



今年 商务航空

活动在中国放缓一下下，
但这对于一些人来说是好消息。

ISTOCK

作者: James Wynbrandt

去年中国经济的热度下降，加之新一届政府推行的反腐败、反奢侈消费的政策，商务航空活动的增长多少受到了影响，但这些变化也为商务飞机乘客创造了新的机遇。而且经济增长速度的放慢并没有影响到支持性服务和基础设施的地区性增长，以及人们对行业前景的乐观展望。

“行业发展的热度不像以前那么高，但从长远来看，它正在朝着正确的方向前进，”上海豪客太平洋航空服务中心总经理Carey Matthews在虹桥国际机场发表了这样的看法。Carey Matthews称上海豪客太平洋去年的机场流量增长了6%，去年公司还拓展了服务范围，又被赛斯纳指定为授权服务中心，而且取得了中国民航总局准许其进行结构维修的许可。

市场中的泡沫越少，服务越多，这个市场就越好，所以对于商务飞机乘客而言，去年可以说是个好年头。但无可否认，政府反腐败和厉行节约的行动对包机市场确实造成了很大的影响。

“商务机包机量一下子削减了50-60%，因为所有的包机业务都来自政府或企业，”Executive Jet Management (EJM) 公司总裁 Robert Molsbergen说，Executive Jet Management是总部位于美国的利捷公务航空有限公司 (NetJets) 的子公司。Robert Molsbergen 是利捷中国 (NetJets China Business Aviation) 的领导者，该公司去年10月在珠海运营基地推出了包机服务，它拥有两架豪客 800XP 中型商务机，是 NetJets 和中国投资公司弘毅投资和冯氏投资共同创建的合资公司。

利捷中国目前还不打算推出母公司的产权共享服务，但它计划提供 EJM 专营的托管服务

The Year in Business Aviation

Activity in China has slowed a bit,
but that's good news for some.

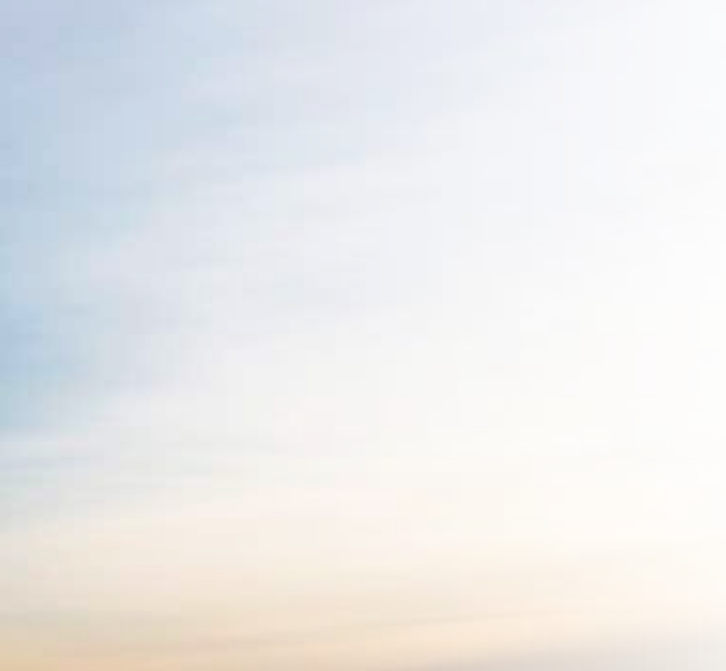
by James Wynbrandt

A cooling economy combined with new government policies to control corruption and extravagant spending may have dampened business aviation activity in China this past year, but these factors have also created opportunities for business jet travelers. Moreover, the slowdown has had little impact on regional growth in support services and infrastructure, or on optimism about future prospects.

“It's not so much a frenzy as it was before, but in the long term it's going in the right direction,” says Carey Matthews, general manager of Shanghai Hawker Pacific Business Aviation Service Centre at Hongqiao International Airport. Matthews reports that Shanghai Hawker Pacific saw 6 percent growth in traffic at its facility last year, while his company expanded its services, becoming an authorized Cessna service center and receiving approval from the Civil Aviation Administration of China to perform structural repairs.

