

21 September 2026

Asian Business Aviation Association (AsBAA)

Level 35, Two Pacific Place
88 Queensway, Admiralty
Hong Kong
info@asbaa.org

Re: Nomination for AsBAA Board of Directors (2027–2029 Term)

Dear AsBAA,

I am writing to formally submit my nomination for re-election to the AsBAA Board of Directors for the 2027–2029 term. My name is Violet Kwek, and I currently serve as CEO at Lendicate, where I specialize in private credit, structured finance and aircraft leasing transactions across the Asia-Pacific region. In addition to my commercial work, I serve as Associate Faculty at the Singapore Institute of Technology (SIT), which has given me direct insight into the challenges and opportunities in developing aviation talent pipelines.

Having served on the AsBAA Board during the current term, I have developed a deep appreciation for AsBAA's mission to advance business aviation throughout Asia. I am keen to continue contributing my expertise in aviation finance, cross-border transactions, and regional market development to support AsBAA's strategic objectives. My professional background in private credit and aircraft finance, combined with my academic engagement, positions me to bring valuable commercial and educational perspectives to Board deliberations, particularly as the industry navigates evolving capital markets, sustainability imperatives, and talent development challenges.

I am committed to serving the Board with diligence, integrity, and a collaborative spirit. I believe that my experience in structuring complex aviation transactions, combined with my established relationships across the regional business aviation ecosystem, will enable me to make meaningful contributions to AsBAA's governance and strategic direction. Attached to this submission is an outline of my proposed initiatives for the upcoming term, which build on discussions and work from the previous Board term while introducing new approaches to expand AsBAA's reach, sustainability, and industry impact.

Thank you for considering my nomination. I look forward to the opportunity to continue serving the AsBAA community.

Yours sincerely,



KWEK Hui Hui Violet
Founder and CEO
Lendicate Limited

Enclosure: Outline of Proposed Initiatives



Outline of Proposed Initiatives

1. Expand and deepen AsBAA's regional reach and inclusivity by complementing in-person events with virtual engagement formats

- Introduce hybrid and virtual event formats to complement existing in-person gatherings, enabling participation from members and stakeholders across Southeast Asia and other regions who may face travel or scheduling constraints.
- Leverage digital platforms to host industry roundtables, working group sessions, and educational webinars, extending AsBAA's influence beyond major aviation hubs.
- Build on the positive reception of virtual industry roundtables from the previous term to create a more accessible and geographically diverse engagement model.

While in-person meetings remain valuable, virtual sessions significantly enhance inclusivity by allowing broader participation, resulting in increased member participation from secondary markets, enhanced knowledge-sharing and networking opportunities for members unable to attend in-person events regularly, and strengthened regional cohesion within the AsBAA community.

2. Connect aviation talent with industry needs by fostering awareness of business aviation among graduates and expanding talent-matching initiatives to the broader industry

- Continue and expand existing graduate outreach programs to raise awareness of business aviation as a viable career path, while extending the talent-connect initiative to include upskilling and professional development for mid-career professionals already working in the sector.
- Introduce online virtual industry roundtables that bring together employers, educators, and job seekers to facilitate direct dialogue on skills needs, recruitment pipelines, and professional development pathways.
- Showcase local and regional talent to employers in business aviation through curated networking sessions and digital talent directories.

This expanded approach addresses talent shortages across experience levels and creates multiple touchpoints for industry engagement, delivering stronger alignment between industry hiring needs and available talent pools, increased visibility of business aviation as an attractive career option, and enhanced recruitment and retention outcomes for AsBAA member companies.

3. Enable AsBAA to generate sustainable revenue streams by diversifying the funding base through member and non-member paid access models for select programs and services

- Explore opportunities for non-members to access certain online sessions, educational content, or archived materials through paid registration or subscription models.
- Develop a framework for companies to sponsor or pay for informational sessions—such as product launches, service overviews, or regulatory updates—that provide value to the AsBAA community while generating revenue for AsBAA.
- Evaluate potential referral fee arrangements with service providers, such as insurers, training organizations, or technology vendors, that align with AsBAA's mission and offer tangible benefits to members, subject to Board discussion and alignment with AsBAA's Code of Ethics.

This diversified approach reduces dependence on traditional funding sources while creating value-added offerings for the community, resulting in reduced reliance on membership dues and event sponsorship, creation of sustainable and scalable income streams to support AsBAA's activities, and an enhanced value proposition for both members and non-members.

4. Support AsBAA's high-profile industry events through sponsorship development and strategic partner engagement

- Supported the development of AsBAA's upcoming luxury lifestyle event integrating business jets, yachts, and luxury cars by identifying and engaging potential sponsors, with sponsorship commitments valued at approximately HKD 1 million currently under discussion, subject to formal contracting and Board approval.

This collaborative effort demonstrates commitment to diversifying AsBAA's revenue base and enhancing AsBAA's visibility across complementary luxury sectors.