

提高中国机场的管理体系，促进中小型机场的发展

中国机场管理

CHINA AIRPORT MANAGEMENT

24-25 November 2008 * Grand Millennium Hotel, Beijing, China

2008年11月24日-25日 * 北京千禧大酒店，中国

Increasing Operational Efficiency through Effective Management Systems

CRITICAL ISSUES TO BE ADDRESSED:

-  Sustainable development of Small and Medium sized airports in China
-  Sharing airport management experiences of foreign international airports — India, Philippines, Thailand
-  The importance of an integrated IT system within the entire airport community
-  Enhancing the customer experience through increased effectiveness of airport facilities
-  Analysing the worldwide competition of airport operations and management
-  International airport development and operations management in 2009
-  Funding strategies for China airports
-  Increasing the effectiveness of airport security operations

OUR PANEL OF EXPERTS:

Ajay Prasad, *Chairman*
Government Committee on Futuristic Air Navigation Services, India

Danilo Francia, *CEO/GM*
Mactan-Cebu International Airport, Philippines

Dr Samuel Tong, *Marketing Director*
Macau International Airport Company, Macau

Sidney Chau, *Executive Director*
AVSECO, Hong Kong

Steven R. Okun, *Vice President*
UPS Asia Pacific

Lim Yew Seng, *Chief of Global Business/ Communications Engineering*
NCS Group, Singapore

Virachai Vannukul, *Chairman of Business Development Committee*
Thai Airport Ground Service Company Ltd. Suvarnabhumi Airport, Thailand

Xia Tian, *Coordinator China Desk*
Franport AG – Frankfurt Airport Services

Dr Buck P Tang, *Group Director*
SQ Centre, Singapore

Marco Villa, *Partner*
Lufthansa Consulting, Germany

Lu Ya, *Partner*
Deloitte Touche Tohmatsu

Anthony Chan, *Managing Director*
Hammonds, Hong Kong

ORGANISED BY:



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*Most presentations will be in English. Where presentations are in Chinese, translation into English and interpretation will be provided.
大会以英文为主，同时准备了中英文翻译系统。

CHINA AIRPORT MANAGEMENT - 中国机场管理

DAY 1 • 24 NOVEMBER 2008 • MONDAY

- 8.00 Registration and Morning Coffee
嘉宾登记及早茶时间
- 9.00 **CHAIRPERSON'S WELCOME AND OPENING ADDRESS**
大会主席致开幕欢迎献词
Ajay Prasad, Chairman
Government Committee on Futuristic Air Navigation Services, India
- 9.15 **HOW CAN SMALL AND MEDIUM SIZED AIRPORTS BE SUSTAINABLY DEVELOPED?**
中小型机场如何保持持续发展
✈ The importance of an airport to local economy
✈ The constraints of a SME airport
✈ How can SME achieve the goal of sustainable development
Dr Samuel Tong, Marketing Director
Macau International Airport Company, Macau
- 10.10 **SHARING OF EXPERIENCE BETWEEN PHILIPPINES AND CHINA TO INCREASE AIRPORT MANAGEMENT EFFICIENCY**
分享菲律宾与中国的机场管理经验从而更有效地加强机场管理
✈ Mactan Cebu International Airport: The profile
✈ Our experience with the national and international air carriers
✈ Opening up to China operations
✈ Development ideas for cooperation and efficiency
Danilo Francia, CEO/GM
Mactan-Cebu International Airport, Philippines
- 11.00 Morning Refreshment - 上午茶点休息
- 11.20 **LEARNING FROM THE INDIA EXPERIENCE IN PRIVATISATION - ANALYSING THE PRIVATISATION OF INDIAN AIRPORTS**
分析了解印度机场私有化
✈ Challenges faced in privatisation
✈ Need to upgrade – Massive investment required
✈ Existing infrastructure
✈ Development strategy
✈ Investment opportunities
Ajay Prasad, Chairman
Government Committee on Futuristic Air Navigation Services, India
- 12.10 **OUTSOURCING AIRPORT SECURITY OPERATIONS TO THE EXPERTS**
妥善地将机场安全管理外包给安全管理专家
✈ Advantages and disadvantages of outsourcing airport security operations
✈ What are the regulatory standards?
✈ Case study – The Hong Kong model
✈ Emerging trends – The future challenges
✈ The benefits that AVSEC could provide you
Sidney Chau, Executive Director
AVSECO, Hong Kong
- 1.00 Lunch - 午餐时间
- 2.00 **INCREASING EFFICIENCY AND COST CONTROL MEASURES THROUGH TECHNOLOGICALLY ADVANCED AIMS**
通过科技优势更有效的提高成本控制管理措施
✈ The importance of financial management for airport
✈ Enhancing the competitive through efficiency cost control measures
✈ The benefits that technology could provide
Lu Ya, Partner
Deloitte Touche Tohmatsu
- 3.00 **IMPROVING CARGO SERVICE FACILITIES AT DOMESTIC AIRPORTS AND PROVIDING FINANCIAL SUBSIDIES TO ATTRACT AIRLINES TO OPEN INTERNATIONAL CARGO ROUTES**
本地机场不断改善货运设备, 提供优惠补助来吸引更多外国航线
✈ The situation of current domestic airport cargo service
✈ The global competition of cargo service
✈ The challenges of China airports
Steven R. Okun, Vice President
UPS Asia Pacific
- 3.50 Afternoon Refreshment - 下午茶点休息
- 4.10 **EFFECTIVE FUNDING STRATEGIES FOR CHINA AIRPORTS**
中国机场的有效融资策略
✈ The changing business landscape for China aviation sector
✈ Tapping funds for China airports - Multi-faceted prisms
✈ Financing and investment structures
✈ Business and regulatory environment
✈ Key elements for evaluation of funding decisions
✈ Due diligence process and risk management
Anthony Chan, Managing Director
Hammonds, Hong Kong
- 5.00 **END OF DAY ONE - 第一天会议结束**

