

JET

ASIA-PACIFIC

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ISSUE

38

第38期 | 2017

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雄鹰振翅 天成起航

LEADING THE WAY

Mr. Chang Qiusheng, Chairman of Amber Aviation

常秋生先生 天成商务航空

Interview by Anthony Lam and Stacy Song



It's impossible to talk about business aviation in Asia today without mentioning the name Chang Qiusheng. A veteran in the field as well as a pioneer, Mr. Chang was instrumental in bringing the first Gulfstream jet to China in 2003, and secured one of the country's first air operator's certificates (AOC). He also set up China's first privately-owned aircraft management company Business Aviation Asia (BAA), and has been at the forefront of several exciting new developments.

"I joined this industry in 1997," says Mr. Chang. "In almost twenty years, I've accumulated a wealth of knowledge and experience. To build on this, I've recently launched a brand-new bespoke service that is leading aviation in a new direction." With Mr. Chang's pioneering vision and contributions to the industry since the beginning, it came as no surprise that he was recently presented with the prestigious Mike Davis lifetime achievement award from the Asian Business Aviation Association.

In February 2017, Mr. Chang founded Amber Aviation Ltd. – a business jet service company that will cater to HNWIs, large corporations and industry peers, offering ultimate customized services such as aircraft management, charters, aircraft sales, consulting, and maintenance. Headquartered in Shenzhen with offices in Hong Kong and Macau, and operating bases in Beijing and Shanghai. Amber boasts a team of highly-experienced management executives, each with over a decade of top-level experience in the industry. "To our clients, time is the most important factor," says Mr. Chang. "That's why at Amber, saving time for our owners is the basis for all of our services."

Just six months after its establishment, Amber had already secured its position as a rising star in China's business aviation industry, with support from the China Civil Aviation Authority, local air traffic control departments, and a raft of domestic airports. In August 2017, the company successfully gained certification from 135 civil aviation enterprises in China, obtained a CCAR-135 operation certificate, and acquired a CCAR-145 maintenance license from the Civil Aviation Administration of Central South China. It currently has four business aircraft, and is expected to add six more over the year

在2017年2月，常秋生先生创立了天成商务航空有限公司。总部位于深圳并在香港、澳门设有分公司，同时在北京、上海设有运营基地。天成商务航空致力于高净值人士（HNWI）、大型企业 & 同业公司提供高度定制化的公务机服务方案，包括飞机管理、包机业务、飞机销售、咨询以及维护项目。短短半年，天成，这枚中国商务航空界冉冉升起的新星，得到了中国民航局，当地空管部门，机场等单位全力支持，并取得诸多令世人瞩目的成就。8月，公司顺利通过中国民航135部运行合格审定，获得民航中南地区管理局颁发的CCAR-135运行合格证和CCAR-145维修许可证。目前，天成商务航空已经拥有4架公务机，年内预计扩充至6架，2018年机队规模计划达到15架。

以成为亚洲公务机定制服务的领导者为目标，天成商务航空的初期成果离不开董事长常秋生和他的精英团队。“从1997年我进入这个行业开始，走到今天将近20年的时间。”常先生告诉我们。从引进中国第一架湾流飞机和第一个飞机管理业务，到成立国内首家专业化公务机管理公司——亚联公务机，常秋生先生一直是亚洲商务航空界的领航者，2016年亚洲商务航空协会更是授予他终身成就奖（Mike Davis Award）。

涉足商务航空领域之前，常先生在民航领域已有十余年工作经验的积累。“无论是民航还是专机、公务机，最重要的都是刻在脑海里的根深蒂固





“无论是民航还是专机、公务机，最重要的都是刻在脑海里的根深蒂固的安全理念。”

“TO OUR CLIENTS, TIME IS THE MOST IMPORTANT FACTOR, THAT'S WHY AT AMBER, SAVING TIME FOR OUR OWNERS IS THE BASIS FOR ALL OF OUR SERVICES.”

to come, with an estimated fleet size of fifteen by the end of 2018.

Mr. Chang's prevailing goal is for Amber to become Asia's leader in bespoke business jet service. With his decades of business experience and forward-thinking mind-set, this goal is well within his reach. Before he entered the business jet industry, Chang spent more than ten years in the field of civil aviation. It was during these years that he made several of his most notable achievements. "While I was working for Air China, we were the first to manage business aircraft here, and the first to introduce Gulfstream jets," he says. Launching the Gulfstream G-IV into the Chinese market was no easy feat. However, with his team behind him, Mr. Chang was eventually able to secure the deal.

的安全理念。”常先生说。他一直坚持的准则是“踏实做事老实做人”。在中国国航工作期间，常先生全面了解了国内公务机的运营——从地勤运营工作到专机业务，再到国家政策相关——正是因为这些经验和品质，让常先生备受政府和局方信赖。值得一提的是，天成商务航空目前已通过公务机运行国际标准 (IS-BAO) 一阶段认证，这在一般情况下需至少半年才能得到的证书天成仅用两个月就成功获取。

2003年，常秋生先生接触的第一笔公务机业务就是将湾流G-IV飞机引入中国市场。此前，湾流公司从未出租过任何一架飞机给运营方，经过常先生和团队的不懈努力最终促成这一交易。在摸索中前进，不断总结经验教训，在此过程中，常先生的团队不断精益求精，追求更高水准的公务机服务品质。从此，国航公务机的业务正式拉开序幕。常先生这一关键举措对后续大中华区公务机的引进和拓展都起着至关重要的作用。

“MR. CHANG'S PREVAILING GOAL IS FOR AMBER TO
BECOME ASIA'S LEADER IN BESPOKE BUSINESS JET SERVICE.
以成为亚洲公务机定制服务的领导者为目标，天成商务航空的
初期成果离不开董事长常秋生和他的精英团队。”



Amber Aviation's strengths in aircraft management are due mainly to Mr. Chang's previous experience. In 2004, he and his team took on the challenging task of launching an aircraft management company in China. It was unknown territory. However, Mr. Chang forged ahead. "We worked alongside to come up with an execution strategy," he says. "We spent several months in consultation and discussion, and ended up co-planning a very efficient program." Later, this experience proved to be a vital reference point for his initiatives in Shenzhen. His original aircraft management business has now been extended to provide an even broader platform across Asia.

