



ASBAA AND ASIAN SKY GROUP ANNOUNCE MARKETING PARTNERSHIP

News / Business aviation



Hong Kong business aviation consulting firm Asian Sky Group (ASG) has been appointed as the official marketing partner of AsBAA, Asia's non-profit representative association for business and general aviation. As partner, ASG will provide marketing services through Asian Sky Media — two-time winner of AsBAA's 'Best Media Outlet' award — which will be available to AsBAA's new and existing members at special prices where the majority of the fees go to benefit AsBAA.

Asian Sky Media's marketing services promote and market aviation companies from within Asia and around the world in the growing and competitive Asia-Pacific market. A wide-range of marketing services are available including print and digital advertisements, e-mail broadcasts, social media management, media engagement, trade show support, event management, translation and more. With this new partnership, AsBAA members, as part of their membership fee, can now easily access Asian Sky Media to increase regional brand awareness, advertise company services and utilize ASG's growing contact database. One of AsBAA's core missions is to represent the interests of all sectors of the business and general aviation industry across the Asia-Pacific region and create a community in which members can network and access B2B opportunities. Now, through Asian Sky Media, members will have the opportunity to do this and at the same time support AsBAA.

ASG has been producing fleet reports since 2012, providing comprehensive coverage on the Asia-Pacific region, with a breakdown of the business jet and civil helicopter fleets in each country and now extending coverage to infrastructure and the China general aviation market. The fleet reports have established themselves as an indispensable source of information for the whole business aviation community and thus provide an excellent marketing opportunity for AsBAA members.

"ASG is thrilled to have been appointed the official marketing partner of AsBAA," says ASG Managing Director, Jeffrey Lowe. "AsBAA is a valued part of the business aviation community in the Asia-Pacific region and to be selected marketing partner solidifies ASG's dedication to providing the industry with the marketing services and information it needs. In the end, everyone wins here. Together, AsBAA and ASG will work toward not only promoting AsBAA's membership companies but doing what we can do promote general and business aviation in the region."

Asian Sky Media's portfolio of publications, as well as information on its marketing services, can be found at www.asianskymedia.com.

About Asian Sky Group:

ASIAN SKY GROUP (ASG), headquartered in Hong Kong with offices throughout Asia, has assembled the most experienced aviation team in the Asia-Pacific region to provide a wide range of independent services for both fixed and rotary-wing aircraft. ASG also provides access to a significant customer base around the world with the help of its exclusive partners.

ASG is backed by SEACOR Holdings Inc., a publically listed US company (NYSE: "CKH"), and by Avion Pacific Limited, a mainland China-based general aviation service provider with over 20 years of experience and six offices throughout China.

About AsBAA:

AsBAA was founded in 1999 as a not-for-profit membership-based organisation that represents the business and general aviation industry in Asia. AsBAA is an International Business Aviation Council (IBAC) member body that represents around 150 business and general aviation entities across the full spectrum of the industry's sub-sectors. AsBAA's mission is delivered through its three key pillars: Advocacy, Representation and Community. Through this work, AsBAA Represents the needs and interests of the industry, Advocates to key stakeholders the benefits of business aviation as an efficiency and economy driving tool, and creates a Community for BA and GA entities to engage in B2B networking, knowledge sharing, troubleshooting and business support. AsBAA encourages and advocates for the development of a culture of safety and corporate social responsibility in business aviation. It also seeks to inspire the next generation of

aviators through its education, careers and student chapter, AsBAA Discovery.

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