- 8.30 Morning Coffee
早茶时间
- 9.00 **CHAIRPERSON'S WELCOME AND OPENING ADDRESS**
大会主席致开幕欢迎献词
Ajay Prasad, Chairman
Government Committee on Futuristic Air Navigation Services, India
- 9.15 **PROVIDING INTEGRATED ENTERPRISE APPLICATIONS WITH INTERFACES FOR SEAMLESS INTEGRATION OF ALL I.T. SYSTEMS WITHIN THE ENTIRE AIRPORT COMMUNITY**
紧密、完善地技术系统配合为机场提供优质的企业应用程序
 In the complex operating environment of an airport, there exist multiple systems operating independently
 Would it be advantageous to connect and/or integrated all the systems together?
 What are the benefits and pitfalls?
 How should a hub airport approach this issue and what are the critical success factors for such an implementation?
Lim Yew Seng, Chief of Global Business/ Communications Engineering
NCS Group, Singapore
- 10.15 **LEARNING FROM EXPERIENCE: FUTURE AIR NAVIGATION SERVICES- MASTER PLAN FOR INDIA**
印度未来航空服务业的主要计划
 Present challenges in CNS – ATM
 Need for a network centric architecture enabling trajectory based operations
 CNS – ATM systems overview
 Air navigation – Master plan
Ajay Prasad, Chairman
Government Committee on Futuristic Air Navigation Services, India
- 11.15 Morning Refreshment - 上午茶点休息
- 11.35 **FRAPORT AG: DEVELOPING AIRPORTS OF TOMORROW - A WORLDWIDE COMPETITION**
法兰克福机场：在全球竞争背景下机场的发展
 New challenges ahead
 Airports have to respond to new challenges by defining a clear strategy
 The three pillars of Fraport's strategy
Xia Tian, Coordinator China Desk
Franport AG-Frankfurt Airport Services
- 12.30 Lunch - 午餐时间
- 1.30 **AL NAJAF INTERNATIONAL AIRPORT (IRAQ) DEVELOPMENT AND OPERATIONS MANAGEMENT 2009**
A1 NAJAF国际机场（伊拉克共和国）2009年的发展和运作管理
 Profile of new Iraq
 Al Najaf dynamic development plan
 A star is born "Al Najaf International Airport"
 Al Najaf strategic position: The futuristic significant aerotropolis of the Middle East
 Sky bridge concept: China, East and Southeast Asia's aviation network
Virachai Vannukul
Chairman, Business Development Committee
Thai Airport Ground Services Company Ltd.
Suvarnabhumi Airport, Thailand
- 2.30 **CREATING A SIGNATURE AIRPORT CUSTOMER EXPERIENCE - A WINNING FORMULA TO SUSTAINABLE COMPETITIVE ADVANTAGE**
打造机场服务新体验 – 持续竞争优势的制胜法宝
 The importance of delivering a unique airport customer experience
 Re-defining the airport customer experience DNAs
 Managing the signature airport customer experience
 Managing people for sustaining the unique airport customer experience
Dr Buck P Tang, Group Director
SQ Centre, Singapore
- 3.30 Afternoon Refreshment - 下午茶点休息
- 4.00 **ATTEMPT TO MAXIMISE STRUCTURE CAPACITY OF AIRPORT OPERATORS TO ENHANCE THE CUSTOMER EXPERIENCE AND GROW REVENUES**
提高机场操作人员的技术能力，加强服务质量从而增加机场效益
 Optimising all revenues at an airport in a holistic way
 Aeronautical and non-aeronautical revenues
Marco Villa, Partner
Lufthansa Consulting, Germany
- 5.00 **END OF CONFERENCE - 大会结束**

