SINO JET EXPANDS FOOTPRINT IN FAST GROWING BUSINESS JETS MARKET IN CHINA

News / Business aviation



Sino Jet seizes market opportunities in the business aviation despite aviation downturn caused by the global pandemic. Ms Jenny Lau, Group President of Sino Jet Group, shared market insights and her company's upcoming strategic expansion with industry leaders and professionals in a meeting at the Corporate Jet Investor Global 2021.

"With a population of over 1.4 billion, demand in air travel in China remains generally high. While the outbreak of COVID-19 may have caused a halt of commercial airline services, it has sparkled an explosive growth in the demand for air charter services." said Ms Lau. Sino Jet is a business jet operator that specializes in aircraft management, charter flight services and ground handling services. Ms Lau believes that the public expectations for aviation safety and operational efficiency will continue to grow higher and higher. Many of her clients begin their private aviation experiences in chartering flights, it is the unparalleled levels of security, privacy, flexibility and convenience that often lead them to purchasing their first business jets.

China is ramping up its vaccination production lines to foster a better environment for business aviation growth. Domestic business aviation has already recovered close to the pre-pandemic level. Sino Jet has successively introduced a number of brand-new business jets in just first half of

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2021, after being titled the operator with the largest fleet in Asia Pacific in 2020. Ms Lau added, “Our success is a reflection of customer satisfaction, safety and quality will also remain as the core operating principles in Sino Jet. Additionally, we walk the extra mile to ensure that our tailored solutions upkeep with our clients’ needs and market development, maximizing our aircraft value. Business jet is now a very common financial instrument.”

“As businesses recuperate from the COVID-19 economic shock, more and more business owners are seeing the need or benefit to purchase their own long-haul aircraft, such as Bombardier Global 7500, Gulfstream G700, G650, G550, Dassault 10X, 8X & 7X. Demand for these aircraft types specifically is unprecedentedly strong.” said Ms Lau. Large business jets accounts for over 90% of the Sino Jet fleet. Keeping up with the market development in China, Sino Jet has invested heavily in improving its management capabilities that are most flavourable to its Chinese clients – expanding its national maintenance and inspection services to cover the latest large business aircraft types; and among the first few organizations in China, having been granted approval by the government to import aircraft parts and tools for aircraft maintenance without duty fees.

Sino Jet will continue to leverage its advantageous dual headquarter in Beijing and Hong Kong and its unrivalled international network capabilities, complementing these strengths to service its major client base in China. Sino Jet has presences in nearly 20 locations in the Asia-Pacific region to provide round the clock integrated services to its clients. Base on its own operational statistics and national economic development initiatives issued in China, Sino Jet sees huge investment opportunities in Hainan and Southwestern China.

Hainan Free Trade Port Policy proposes turning Haikou Meilan International Airport into the region’s international transport hub, and Sino Jet is one of the pioneering operators to set up local offices to provide comprehensive business jet management services. It is the company’s long-term strategic plan to foster business aviation activities, improve and standardize business aviation operations in Hainan. The Hainan international air hub is expected to grow into maturity, and fully integrate with the future local transportation network, which is receiving a total of over 220 billion yuan of government investment within the next five years.

Sino Jet expects Chengdu Shuangliu International Airport to grow into a major business aviation hub in the western and central regions of China. In 2021, Sino Jet announced a joint investment with the local Chengdu government in the development of a new FBO (fixed-base operator) and a MRO (Maintenance Repairs and Operation) facility at Chengdu Shuangliu International Airport. The investment targets to enhance business aviation by providing efficient, comfortable business jet travel experience.

From helping clients develop a passion for business jet travelling, to helping them understand their needs and desires; from helping clients fully utilize their time and potentials, to helping them maximize their asset value; Sino Jet understands the balancing needs and practicality in managing business jets. Because of this refined understanding of business aviation, Sino Jet stands out crowning with success in this deep global economic winter.

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