**

- Economic impact and forecasts
- Driving factors for growth and demand in the region
- Important and emerging markets

This session will provide a comprehensive overview of the economic impact and forecasts shaping the business aviation landscape. This session will explore the key drivers fuelling growth and demand across the region, from economic recovery to evolving business and leisure travel trends.

Gain insights into important and emerging markets, identifying where the most significant opportunities lie for industry stakeholders. Discover how regional dynamics and global influences are shaping market trajectories and learn strategies to capitalise on new growth potential. Whether you are an operator, investor or policymaker, this session equips you with the knowledge to navigate and thrive in this evolving industry.

#### **Moderator:**



**Leithen Francis**  
Managing Director  
Francis & Low

#### **Panellists:**



**Darren Broderick**  
CEO  
ACAM Group Pte. Ltd.



**Sia Kheng Yok**  
Chief Executive  
Association of Aerospace Industries  
(Singapore)



**Simon Bambridge**  
Commercial Director  
TAG Aviation



**Stefan Wood**  
Executive Director  
Air 7 Asia

14:30 – 15:20

### **Passenger Experience: Cabin Interiors & Inflight Connectivity**

- Latest satcom system coming onto the market
- New IFE systems
- Cabin customisation and completion slots: Understanding the trends
- Interior design and the correlation to resale value
- Sustainability in materials – upcycling and cabin design

Discover the latest advancements in satcom systems and in-flight entertainment (IFE) revolutionising the passenger experience. This session will explore trends in cabin customisation, completion slots and the growing demand for personalised interiors.

Gain insights into how cabin systems and interior design choices impact resale value and why they are critical for long-term investment. We will also delve into sustainability in cabin materials, including upcycling and eco-friendly design innovations that align with environmental goals. Whether you are an OEM, operator or designer, this session offers valuable perspectives on balancing luxury, functionality and sustainability in today's evolving aviation market.

#### **Moderator:**



**Molly McMillin**  
Managing Editor, Business Aviation  
Aviation Week Network

#### **Panellists:**



**Adam Stewart**  
Head of Sales & Account Management  
IDAIR



**Fabian Nagel**  
Vice President Sales, VIP & Special  
Mission Aircraft  
Lufthansa Technik



**James Person**  
Head of OEM Sales and  
Business Development –  
Business and VVIP Aviation  
Viasat



**Tim Xu**  
Sales Director of Service & Connectivity  
Solutions  
Honeywell Aerospace Technologies



**Tom Phillips**  
Regional Director APAC  
Gogo | Satcom Direct

## Day 2: Wednesday, 5 March 2025

15:20 – 16:10

### MRO

- State of the business aviation MRO industry
- Challenges and opportunities
- Different programs and services for your aircraft
- Predictive and preventive measures
- Power by the hour programs versus other alternatives

This session will provide an in-depth look at the current state of the business aviation MRO industry, exploring both the challenges and opportunities shaping its future.

We will discuss programmes and services available to ensure optimal aircraft performance, including predictive and preventive maintenance measures that reduce downtime and improve safety. Additionally, we will discuss 'power by the hour' programmes with other alternatives, analysing their benefits and limitations for operators. Whether you are an owner, operator or MRO provider, this session will equip you with essential insights to optimise your maintenance strategies and streamline operations.

#### Moderator:



**Molly McMillin**

Managing Editor, Business Aviation  
Aviation Week Network

#### Panellists:



**Paul Desgrosseilliers**

General Manager and  
Accountable Manager  
ExecuJet Haite Aviation Services China



**Phil Balmer**

Director Maintenance  
TAG Aviation



**Simon Wayne**

General Manager, Asia Pacific Region  
Bombardier Aerospace Services  
Singapore Pte Ltd



**Trevor Merszei**

Vice President of Business  
Development, APAC  
Jet Support Services, Inc.

16:10 – 16:20

**Closing Remarks**

## Day 3: Thursday, 6 March 2025

10:30 – 11:15

### Airports & FBOs – An Expanding Infrastructure for Business Aviation

- Airport expansion and modernisation to meet the needs of business aviation
- Innovation in FBOs
- Balancing the needs of business aviation and commercial operators

This session will focus on the ongoing airport expansion and modernisation efforts to better accommodate the growing demands of business aviation. We will explore the latest innovations from FBOs that are designed to enhance the passenger and crew experience with state-of-the-art facilities and services. Additionally, we will discuss the challenge of balancing the needs of business aviation with commercial operators at busy airports, ensuring efficiency and seamless operations. Attendees will gain valuable insights into the infrastructure developments that are shaping the future of aviation and how operators can navigate these changes to stay competitive in a dynamic environment.

#### Moderator:



**Paul Desgrosseilliers**  
General Manager and  
Accountable Manager  
ExecuJet Haite Aviation Services China

#### Panellists:



**Christopher Barrow**  
Director of Flight Operations  
Hong Kong Business Aviation Centre  
(HKBAC)



**Hiroshi Higashiyama**  
Representative Director  
Universal Aviation – Japan



**Rita Tam**  
General Manager  
TAG Aviation

11:15 – 11:45

Break

11:45 – 12:35

### Safety & Regulation for Business Aviation

- How regulators can or are working to meet the needs of business jet operators
- Navigating different rules and regulations across the region
- Aviation safety: What are the major causes of accidents and incidents in our industry
- Efforts underway to improve safety

The session addresses aviation safety, highlighting the major causes of accidents and incidents in the industry and the ongoing efforts to enhance safety. Stay informed on the latest regulatory trends and safety improvements shaping business aviation.

#### Moderator:



**Professor Ron Bartsch**  
Chairman & Founding Director  
Avlaw Aviation Consulting

#### Panellists:



**Iman Kurniawan Rahmanto**  
Quality and Safety Manager  
Premiair



**Mitch Fox**  
Director  
Asia Pacific Centre for Aviation Safety,  
Flight Safety Foundation

12:35 – 14:05

Break

## Day 3: Thursday, 6 March 2025

14:05 – 14:55

### Women in Business Aviation

- How the business aviation industry can attract more women to join our industry
- HR policies that can help to win over more women
- Women who are leading our industry

This session focuses on strategies to attract more women to the business aviation industry and create an inclusive workforce. Expect discussions on HR policies and initiatives that can help retain and support women in aviation, including mentorship programs, flexible working arrangements and career development opportunities.

Highlighting the inspiring women already leading the industry, we will explore their journeys and the impact of diverse leadership on shaping the future of business aviation. Attendees will gain valuable insights into fostering a more inclusive culture, strengthening gender diversity, and leveraging the unique contributions of women to drive innovation and success.

#### Moderator:



**Jenny Lau**  
Vice Chair  
Sino Jet Group

#### Panellists:



**Amy Yang**  
Vice President of Marketing  
Asia-Pacific, Middle East and Africa  
Vista Global



**Cindy Tse**  
Director of Cabin Services  
Sino Jet Hong Kong



**Lili Zhang**  
General Manager  
AERO LINK



**Roohi Bali**  
Director, AOHI Pte Ltd., and Member,  
Women in Aviation Singapore Chapter  
Ltd (WAI-SG)

17:15 – 17:25

### Closing Remarks