Profiles of Speakers:

Ajay Prasad **Government Committee on Futuristic Air Navigation Services, India**

Ajay Prasad has over 37 years experience in Government both in the State of Himachal Pradesh and Government of India. Wide ranging experience, in different sectors, like Industries, Textile, Media, Power, Defence, Civil Aviation etc. He piloted the privatisation process for airports of Delhi, Mumbai, and Hyderabad. Mr Prasad headed a Committee constituted by the Ministry of Civil Aviation, Government of India on Futuristic Air Navigation Services – Master Plan.

Dr Samuel Tong **Macau International Airport Company, Macau**

Dr. Samuel Tong is the experts of Tourism Economics, International Trade and Regionalisation, Transportation Economics, Public and Industrial Policy, Institutional Economics, Law Economics, Consumption Behavior and Marketing. He served in Macao Economic Service, S.A.R. as a senior officer from 2001 to 2006. Now he works for Strategic Advisor of Macau International Airport.

Danilo Francia **Mactan-Cebu International Airport, Philippines**

Danilo Francia worked as president and CEO at Clark International Airport Corporation and Diosdado Macapagal International Airport from 2004 to 2006. His responsibility was reorganising the corporation upgrading its airport's capability and getting more flights to utilise its facilities to promote local tourism and investor business in the Clark Economic Zone. Now, he works as CEO and General Manager at Mactan Cebu International Airport Authority. Mactan-Cebu International Airport is a major trade centre in the south for both domestic and international traffic. Its traffic is continually increasing and is now serving 628 commercial flights weekly transporting 10,760 passengers daily.

Sidney Chau **AVSECO, Hong Kong**

Sidney Chau is the Executive Director of Aviation Security Company Limited (AVSECO), Hong Kong. In 1997, while he was a Senior Assistant Commissioner of the Hong Kong Police, Mr Chau was seconded and tasked to set up AVSECO at the new Hong Kong International Airport. Under his direction and leadership AVSECO rapidly developed into an internationally recognised elite aviation security organisation. In March 2002, Mr Chau returned to the Hong Kong Police Force and served as the Director of Crime and Security. In June 2004, he retired from the Police Force after 34 years service and re-joined AVSECO as the Executive Director.

Lim Yew Seng **NCS Group, Singapore**

Lim Yew Seng was with the Ministry of Defence, the Civil Aviation Authority of Singapore (CAAS) and then SingTel Aeradio before he joined NCS. In CAAS, as an Airport Manager of Changi Airport, he was responsible for spearheading technology application and development of airport IT systems; policy formulation and strategic planning; and operational management of critical ground systems. NCS Communications Engineering provides infrastructure, communications and engineering solutions and services to key customers in Singapore and in the region.

Lu Ya **Deloitte Touche Tohmatsu**

Lu Ya has an expertise with deep experience in consulting services, Lu Ya possesses over 20 years experience in finance management transformation services. She has provided consulting services in accounting, audit, tax and finance management for many large scale domestic and overseas enterprises, which covered varied industries such as power, oil and gas, electronics, automobile, aviation, telecoms, engineering manufacture, nonferrous metal and import and export trade. In recent years, Lu Ya has been dedicated to provide finance management transformation services to large scale domestic and overseas companies.

Marco Villa **Lufthansa Consulting, Germany**

Marco Villa is an international aviation expert and Principal of the Airport Team at Lufthansa Consulting, specialised in airport management, logistics and privatisation. He has gained significant international experience dealing with architectural and engineering issues most recently focused on airport development from the master and strategic planning perspective. Lufthansa Consulting is an aviation and management consulting company which is dedicated to assist international clients from the aviation sector and related industries to successfully meet the challenges of the future.

Xia Tian **Fraport AG – Frankfurt Airport Services**

Xia Tian is a key member of the Fraport AG organisation in Asia as the Coordinator of the China Desk. He is responsible for acquisitions and investments and coordinates all marketing activities by Fraport AG in China. Before moving to Shanghai in 2007, Mr Xia was trained in several departments at the airport in Frankfurt, Germany. He was working for example in the Ground Handling unit of Fraport AG and within the Human Resources Department in the field of international personnel development.

