DEER JET SIGNS UP STRATEGIC PARTNERSHIP WITH CHENGDU'S SHUANGLIU GOVERNMENT

News / Business aviation



Deer Jet has signed up a strategic partnership with the government of Chengdu's Shuangliu District, one of China's major aviation hubs and home to the country's fifth busiest airport, as the area rapidly urbanizes and looks to soar with new investment in business aviation areas.

The strategic partnership was signed by Shuangliu's Deputy District Mayor, Zeng Hu and Deer Jet's President, Xu Lidong during a special event in Chengdu organized by the Municipal Government of Chengdu and HNA General Aviation Investment Group.

The scope of the partnership includes investing in the building of strategic infrastructure and resources for business aviation operations in Shuangliu's Pilot Free Trade Zone. To open up this new market and further extend operations across Southwest China, Deer Jet will bring its group of leading businesses to the region including charter services, jet management, maintenance, MRO, FBO, etc.

Chengdu's Shuangliu District already is the largest aviation hub in Southwest China, and as the Chinese economy moves upward in the consumption ladder, now the region looks forward the building of a centre for business aviation to sustain its long-term growth

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objectives.

With an 8.1% annual GDP growth in 2017, over the national average, Chengdu is home to more than 265 Fortune Global 500 companies including 196 international firms, demonstrating the strategic importance of the city for business, finance and manufacturing.

With the city playing a central role in the building of the ‘Road and Belt’ initiative, Deer Jet’s new venture is helping Chengdu to achieve its goals of becoming an international logistics and transportation centre. Thus Deer Jet already operates private jet charters to more than 800 airports across 180 countries and territories.

As the largest private jet operator in Asia and a global leading business aviation group, Deer Jet operates one of the most comprehensive and integrated supply chains with a global footprint. To date, the company's operation account for 70% of the Chinese private jet market, with a fleet of over 90 state-of-the-art aircraft including the world’s only 787 ‘Dream Jet’, BBJ 737, and Gulfstream G550 and G450 series.

This partnership comes in a time when China expects a booming in private aircraft ownership and raising demand of private jet charters. According to Hunrun Aviation Report, to catch up with demand, China’s business aviation needs more than 1100 new aircraft by 2020, a number which will reach over 2470 by 2030.

Still nurturing the growth of its general aviation industry, China is expected to become a business aviation powerhouse and take over as the world’s third largest market for private jets and general aviation aircraft within the next ten years.

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