The less froth in the market and the more services, the better, so as a business jet traveler, you could say it was an excellent year. But there's no denying the impact the government's anticorruption and austerity campaigns have had on charter activity.

“We estimate 50 to 60 percent of that market disappeared overnight, by virtue of all the charter flights being government-business driven,” says Robert Molsbergen, president of Executive Jet Management, a subsidiary of U.S.-based NetJets. Molsbergen heads NetJets China Business Aviation, which began charter operations last October from



(隶属于EJM China品牌)。EJM 在全球范围内管理着200多架飞机，最近它在中国地区购入了首架飞机——一架基地位于香港的环球6000。Robert Molsbergen 指出：考虑到飞机拥有人的购买力，他的公司及同类公司可以为他们的保险费、油费、机组培训费和其它开销提供各种折扣，这些折扣通常可以抵消飞机托管费。

同时包机市场的低迷也为商务机乘客带来了利好因素：市场需求的降低意味着价格的降低。“这是一个买方市场，”总部位于香港的商业咨询公司亚翔航空总经理Jeffrey Lowe说。“有时我们拿到包机报价，一看那个数字我们就忍不住念叨：运营商能赚到钱吗？”

也许正是这种残酷的竞争形势导致美捷香港商用飞机有限公司（Metrojet）最近宣布与高档川菜餐馆 Qi 达成合作，Qi 将为美捷的包机客户提供菜单。2013年美捷与珠海瀚星通用航空有限公司合资成立了珠海美捷瀚星飞机维修有限公司，该公司在珠海运营着一个飞机维护、修理及大修基地。

去年中国的商务飞机新机销量下降。2012年哈尔滨安博威飞机工业有限公司宣布计划在中国建造巴西航空莱格赛600/650 公务机。（哈尔滨安

博威）的基地在珠海，拥有两架 Hawker 800XP 中型商务喷气机。该公司是 NetJets 和私人中国投资 firms Honey Capital 和 Fung Investments 的合资企业。

NetJets China 目前没有计划提供其母公司出售的 fractional-ownership 项目，但它将提供管理 services Executive Jet Management 专门化在（under the EJM China brand）。EJM，which manages more than 200 aircraft worldwide, recently brought aboard its first aircraft in the region, a Hong Kong-based Global 6000. Molsbergen points out that management fees are often offset by discounts on insurance, fuel, crew training and other costs that companies like his can offer owners because of their buying power.

Meanwhile, the charter downturn has a silver lining for business jet travelers: reduced demand means lower pricing. “It’s a buyer’s market,” says Jeffrey Lowe, director of Hong Kong-based business consultancy Asian Sky Group. “Sometimes when we’re getting [charter] quotes for a client, we look at the numbers and say, ‘I don’t know how [the operator is] making money.’”

Perhaps this heightened competition is what led to Hong Kong-based Metrojet’s recently announced collaboration with Qi, an haute Sichuan-style restaurant that provides menus for the aviation company’s charter customers. In 2013, also, Metrojet formed Metrojet Hanxing Zhuhai, a joint venture with Hanxing Zhuhai



COURTESY OF SHANGHAI HAWKER PACIFIC

日落时分的上海豪客太平洋航空服务中心

Sunset at Shanghai Hawker Pacific Business Aviation Centre

哈尔滨安博威组装了这架莱格赛650。

Harbin Embraer assembled this Legacy 650.



博威飞机工业有限公司是巴西航空工业公司与中国航空工业集团公司旗下的哈尔滨飞机工业集团有限责任公司的合资公司。去年6月哈尔滨安博威飞机工业有限公司向工银金融租赁有限公司交付了一架莱格赛650，这是第一架由合资企业在中国组装的大型喷气商务机。今年该公司将把一架莱格赛500中型喷气机交付给中国影星成龙，成龙是该机型在中国的首位用户。

现在有几家投资集团和机构正计划兴建通用航空小镇，这些小镇的商业活动和社会生活都将围绕航空这个主题。去年秋天内蒙古自治区宣布了兴建鄂尔多斯国际航空展览会工业区和世界航空城的计划，旨在刺激本土飞机制造业和高端旅游的发展。鄂尔多斯国际航空展览会工业区由鄂尔多斯空港工业区和中国航空产业投资集团共同投资创建，投资额高达80亿美元，机场用地面积达8平方公里，园区包括一个购物商场、游乐园、高尔夫球场和精品酒店。

“该工业区是关键产业和国外投资商实现产业增长的理想之地”，鄂尔多斯空港工业区党委书记王健

General Aviation that operates a maintenance, repair and overhaul facility in Zhuhai.

