



JENNY LAU

VICE CHAIR OF SINO JET

Ms. Jenny is the Vice Chair of Sino Jet and currently serves as the Vice Chair of the Asian Business Aviation Association (AsBAA), having previously held the position of Chair from 2017 to 2019 and again from 2022 to 2024. She has also been invited to be a member of the ACJ Customer Advisory Board.

Under her leadership, Sino Jet has managed the largest fleet in the Asia-Pacific for seven consecutive years and has been awarded the "World's Leading Private Jet Company" at the World Travel Awards for four consecutive years, followed by two consecutive years as "World's Leading Business Aviation Company". Passionate about innovation in business aviation, she fosters industry growth by forming strategic partnerships and driving new initiatives.

In recognition of her outstanding leadership and influence in the industry, Ms. Jenny was honored with the AsBAA Woman of the Year 2025 award. She has also received numerous prestigious accolades, including "Business Woman of the Year – Aviation in Hong Kong" at the Women's Tabloid Awards 2024, the Outstanding Contribution to Business Aviation Award, and the Sapphire Pegasus Business Aviation Award, underscoring her significant impact on the global business aviation community.

@ jenny.lau@sinojet.org
(+852) 2588 7001
www.sinoiet.org

JENNY LAU

PROPOSED INITIATIVES

1. Promote Business Aviation Industry

- 1) Promote awareness and understanding of the business aviation industry across the region.
- 2) Build positive industry engagement and strengthen collaboration among stakeholders.

2. Women's Leadership in Aviation

- 1) Elevate women as participants, leaders, and key contributors in business aviation.
- 2) Support female aviation professionals and aviation enterprises through leadership visibility and development.

3. AsBAA Discovery & Aviation Education

- 1) Expand AsBAA Discovery to provide aviation learning, career exposure, and education opportunities.
- 2) Help young professionals build knowledge, confidence, and clear pathways into business aviation.

My mission is to strengthen the value of the AsBAA community and advance business aviation through three clear priorities: industry promotion, women's leadership, and AsBAA Discovery & aviation education.

I will work with the team to turn these priorities into practical initiatives—so we can grow a more connected, inclusive, and future-ready business aviation ecosystem across the region.