



Outline of Proposed Initiatives

If elected to the AsBAA Board, my priority would be to work collaboratively with fellow Board members and the AsBAA team, contributing my experience, relationships and the wider resources of MedAire where they can add practical value to the Association and its members.

I would particularly welcome the opportunity to support the following areas:

1. Strengthening Regional Reach and Member Engagement

Asia is a diverse collection of markets, each with different regulatory, operational and commercial environments. I would support AsBAA's efforts not only to deepen engagement with existing members, but also to extend its reach and grow membership across Greater China, Southeast Asia, India, Japan, Australia and other developing business aviation markets.

MedAire and our parent organisation have an established presence across many of these markets, with more than 3,000 people across the region and longstanding relationships within the wider aviation and business community. I would look for opportunities to use this reach to help AsBAA identify and connect with prospective members, introduce the Association to new industry stakeholders and support locally relevant events and engagement.

My own travel to Asia at least once every quarter would also allow me to maintain an active presence, develop relationships and support AsBAA's member engagement activities across the region.

2. Advancing Safety, Security and Operational Resilience

Safety and resilience are areas where MedAire has supported business aviation for more than four decades and where I believe we can make a particularly practical contribution.

Building on initiatives such as the AsBAA Hong Kong Safety Day, I would support further programmes around medical preparedness, aviation security, emerging risks and crisis response.

This could include Safety Days, educational briefings, crisis-preparedness exercises and the sharing of operational experience and best practice, drawing upon MedAire's medical, security and assistance expertise across Asia.

3. Sharing Insight and Thought Leadership

AsBAA has an important role in helping members understand and prepare for the issues shaping business aviation across Asia.

I would support greater sharing of relevant operational data, emerging-risk intelligence and industry insight through member briefings, roundtables and thought-leadership sessions.

Where appropriate, MedAire could make its subject-matter experts and real-world operational experience available to AsBAA, helping translate wider trends into practical and useful information for members.

4. Connecting Asia with the Wider Business Aviation Community

Having worked across Europe, the Middle East, Africa, Asia and the United States throughout my career, I would also hope to bring an international perspective to the Board.

MedAire is actively engaged with business aviation associations and industry stakeholders around the world. I would look for opportunities to share relevant experience and best practice between regions, strengthen industry relationships and help ensure that the opportunities and challenges facing Asian business aviation are understood within the wider global aviation community.

Overall Priority

My objective would not be to introduce initiatives for their own sake, but to listen to the priorities of AsBAA members and fellow Board members and identify where my experience, relationships and MedAire's wider capabilities can be most useful.

In particular, I would hope to use MedAire's established reach across Asia to help AsBAA broaden its network, engage new members and strengthen its presence in developing business aviation markets, while continuing to support the Association's work around safety, resilience, industry insight and member value.