Virachai Vannukul **Thai Airport Ground Service Company Ltd.** **Suvannabhumi Airport, Thailand**

Virachai Vannukul has had more than three decades of top management careers in a number of international activities, such as international commercial airlines, mining industry, trading, consumer products marketing, banking and financial institutions. His previous professional assignments covered a wide spectrum of areas, i.e. Strategic Management, Project Management, System Management, Crisis Management, and Financial Management. During the past 25 years, he has been involved in five major corporate rescue missions, out of which, all, with the exception of one, and has been successfully turned around.

Dr Buck P Tang **SQ Centre, Singapore**

Dr Buck P Tang is one of the pioneers of SQ Centre who helped build the foundations of the service quality subject expertise for SQ Centre in 1990. SQ Centre was founded by Singapore Airlines Limited (SIA) and SPRING Singapore (a national driver for Singapore's productivity, innovation and standards) as the national initiatives to improve service quality in Singapore. In May 2008, Dr Tang was appointed as consultant by the Airport Council International (ACI) for the delivery of a service quality intervention for Beijing Capital International Airport.

KEY BENEFITS OF ATTENDING

- ✓ **DISCUSS** the sustainable development of small and medium sized airports in China
- ✓ **SHARE** airport management experience with foreign international airport operators
- ✓ **ENHANCE** the customer experience through maximising the capacity of airport operators
- ✓ **ANALYSE** the worldwide competition in the airport industry
- ✓ **UNDERSTAND** the importance of an integrated IT system within the entire airport community

- ✓ **讨论** 中国中小型机场如何保持持续发展
- ✓ **分享** 外国国际机场的管理经验
- ✓ **加强** 机场操作人员能力提高机场服务质量
- ✓ **分析** 机场业的全球竞争力
- ✓ **了解** 科技系统对机场管理的重要性

WHO SHOULD ATTEND

- Chairmen ■ Chief Executive Officers ■ Presidents, ■ Managing Directors ■ Chief Financial Officers ■ Regional Directors ■ Vice Presidents ■ General Managers ■ Country Managers ■ Investment Directors ■ Strategic Planning Managers ■ Strategic Business Development Managers

From

- Airport Aviation Authorities ● Civil Aviation Authorities
- Airport Management Companies ● Airport Operators ● Ground Handling Companies ● Airport Retailers

CHINA AIRPORT MANAGEMENT

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According to a recent forecast released by the Airports Council International (ACI), over the next 15 years, global air passenger traffic will grow by over 4% per annum. This would mean that by 2020, more than 7 billion people will be using the world's airports, and, with freight traffic growing at an even greater rate of around 5.1% per annum, reaching some 170 million tons in 2020, it is clear that greater airport capacity is a precondition for fulfilling the forecasted growth.

In Greater China, the increase in globalisation and international trade has created a high demand for air transportation. Opportunities on various facets can be envisioned following China's accession to the WTO. Increased foreign investment in China will drive higher demand for better quality air transportation. Airport Management companies in China will face more vigorous competition and increased pressure on margins. Between 2006 and 2010, investment in airport infrastructure is projected to be in excess of USD17.4 billion. Over this period the Civil Aviation Administration of China (CAAC) plans to construct **42 new airports** as the country's economy continues to grow. This will put more than 70 per cent of the population within 100 km of an airport.

To keep pace with rising passenger numbers and cargo volumes, China is investing heavily to **add capacity at existing facilities**. In 2005, China's airports handled 284 million passengers – 17.5 per cent up on the previous year. Cargo volumes also rose by more than 14 per cent and a similar increase was recorded for flight movements.

The expansion plan at Beijing Airport to cater to the 2008 Olympics was massive in anticipation of the passenger traffic that would be traveling through Beijing. To quote a BBC article *“But what took 200 years to urbanise here in Europe is taking just 20 years in China. So the pace of change is extraordinarily fast.”* - BBC News 27 February 2008.

With increase traffic and more demanding customers, airports must do everything in their power to improve efficiency and passenger throughput, while being ever watchful of the bottom line. Today's airports are faced with many challenges that require them to streamline operations, simplify passenger travel, empower employees with information, while containing costs and increasing efficiency. The answer is a more intelligent airport, one with integrated systems to eliminate the cost, time and worry factors of how to connect which part to what.

Airport security has gone through significant changes in recent years. Notably, these changes have been driven largely by terrorist activities around the globe. Conceiving cost effective plans to address the complexity and regulatory compliance of security today, requires a forward thinking approach that encompasses a holistic and technology based view of what a security plan should include to meet current and future needs. Airport Services Management is facing complex challenges also.

