SUKHOI CIVIL AIRCRAFT TO OPEN ITS FIRST OVERSEAS OFFICE IN CHINA

News / Manufacturer



JSC Sukhoi Civil Aircraft (SCAC) announces the company's plans to open its first overseas client liaison office. Beijing office is the first step taken to implement the business strategy focused on the brand's global marketing and setting up corporate offices in other key markets.

Beijing office, scheduled to be opened by the end of 2016, will specialize in marketing, promotion, certification and arrangements for financial support of Sukhoi Superjet 100, Sukhoi BusinessJet and SportJet by Sukhoi aircraft sales.

Objectives set for the liaison office will also include the creation of maintenance depot, as well as the projects related to industrial cooperation with Chinese companies.

The client liaison office will be building up relationships with local leasing air companies and carriers.

SCAC's first overseas office will be headed by Mr Lee Li who has more than 15 years of

© 2015-2026 50SKYSHADES.COM — Reproduction, copying, or redistribution for commercial purposes is prohibited.

professional experience in the aviation industry and has held executive positions in such companies as Embraer, General Electric Aircraft Engine, Sparkle Roll Aviation Group, etc. The Chinese office will report to SCAC's headquarters in Moscow.

Launch of SCAC's first overseas office is the first step taken to implement the brand's global marketing strategy. In the years to come SCAC plans to open a number of new client liaison offices in other key markets.

Ilya Tarasenko, President of JSC Sukhoi Civil Aircraft:

"We're opening our corporate office in China as a part of SCAC's commercial strategy, in particular aimed at international key markets. China is a highly promising commercial aviation market and its potential grows year by year. Today Sukhoi Superjet can lay claims to becoming one of the most sought-after regional jets in China".

14 JULY 2016

ARTICLE LINK:
https://ut.50skyshades.com/news/manufacturer/sukhoi-civil-aircraft-to-open-its-first-overseas-office-in-china

© 2015-2026 50SKYSHADES.COM — Reproduction, copying, or redistribution for commercial purposes is prohibited.