

The Nominating Committee / Board of Governors

Asian Business Aviation Association (AsBAA)

Subject: Formal Letter of Nomination – Board of Directors: Alud Davies

Dear Members of the Nominating Committee,

I am writing to formally submit the nomination of myself, **Alud Davies**, for election to the Board of Directors of the **Asian Business Aviation Association (AsBAA)**.

Nominee Information

- **Full Name:** Alud William Davies
- **Job Title:** Director of Business Operations & Analytics
- **Company / Organization:** Asian Sky Group (ASG)

Statement of Intent & Vision for AsBAA

As the business and general aviation industry across the Asia-Pacific region navigates structural shifts and emerging technologies, robust industry governance, authoritative data-backed advocacy, and cross-border collaboration are vital to unlocking sustainable growth. Bringing more than 20 years of international aviation market intelligence, fleet analytics directorship, and C-suite media leadership, I offer a clear, credible voice to advance AsBAA's strategic mission across APAC and beyond.

If elected to the Board of Directors, I am committed to:

- **Promoting Data-Driven Advocacy & Market Intelligence:** Ground AsBAA's regulatory and policy representations in rigorous, empirical market data. By leveraging deep expertise directing industry-standard research—including the *Asia-Pacific Business Jet Fleet Report*, *Civil Helicopter Fleet Report*, and advanced market studies—I will ensure our dialogue with regional civil aviation authorities, policy-makers, and airport operators is backed by irrefutable fleet intelligence, transaction metrics, and operational reality.
- **Fostering Regional Growth, Integration & Emerging Verticals:** Bridge commercial priorities across Greater China, Southeast Asia, and the wider APAC region by actively addressing infrastructure bottlenecks, registration complexities, and operational constraints. Drawing on practical experience analyzing regional charter dynamics, cross-border aircraft transactions, and Advanced Air Mobility (AAM/eVTOL) integration, I will work collaboratively with OEMs, operators, FBOs, and

MRO providers to champion balanced regulatory frameworks that support both traditional and next-generation operations.

- **Amplifying Association Visibility & Community Engagement:** Enhance AsBAA's global profile, educational reach, and member value through established multimedia and editorial channels. Having chaired executive panels at premier events like the Asian Sky Forum and EBACE, and built high-visibility global aviation media platforms, I will actively support AsBAA's regional chapter summits, safety days, and Discovery youth initiatives—helping inspire the next generation of aerospace professionals and fostering a cohesive, engaged ecosystem.

Professional Background & Qualifications

Throughout my 20+ year aviation career, I have been deeply involved in monitoring, reporting on, and analyzing fleet dynamics, market transactions, and aviation infrastructure across the Asia-Pacific region. My comprehensive understanding of market trends, regional operating challenges, and commercial strategy will provide practical, objective perspectives to the Board.

My proven dedication to transparency, industry reporting, and stakeholder collaboration makes me an exemplary candidate to help guide the association's strategic objectives and advocate for the interests of its members.

Thank you for your consideration of this nomination.

Sincerely,

Alud Davies

Director of Business Operations & Analytics

Asian Sky Group

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