Sales of new business jets in China have cooled in the past year. In 2012, however, Harbin Embraer Aircraft Industry announced plans to build Embraer Legacy 600/650 executive jets in the country. (Harbin is a joint venture partnering Brazilian manufacturer Embraer and Harbin Aircraft Industry (Group), a subsidiary of Aviation Industry Corporation of China.) Last June Harbin Embraer delivered a Legacy 650, the first large business jet assembled by a joint venture in China, to ICBC Financial Leasing. This year the company is set to deliver a Legacy 500 midsize jet to its launch customer in China, Jackie Chan.

Currently, several investment groups and agencies are planning to create general-aviation towns, where business and social life will revolve around flying. The proposed Ordos World Aviation Expo Industrial Zone and its World Aviation City in the Inner Mongolia Autonomous Region, announced last fall, aims to spark both an indigenous aircraft industry and high-end tourism. A partnership of the Ordos Airport Industrial Zone (OAIZ) and China Aviation Investment Group, the planned \$8 billion industrial zone will feature an eight-square-kilometer airpark along with a shopping mall, amusement park, golf course and boutique hotel.

“The region is ideally suited for the growth of key industries and foreign investment,” says Wang Jian, OAIZ party committee secretary. A terminal, intended to serve as the airpark’s FBO (aviation ground-support facility), has already been

利捷中国的珠海基地运营着两架豪客800XP。

NetJets China operates two Hawker 800XPs from its base in Zhuhai.



BUSINESS WIRE

说。鄂尔多斯伊金霍洛机场已经建起了一座航站楼，它将成为这个航空小镇的 FBO（航空地面支持设施），今年9月这里还将举办一个公务机展。世界航空城将于2016年8月1日盛大开业。

中国的卓越航空集团（Superior Aviation Group）去年夏天宣布了兴建卓越航空小镇和公务机机场的计划，项目位于北京以东10多英里处，这是一个以机场为中心的小镇，它将聚焦于通用航空和公务航空。“卓越航空小镇既鼓励航空，也鼓励与航空有关的生活方式，”卓越航空集团 CEO Timothy Archer 说。

航空小镇占地面积2平方英里，将耗资 32亿美元，预计两年半可以完工。它包括一个制造中心、一个展览中心、住宅综合体，以及卓越航空宣称的中国首家航空俱乐部。该项目由北京卓越天翔航空投资管理有限公司主持，得到了北京顺义区政府的支持。“中国有许多省份想要修建航空园或工业园，” Timothy Archer说，“但没有一个抵得上我们这个项目的规模。”

但在您到这个小镇或其它规划中的航空小镇看房子之前，要警惕这些项目可能很难站稳脚跟。“它们都想创建一个覆盖全行业的价值链，”亚洲公务航空协会（AsBAA）主席 Kevin Wu 说。“但你能想像全美的通用航空小镇寥寥无几，而全中国居然有40-50个这样的小镇吗？在我看来，这只会造成资源的浪费。”

兴建通用航空小镇的目的是发展本土航空产业和航空文化，而中国本土的航空能力和敏感度已经步入了飞速发展期。去年香港太古客舱整装中心更名为港机工程私人喷气机解决方案公司（Haeco Private Jet Solutions），一部分原因是为了突出其服务范围覆盖商务机的整个生命周期。它是亚洲地区唯一一家提供此类服务的公司，公司旗下拥有一个已获得空客和波音许可的飞机整装基地，它对本土市场有自己的独到见解。“从根本上来说，我们的目标是

几家投资集团正在规划通用航空城——商业和社会生活将围绕飞行而继续。

Several investment groups are planning general-aviation towns where business and social life will revolve around flying.

built at Ordos Ejin Horo Airport, and a corporate aircraft exhibition is planned for this September. The grand opening of World Aviation City is slated for Aug. 1, 2016.

