

James Jordan

Partner, HFW

AsBAA Singapore Chapter Co-Head



Biography

I am a dedicated advisor to the general and business aviation sectors and provide advice across various jurisdictions in Asia relating to commercial litigation, regulatory issues, and the drafting/review of commercial contracts. I am admitted to practice law in England & Wales and Hong Kong.

I have been working with business aviation operators in Asia for over ten years and have strong connections within the industry, as well as in the finance and insurance sectors. I have been based in Asia for over a decade (5 years in Hong Kong and 5 years in Singapore) and have a strong commitment and passion for the Southeast Asian region.

I am currently the co-head of AsBAA's Singapore Chapter and have held the role for 2 years. During this period, I have helped guide the Chapter through the challenges of the pandemic.

I am also a committee member of the Singapore British Chamber of Commerce Transport, Logistics and Supply Chain Committee. In 2019, I was named one of Singapore's 20 most influential lawyers under 40 by Singapore Business Review and was nominated by Asia Legal Business for Young Lawyer of the Year in 2021. I also actively supports the local start-up scene and was recently appointed as a mentor to Singapore's Starburst Accelerator program where I works with up-and-coming aviation tech start-ups.

What will I bring to the role?

- **Energy and enthusiasm** for business aviation in Southeast Asia.
- **Experience** of the AsBAA structure having undertaken the Singapore Chapter Head Role for the past 2 years.
- **Strong governance** – being from a legal background, strong corporate governance to ensure that AsBAA follows its stated goals and abides by its Articles of Association.
- **Unique skillset** – AsBAA has never previously had a lawyer on the BOD. Having a legally qualified member of the BOD will bring a range of benefits to AsBAA including to act as a sounding-board for any issues of a legal nature.
- **Singapore based** – stronger representation is needed at AsBAA board level in Southeast Asia to match and compliment the strength of AsBAA in Greater China.

Initiatives if elected:

- **Reinvigorate and renew:**
 - Reinvigorate the Singapore and all Southeast Asian Chapters: Greater China is very important to the Association but so is the rest of the region – we are the Asian Business Aviation Association, and our representation must cover all regions.
 - Work with exiting Chapter Heads to support and grow the membership after the COVID-19 pandemic.
 - In-person chapter meetings and events need to return quickly to bring back some of the pre-pandemic elements of AsBAA. While AsBAA has an import role to play in relation to advocacy and representation for its members, I strongly believe that it should be an outlet for members from across the industry to network and have fun with fellow industry professionals. This has been sorely missed during the last 2 years.
- **Illegal Charter:** I worked with AsBAA to produce the [illegal charter survey of AsBAA members](#) and have actively supported the development of AsBAA's [Illegal Charter Reporting System \(ICRS\)](#). I intend to further the activities of AsBAA in this area by:
 1. Working with AsBAA to create and support a public information campaign to bring the issues connected to illegal charter into sharper focus for passengers and the entire industry.
 2. Bring ICRS to the attention of more national regulators so that [the success in the Philippines](#) can be replicated across the region.
 3. Continued public advocacy: I will be speaking at both the AsBAA Safety Day and Corporate Jet Investor on issues connected to Illegal Charter and intend to use the BOD platform to continue public advocacy in this area.
- **Lobbying:** place lobbying for Southeast Asia at the forefront of the agenda for AsBAA – I have led the Singapore lobbying efforts, especially in the initial phases of the pandemic, having penned several letters to CAAS in my role as Chapter Head. We need to revisit the needs of each local Chapter to establish what may be needed in a post-pandemic world from a lobbying perspective.
- **Local regulators and aviation authorities:** we need to do more to engage with the regulators in Southeast Asian, not just in relation to lobbying, but also so that they are aware of AsBAA and can assist and work with members in times of need or when there are specific issues which require input from the entire industry. We need to reposition AsBAA as the definitive voice of business & general aviation in Asia in the eyes of the regulators (and the public).
- **Reengage with sister organisations:** I have worked closely with NATA on issues connected to illegal charter in the US and intend to deepen the links with IBAC, EBAA and AABA amongst others if elected.

Thank you for taking the time to read this document. If you have any questions relating to the content, please do not hesitate to contact me at james.jordan@hfw.com.