Mr. Chang's tenure at Air China also helped him to develop a comprehensive understanding of domestic business jets, from ground operations all the way through to national aviation policies. This has helped him to build relationships with government departments as well as industry heavyweights. It has also enabled him to dig out the crucial success point for aviation. He says, "For commercial airplanes and business jets alike, the

most important thing is safety. There must be a strong safety foundation." Thanks to Amber Aviation's safety philosophy and company safety culture, it was most recently granted IS-BAO Stage One — the industry recognized code of best practice. The certification was granted to Amber in just two months — almost six months to a year quicker than the industry norm.

For a pioneering company like Amber Aviation, a strong management team is also a necessity. Along with his own practical management experience, knowledge, and skills, Mr. Chang has gathered a group of talented individuals to chart the course alongside him. The Amber team has been working together for almost ten years. "As a team, it is crucial that we share the same purpose and have a very strong ability to execute," he says. "We are elites in the industry. We are unique and experienced enough to provide the perfect touch when it comes to guaranteeing flight safety." He adds, "In the business aviation industry, it's difficult to find a management team with a consistent level of both dedication and ability. But when you find it, it's that consistency and harmony that leads to success."



AMBER AVIATION 天成商务航空

“做企业不能眼高手低，尽全力做事，同时也要懂得取舍。”



“OUR CHINESE NAME – TIANCHENG – IS TAKEN FROM AN ANCIENT PROVERB, AND MEANS NATURALLY FORMED.”

There is a similar harmony between the company's Chinese and English names. As Mr. Chang explains, “Our Chinese name – Tiancheng – is taken from an ancient proverb, and means ‘naturally formed’. Like our English name, it denotes ‘amber’. Amber takes years to form as a naturally created gemstone.” It is the perfect choice for a company forged out of many decades of experience, with a future that is bright and promising.

Indeed, under Mr. Chang's leadership, Amber Aviation as a devoted, client-trusted, and industry-recognized team as a whole is well positioned to lead the way. He is optimistic about what lies ahead, but is equally aware of the potential pitfalls. “In business, your eyes shouldn't be bigger than your belly,” he warns. “You have to be realistic about what you can

do, while at the same time providing customers with the best possible services. A good company must prioritize its clients' needs.”

As for the immediate future, Mr. Chang foresees that the business aviation market will pick up. To meet growing demand, he and his team are planning to launch a series of new highly-customized business jet solutions, including a time share plan, a sub-module management system, and new AOC applications. “Amber's clients need highly personalised services, and we can offer this,” he says. “We have discovered the DNA for success. We are guided by our purpose to make aviation simple, efficient and stress free, thus maximizing the return on our clients' most valuable asset: time.” ✈

紧接着的2004年，常先生的团队又接手了一项艰巨任务，引进中国第一架管理飞机。

整个团队第一次接触飞机管理业务，没有可借鉴的案例，所有环节都从零开始。尽管困难重重，常先生的团队仍展示出超强的执行力，他说：“当时我们的团队集思广益，前后几个月积极同各方咨询、交流，终于共同策划出一个可行方案”。这次探索史无前例，意义深远，为几年后常先生在深圳发展亚联的飞机管理业务打下了坚实的基础。

如今，常秋生先生不忘初心，再次起航。拥有丰富实践管理经验和核心知识技能，常先生的团队一路披荆斩棘，成果瞩目。优秀的核心团队是企业成功的关键，天成团队的专业度，执行力和战略眼光享誉业内。常先生自豪地说：“如今的公务机领域，虽然人才济济，却很难找到天成这样齐心的管理团队。人心齐，泰山移，理念的高度一致是天成走向成功的关键。”

天成商务航空之“天成”出自中国古语“浑然天成”，与其英文名称“Amber”一样，中文是琥珀的意思。琥珀是一颗历经多年时间形成的天然宝石，和中文及英文名称放在一起，有异曲同工之妙。在常先生的带领下，天成的定位是真正为客户提供“定制化服务”。常先生说：“做企业不能眼高手低，尽全力做事，同时也要懂得取舍。立足于满足客户的体验感，在合作的过程中充分考虑客户的感受和想法。”

未来市场回暖，将会有越来越多的客户需要公务机服务。常先生说：“我们的理想是为客户带来简单、高效、而轻松的飞行体验，让客户更充分地利用宝贵时间。”据悉，天成商务航空将推出一系列全新高度定制化公务机服务方案，包括“小时共享计划”，分模块管理，AOC申请等，让我们拭目以待！✈

“ IN THE BUSINESS AVIATION INDUSTRY, IT'S DIFFICULT TO FIND A MANAGEMENT TEAM WITH A CONSISTENT LEVEL OF BOTH DEDICATION AND ABILITY. BUT WHEN YOU FIND IT, IT'S THAT CONSISTENCY AND HARMONY THAT LEADS TO SUCCESS. 人心齐，泰山移，理念的高度一致是天成走向成功的关键。”