China's Superior Aviation Group announced plans last summer for Superior Aviation Town and Executive Airport, to rise some 10 miles east of Beijing, an airport-centric community focused on general and business aviation. "Superior Aviation Town is as much about encouraging a flying lifestyle as it is about flying airplanes," says Superior Group CEO Timothy Archer.

The two-square-mile, \$3.2 billion development, which will take an estimated two and a half years to complete, will include a manufacturing center, an exhibition center, residential complexes and what the company promises will be China's first aero club. The project is being directed by the Superior Freesky Investment Management Company with the support of the Shunyi district's government. "A lot of provinces within China are trying to create aviation or industrial parks," says Archer, "but no one is doing it to the scale we are."

Before you start house hunting at this development or any of the other planned aviation communities, be aware that they may fail to take root. "They all want to create the whole industry value chain," says Kevin Wu, chairman of the Asian Business Aviation Association (AsBAA). "Can you imagine 40 to 50 general-aviation towns in China, where the U.S. has only several? In my opinion, this results in waste."

While general-aviation town developments seek to bootstrap a homegrown aviation industry and culture, an indigenous capability, and sensibility, is already flowering in China. Last year the former Taeco Cabin Completion Center in Hong Kong changed its name to Haeco Private Jet Solutions, in part to underscore its suite of services covering the entire lifecycle of an executive aircraft. The only company in Asia that has both an Airbus- and Boeing-approved completion facility, it has its sights on the local market. "Ultimately, the objective



Haeco Private Jet Solutions is bringing feng shui principles to the aircraft cabin.

港机工程私人喷气机解决方案位于香港的基地

Haeco Private Jet Solutions' facility in Hong Kong

中国超高净资产人士提供服务，”港机工程（Haeco）主管商业运营的副总裁 Henry Chan 说。

港机工程也致力于将传统中国文化注入飞机整装业务。去年12月该公司在行政机上引入了“逍遥”的设计概念。它在机舱的设计中应用了传统中国建筑中的风水元素，主要表现是弯曲的内部线条、起居与睡眠区相互呼应的关系，以及金木水火土五元素的平衡。

“我们都看过来自欧美的优秀的设计作品，但那些都是现代西方设计，” Henry Chan 说。“我们还没有看过如此具有传统特色，基于中国古代哲学观的设计。”

港机工程的厦门基地有六个巨大的机库，每个机库都能同时容纳两个宽体飞机和一个窄体飞机，这个基地有 80% 的面积停的是正在进行维护、翻新或绿色整装的飞机。

亚洲公务航空协会主席 Kevin Wu 认为中国要求外国公司拥有本土合资伙伴是一个很好的发展模式。“外来者可以带来经验、优秀实践、新型业务模式，同时本土合资伙伴可以提供资金、（对本土市场的）理解和关系网。”

去年中国耀莱航空技术有限公司（Sparkle Roll Technik）和飞机整装与翻新专家加拿大 Flying Colours 公司合资成立了一家商务机机舱改装及维修公司。公司成立后首个项目是将八架在中国注册的庞巴迪 CRJ-200s 班机的机舱改装为商

is to serve ultra-high-net-worth individuals in China,” says Henry Chan, Haeco’s vice president, commercial.

Haeco also aims to bring traditional homegrown culture to its completions. Last December the company introduced its “Xiao Yao” design concept for executive-configured airliners. The design brings feng shui principles used in traditional Chinese architecture to the cabin, expressed in curving interior lines, relative positioning of living and sleeping areas, and the balance of the “five elements” of fire, earth, metal, water and wood. “We’ve seen good, respectable designs from Europe or the States, but these are modern Western designs,” Chan says. “We have not seen designs that are of genuine heritage and based on the respected philosophy of ancient Chinese philosophers.”

The company’s Haeco Xiamen facility has six massive hangar bays, each capable of accommodating two wide-body and one narrow-body aircraft simultaneously, and the facilities are 80 percent occupied by aircraft undergoing maintenance and refurbishment as well as green completions.

Wu of the AsBAA sees China’s model of requiring foreign companies to have local partners as a good path forward. “The outsider can bring experience, best practices, and newer business models, and the indigenous partners can put in financing, understanding [of local markets] and connections.”