“CHINA AIRPORT MANAGEMENT” is a strategic conference organised by *Asia Business Forum* which will focus on **“Airport Operational Management”**, **“Airport Safety and Security Management”**, **“Airport Service Management”** and **“Airport IT Support Management”**.

We have invited airport management experts from China, Hong Kong, Germany, Singapore, India, Macau, Philippines and Thailand to share their experiences in managing international and domestic terminals. This is THE CONFERENCE where you will be able to understand the complexities of airport management and gain solutions to the many problems that managing an airport will present.

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中国 机场 管理

近年, 中国民航推行的积极改革措施, 已在公共航空运输领域见到了成效。全民航安全飞行记录再创新高, 显示了中国民用航空总局驾驭高风险行业的能力; 同时, 逐步开放的市场准入机制, 使民营经济对航空运输的投资热情和发展认识显著增强, 新审批的几家民营航空运输企业快速实现盈利, 促进了单一的市场竞争主体下公平机制的形成, 有效的调动了民间资本和外部资源参与民航建设、投资的积极性。在民航的另一块战场, 机场发展的不平衡性, 已在中小机场的长期亏损中, 成为“和谐民航”的发展之痛, 而且可能伴随新一轮的中小机场兴建得以扩散。2007年, 民航机场业盈利格局仍演绎了两极失衡的走势: 北京、上海、广州三大城市的机场集中着全国三分之一以上的业务量, 而年旅客吞吐量50万人次以下的90多个机场, 旅客吞吐量不足全国的5%, 亏损率超过70%, 困境中的中小机场迫切期待能从行业改革的新机遇中寻求突围。

中国民航总局对建设新一代航空运输系统提出了宏伟构想。坚持以人为本, 采用先进的理念、模式和技术, 改造、优化和提升现有民用航空服务体系, 使中国民航的航空运输不仅在数量上有较大的提升, 而且在质量上也有较大的飞跃。建设新一代民用航空运输系统的目标是: 带有前瞻性地综合改进和发展机场设施; 建立新型的高效、透明、多层次、非干扰式的机场安全检查系统; 充分应用新科技, 改变空中管理的理念, 建立一个适应能力强的空中交通管理系统; 建立行业综合性公共信息网络平台; 建立法制、科学、综合、积极主动式的安全管理系统; 全面、系统地提高天气观测和预报水平, 大大减少天气对飞行的影响; 建立适应国际新技术、新标准、新程序的适航审定系统; 全面建设有中国传统文化特色的企业文化和行业文化。

机场作为航空地面服务的提供者, 是航空公司实现服务质量目标过程中极为重要的环节。因此, 要实现为客户严格符合国际统一质量标准的服务目标, 需要机场和航空公司严格按照跨国公司的管理模式进行运作, 对目前各机场实行的各不相同的复杂财务系统进行简化, 物资实施集中采购, 实施标准化的国际、国内客户关系管理等, 力求最大程度地实现规模化经营, 降低运营成本, 提高机场的经营绩效。

2008北京奥运, 必定迎来庞大的旅客流量, 为此北京机场实施了机场拓展计划, 方便旅客前往北京。据BBC2008年2月27日新闻报道“欧洲国家用了20年的时间建立了都市化, 为何中国仅用了20年的时间。这种进步幅度是非常惊人的。”

中国机场一体化运营的理念尽管已经基本明晰, 但整合模式、经营管理模式、手段、措施等具有实际操作意义的内容还有待完善。机场系统的发展需要从提升整个机场系统的容量、效率、服务水平、综合竞争力等多方面因素来考虑机场的发展问题。

另外, 在正确的行业政策的引导下, 机场融资模式的变革, 既可以使我国中小机场摆脱目前的困境, 又可以为我国机场业的科学发展提供健康的运行模式。探索我国中小型机场融资模式的创新方式与途径, 具有积极的现实意义与深远的历史意义。

Asia Business Forum就“机场经营管理”, “机场服务管理”, “机场保安系统管理”及“机场支持系统管理”几个方面邀请了来自中国, 香港, 新加坡, 德国, 澳门, 印度, 菲律宾及泰国的机场管理专家分享他们多年的丰富机场管理经验。不容错过!

REGISTRATION FORM

CHINA AIRPORT MANAGEMENT

中国机场管理

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Card Holder's Name _____

Signature _____ Expiry Date _____/_____/_____

Important Notice: Payments are required with registration and must be received prior to the Conference to guarantee your place. Walk-in delegates will only be admitted on the basis of space availability at the Conference and with immediate full payment.

CANCELLATIONS & TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Conference. A refund less US\$200 administration charge will be made for cancellation received in writing on or before **4 November 2008**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.