



# NEW PARTNERSHIP ON VIETNAMESE MARKET - LUXAVIATION GROUP AND THIEN MINH GROUP

News / Business aviation



**Luxaviation Group has signed an agreement to build a strategic relationship with Thien Minh Group and especially with its subsidiary Hai Au Aviation, the largest business jet operator in the country. The partnership will see the two respective market leaders exchange expertise in aviation, travel and hospitality services. This partnership is the first step towards potential future collaborations between the two companies. Luxaviation Group is committed to supporting TMG, its subsidiary HAA, and other TMG's subsidiaries with operational capability, networks and relationships with aviation authorities, while TMG and its subsidiaries are committed to supporting Luxaviation with IT, digital marketing and flight operations.**

The agreement also outlines Luxaviation's intention to assist HAA in selling aircraft block hours through their own distribution channels and to support TMG in establishing trusting relationships with key financial institutions and decision-makers. Furthermore, Luxaviation will consider utilizing TMG and subsidiaries' services given the latter's experience in travel, hospitality, online booking and aviation.

Patrick Hansen, CEO of Luxaviation Group, commented: “We are very excited about this future collaboration, as it underlines our strategy to work together with local partners to accelerate our geographic expansion. We are impressed by TMG’s extensive experience in the travel and hospitality sector, and we are certain that we can continue to grow together in this market. TMG’s expertise will be an incredible asset for Luxaviation Group as we intend to develop our global footprint.”

Tran Trong Kien, CEO of Thien Minh Group, said: “This partnership brings together two market leaders in the aviation sector, and combines their expertise to expand Hai Au Aviation’s offering. The Thien Minh Group has been working in the travel and hospitality sector for almost three decades and are delighted at the prospect of working with a fellow established group such as Luxaviation. We welcome this agreement and look forward to continuing to develop our partnership in the future.”



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