

Candidate: Alud Davies

Organization: Asian Sky Group (ASG)

Vision: Driving regional growth, unifying industry stakeholders, modernizing advocacy through data intelligence and market research, and cultivating the next generation of Asian business aviation leaders.

Executive Overview

While primary hubs remain essential, significant growth and fleet expansion are accelerating across Southeast Asia. Capitalizing on this momentum requires proactive regional engagement, evidence-based advocacy, clear representation, and strong cross-border collaboration.

Drawing on my extensive market intelligence, conference leadership, and commercial operations experience across Greater China and Southeast Asia, my candidacy focuses on scaling AsBAA's on-the-ground presence, particularly in Southeast Asia, supporting constructive dialogue between industry and government authorities, integrating robust market analytics into policy discussions, and delivering dynamic B2B networking platforms for our members.

Strategic Pillars & Key Initiatives

1. Advocacy, Leadership & Local Government Liaison

- **Collaborative Stakeholder Engagement:** Actively participate in facilitating constructive dialogue between aircraft owners, business aviation operators, FBOs, MROs, and regulatory bodies to align policy with practical operational needs.
- **Direct Local and Regional Government Liaison:** Promote proactive, regular dialogue with local Civil Aviation Authorities (including HKCAD, CAAS, CAAC, and emerging ASEAN CAAs), transport ministries, and airport authorities to address regional pain points such as slot allocations, GA parking access, and cross-border operating permits.
- **Cohesive Industry Voice:** Foster alignment across diverse sub-sectors, ensuring AsBAA speaks with a strong, united voice that effectively defends business aviation interests against restrictive policies.

2. Modernizing Advocacy with Data Intelligence & Market Research

- **APAC Business Aviation Intelligence:** Establish an AsBAA data initiative to track fleet dynamics, utilization trends, charter flows, and economic output across regional hubs.
- **Advanced Analytics & Market Research Integration:** Leverage deep market intelligence and quantitative research to synthesize complex operational data into actionable, empirical reports for regulators and infrastructure planners.
- **Evidence-Backed Policy Engagement:** Present data-backed economic impact studies to demonstrate the essential business and economic value of general aviation to regional governments.

3. Vibrant Community & High-Impact Networking

- **Local Chapter Development & Regional Liaison:** Help establish dedicated AsBAA working groups and country representative networks in rapid-growth markets—specifically Vietnam, Indonesia, and Thailand—to directly engage local civil aviation authorities and airport operators.
- **Proven Forum Leadership:** Draw directly upon my extensive experience spearheading major regional annual forums across Southeast Asia to elevate AsBAA's event footprint.
- **Dynamic Networking Formats:** Introduce high-energy, business-focused event formats, connecting operators, OEMs, financiers, and service providers.

4. Youth Outreach & Business Aviation Awareness

- **AsBAA Discovery Campus Outreach:** Expand university and college engagement to demystify business aviation, highlighting its economic contributions and diverse career pathways.
- **Industry Mentorship & Career Development:** Help organize interactive seminars, guest lectures, and executive panel discussions to bridge member companies with emerging aviation talent.
- **Workforce Pipeline:** Build a robust, enthusiastic talent pipeline by inspiring top graduates to pursue careers within the business aviation sector.

Personal Commitment to AsBAA

Serving on the Board of Directors requires active execution, consistent communication, and transparent leadership. If elected, I commit to:

- **Active Working Group Leadership:** Help lead and drive AsBAA advocacy committees, Southeast Asian expansion initiatives, and flagship regional events.
- **Open Member Accessibility & Communication:** Serving as an accessible, responsive sounding board for operators, aircraft owners, and service providers to voice operational challenges and policy concerns.
- **Collaborative Governance:** Working closely with fellow Board members, chapter leads, and external stakeholders to foster a unified, influential association across the Asia-Pacific region.