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Supporting Organizations:

SAE International - Hong Kong

國際汽車及航空工程師學會—香港分會



Moving Past the Turmoil: Opportunities in the Asia-Pacific Aerospace Industry

Date: 12 June 2009

Time: 2pm – 5pm

Venue: HKPC Building

Fee: \$50 (HKAIA Members), \$100 (Non-members)

Organized by the Hong Kong Aviation Industry Association and co-organized by the Hong Kong Productivity Council, the seminar <<Moving Past the Turmoil: Opportunities in the Asia-Pacific Aerospace Industry>> will take place on 12 June 2009. This seminar aims to provide a channel for local manufacturers and industry players to acquire the updated information of the industry, as well as an outlook of the coming challenges and opportunities faced. Representatives from Frost & Sullivan's Aerospace & Defense Group will be invited to give presentations and share their views.

Beyond the Crisis: An Asia-Pacific Outlook

The economic crisis and volatile oil prices have cast a huge shadow over the aerospace industry over the past year. Beyond this crisis, how is the industry expected to recover and how are the markets expected to react? This presentation takes a further look at the changing dynamics of each segment of the industry, and as the fundamental structures of the aerospace industry reform in a significant manner, opportunities will be opened wide in the various market segments for new players.

The PMA Market: Challenges and Opportunities

PMA manufacturers caught the industry manufacturers by surprise when they first entered the market, offering lower cost alternatives at the same or even better quality products than the OEMs. This has elicited a strong response from the OEM manufacturers, through strategic partnerships and sales tactics to regain their footing in the industry. This panel session takes a look at the fundamental drivers for this market, and how various segments of the industry view the challenges and opportunities faced when adopting the PMA approach.

Sender: Hong Kong Productivity Council, 78 Tat Chee Avenue, Kowloon, Hong Kong, Tel: (852) 2788 5589.

If you do not wish to receive further information from HKPC, please inform us via fax at (852) 2788 6169.



Kenneth Chan

Consultant
Aerospace & Defense
Asia Pacific

**Bachelor of Science,
Aerospace Engineering
Master in Business Administration**

Kenneth Chan is a Consultant with the Aerospace and Defense Practice of Frost & Sullivan, Asia Pacific. Kenneth has been involved in commercial aerospace, defense, and homeland security consulting projects for clients that entail merger and acquisition profiling, international alliances initiatives, competitive analysis profiling, market entry and product strategy assessment, and also market demand and opportunity analyses. His involvement in consulting also includes design and implementation of comprehensive financial research and forecasting models to incorporate business and corporate development efforts.

Prior to joining Frost & Sullivan, he was with the Fatigue and Damage Tolerance Department for a leading US aircraft manufacturing company. He was responsible for ensuring the smooth operational flow and quality of all aircraft models manufactured.

Agenda

- 14:00 Registration
- 14:10 Opening address
by Mr. Jackson Ho, HKAIA President
- 14:20 Introduction to Frost & Sullivan
by Ms. Anne-Corinne Bell, Frost & Sullivan
- 14:30 **Beyond the Crisis: An Asia-Pacific Outlook**
by Mr. Kenneth Chan, Frost & Sullivan
- 15:15 Break (refreshments)
- 15:30 The **PMA Market: Challenges and Opportunities**
by Mr. Kenneth Chan, Frost & Sullivan
- 15:45 Panel discussion
- 16:30 Green Aviation Teaser
by Mr. Kenneth Chan, Frost & Sullivan
- 16:30 Closing Note
by Dr. Angus Cheung, CEO of China Aircraft Services Limited, HKAIA Vice Chairman
- 17:00 End

(Language of the program: English)

Enrolment Form

Name (Mr/Miss/Mrs) _____ Position _____

Tel _____ Fax _____ Email _____

Company _____ Nature of Business & Products _____

Business Address _____

Signature _____ Date _____

Application:

To enroll, please complete the enrolment form and email to gigicheung@hkpc.org or fax to 2788 6169 by 2 June 2009 for reservation. Then send the completed enrolment form together with the appropriate fee to Hong Kong Productivity Council at: LG2, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong.

[All cheques should be crossed and made payable to Hong Kong Aviation Industry Association Limited]

Enquiry:

Please contact Mr. Samson Suen or Ms. Gigi Cheung from the Secretariat of HKAIA.

Tel: 2788 5552/ 2788 5589 Fax: 2788 6169 Email: samsons@hkpc.org/ gigicheung@hkpc.org

Important:

1. An applicant may, subject to approval from HKAIA, nominate a substitute to attend the conference on his/her behalf, but Enrolment fee is not refundable.
2. The seminar will be cancelled if: (a) typhoon signal no.8 or above or black rain signal remain hoisted at, or (b) the HK Observatory announces typhoon no. 8 or black rain signal will be hoisted at/after, the following time: 6:00am and 11:00am respectively.
3. The information provided will be used for the process of enrolment application, statistical purposes and other related matters.