Last year China’s Sparkle Roll Technik and completion and refurbishment specialist Flying Colours of Canada, formed a joint venture for business jet cabin modifications and maintenance. In their first project, eight China B-registered Bombardier CRJ-200s are being converted from commuter to executive interiors at Flying Colours’ facility, where Sparkle Roll Technik technicians are learning modification techniques. The final stages of later conversions will be performed at a hangar facility that will be established at Linyi City in Shandong Province.

港机工程私人飞机解决方案将风水原理应用于飞机客舱。



UAS国际旅程支援服务在香港和北京设有办事处。
UAS International Trip Support has offices in Hong Kong and Beijing.



成功转换耀莱航空技术有限公司的庞巴迪CRJ-200s执行内部装潢。
Converted executive interior of Sparkle Roll Technik's Bombardier CRJ-200s.

务机舱，改装地点是Flying Colours的基地，这里也是耀莱航空技术有限公司的机师们学习改装技术的地方。最后阶段的改装工作将在山东临沂市的一个机库内进行。

无论有没有正式的合作伙伴，外国公司都前赴后继地投资于中国市场。9月份 UAS国际旅程支援服务位于香港的亚太总部和位于北京的办事处投入运营。香港办事处将提供 24/7 英语、普通话和粤语服务。“如果一架自曼谷飞来的商务包机或公司商务机需要取得惠灵顿机场的着陆许可，而且该许可需要以普通话转述，我们将为他们提供服务，” UAS 亚太地区主管 Roman Stampouis 说。

亚洲公务航空协会主席 Kevin Wu说无论中国现任政府对商务航空持何种态度，他们都非常重视这个行业的增长。他指出去年中国政府推出了数个促进行业增长的措施，比如简化了航空营运人合格证申请流程，扩大了对通用航空行业各领域的补贴计划，支持飞行计划和其它通用航空活动的许可权限从地区主管部门转向当地主管部门。

但空域限制的取消仍是一个挑战。去年9月中央政府与民用和军用航空主管部门召开了一个会议，以制定放松空域限制的计划。该计划在纸面上看起来挺不错，Kevin Wu 说：“但我们需要观察，也需要付出努力去推动它付诸实施。” 亚洲公务航空协会为此付出了极大的努力，去年它新接纳了15个会员，至此会员总数已达到100多家公司。

中国商务航空的发展、商务航空潜力的挖掘，以及基础设施的建设，需要的不仅仅是政府的激励、商界的支持和财力投入，它还需要时间。“即便是中国每年建设10-15 个通用航空机场，也仍然无法满足市场需求，” Kevin Wu 说。“这将是一个很长的过程，远远不止 5 年或 10 年。”

BJT

本文作者James Wynbrandt (jwynbrandt@bjtonline.com) 持有私人飞行执照，定期为BJT撰稿。

With or without formal partners, foreign companies continue to invest in China. In November, UAS International Trip Support opened its Asia Pacific headquarters in Hong Kong and a regional office in Beijing. The Hong Kong location will offer 24/7 service in English, Mandarin and Cantonese. “If a charter or corporate jet needs a landing permit in Wellington for a flight from Bangkok, but they need it relayed in Mandarin, we’ve got them covered,” says Roman Stampouis, the company’s Asia Pacific regional director.

Whatever its current stance toward business aviation, Wu says, China’s Central Government has attached “great importance” to growth of the industry. He points to several measures adopted over the past year, such as simplifying the Air Operators Certificate application process, expanding a subsidy program for segments of the general aviation industry, and supporting the movement of authority for approval of flight plans and other general aviation activities from regional to local authorities.

Removing airspace restrictions remains a challenge. Last November the Central Government hosted a national meeting with civilian and military authorities to develop an implementation plan for loosening strictures. The plan looks good “on paper,” Wu says, but “we need to watch, and to push” to ensure follow through. The AsBAA itself is muscling up to help that effort; the organization added 15 members in the last year, bringing its total to more than 100 companies.

Going forward, realizing China’s business aviation potential and building out its infrastructure will require more than government encouragement, business community buy-in, and money. It will take time. Even if China builds “10 or 15 general aviation airports each year, it still won’t meet demand,” says Wu. “That’s going to be a long process, longer than five or 10 years.”

BJT

James Wynbrandt (jwynbrandt@bjtonline.com), a private pilot, writes regularly for BJT.