



University of St.Gallen

Center for Aviation Competence

Welcome



International Management Module «Doing Business in Asia»

14-17 June 2022

The International Aviation Management Course will take place in Singapore because the Aviation industry is a key driver for growth in this market and has the highest growth rate in Asia. Therefore, a special focus on how to do business in Asia and to feel and meet Asian business is essential. Each day starts with a theory section in the morning. In the afternoon, participants get practical insights into operations and service innovation through company visits.



Asia Hub of University of St. Gallen (SGI-HSG)



Program

Day 1: 14/06/2022, Introduction to Singapore

TIME	TOPIC AND CONTENT	LECTURER
09.00 – 09.30	Welcome	Andreas Wittmer
09.30 – 11.00	Introduction to Singapore and its business community I	Stefan Morkoetter
11.00 – 11.15	Coffee break	
11.15 – 12.30	Introduction to Singapore and its business community II	Stefan Morkoetter
12.30 – 13.30	Lunch	
13.30 – 15.15	Visit Singapore City Gallery	Stefan Morkoetter
15.15 – 16.00	Transfer and Coffee at Amoy Street	
16.00 – 17.30	Recent Developments in the Asian Aviation Market	Philip Go, Regional Vice President IATA Asia-Pacific
19.30	Networking Dinner Level 33 (8 Marina Boulevard 33-01, Marina Bay Financial Centre Tower 1, Singapur 018981)	

Day 2: 15/06/2022, Doing Business in Asia

TIME	TOPIC AND CONTENT	LECTURER
08.45 – 09.00	Welcome and Introduction	Andreas Wittmer
09.00 – 10.30	Doing business in Asia & recalibrating your views on Asia I	Stefan Morkoetter
10.30 – 11.00	Coffee break	
11.00 – 12.00	Doing business in Asia & recalibrating your views on Asia II	Stefan Morkoetter
12.00 – 13.00	Lunch	
13.00 – 18.00	Company visit Seletar Aerospace Park (SAA, Bell Helicopter, Airbus, Rolls Royce)	Andreas Wittmer
	Association of Aerospace Industries (Singapore)	Mr. Sia Kheng Yok 690 West Camp Road, #08-08 JTC Aviation Two sia_ky@aais.org.sg Seletar Aerospace Park, Singapore 797523
	Airbus	Airbus, Mrs. Serena Tan (Meeting point Lobby) 12 Seletar Aerospace Crescent, Singapore 797566 Phone: +65 68774300 serena.tan@airbus.com
	Bell Flights	Bell Asia, Eugene Tan 6 Seletar Aerospace Heights, Singapore 797545 Phone: +65 8129 2132 ytan@bellflight.com



Day 3: 16/06/2022 Strategies and Competing in Asia

TIME	TOPIC AND CONTENT	LECTURER
08.15 – 08.30	Welcome and Introduction	Andreas Wittmer
08.30 – 10.00	Formulating strategies for Asia	Stefan Morkoetter
10.00 – 10.30	Coffee break	
10.30 – 12.00	Competing in Asia	Stefan Morkoetter
12.00 – 14.00	Lunch and Transfer	
14.00 – 17.00	Changi Airport and visit of Changi Experience Center	Sue Ming KOH koh.mingsue@changiairport.com
17.00 – 18.00	Transfer back to city center	
16.00 – 18.00		Andreas Wittmer

Day 4: 17/06/2022, Management in a cross cultural environment

	TOPIC AND CONTENT	LECTURER
08.45 – 09.00	Welcome and Introduction	Andreas Wittmer
09.00 – 10.30	M&A strategies in a cross-cultural environment	Stefan Morkoetter
10.30 – 11.00	Coffee break	
11.00 – 12.30	Exploring a new market: Thailand	Matthias Tietz
12.30 – 14.00	Lunch and transfer	
14.00 – 16.00	Presentation of Singapore Airlines	Singapore Airlines Mr. Siva Govindasamy
16.00 – 17.00	Transfer to Ce La Vie, Marina Bay Sands	
From 17.00	Closing Ce La Vie, Marina Bay Sands and dinner	Andreas Wittmer

The Lecturers



Dr. Andreas Wittmer

- Managing Director of the Center for Aviation Competence (CFAC-HSG)
- Vice President of the Swiss Aerospace Cluster
- Deputy Director of the Institute for Systemic Management and Public Governance (IMP-HSG)
- Senior Lecturer for Management under special consideration of aviation (University of St. Gallen, University Vienna, Mae Fah Luang University Chiang Rai, Emirates Aviation University and many more)



Prof. Dr. Stefan Morkötter

- Managing Director at the St. Gallen Institute of Management in Asia and Full Professor of Finance at the University of St. Gallen
- CFAC Academic Advisory Board
- Main focuses in Banking, Credit Risk, Financial Intermediation, Private Equity and Family Offices



About the Companies to be visited

Singapore Airlines: Singapore Airlines was voted as the Skytrax World's Best Airline Cabin Crew 2019. The airline also won the second and fourth positions as the World's Best Airlines and World's Cleanest Airlines respectively for 2019.

Changi Airport: is one of the largest transportation hubs in Southeast Asia. Changi Airport has been voted on Skytrax 2016 Airport Awards by air traveler customers as the World's Best Airport for the fourth consecutive year.

Seletar: Seletar Aerospace Park (SAP) is a conducive environment for aerospace companies to operate and collaborate within. The 320-hectare development hosts a dedicated cluster of activities, including the maintenance, repair and overhaul of aircraft and components; manufacturing and assembly of aircraft engines and components; business and general aviation; as well as training and research & development.

Rolls Royce: produces newest technology engines for A380s and A350s in Singapore at the area of Singapore Aerospace Park.

Airbus Training Center: Airbus training center offers training simulators of all kinds of Airbus airplane types for airlines to get their pilots trained.

Bell Helicopter: Sales and maintenance office for the south east Asian region. They sell, repair, overhaul and make final assemblies in Singapore.

IATA Asia-Pacific: The International Air Transport Association (IATA) is growing its presence in Singapore with the move to a larger office that is able to accommodate 40% more employees, including a Global Delivery Center (GDC). 2018 marks IATA's 49th year in Singapore. From a small office in 1969, today Singapore is one of five regional offices and is our headquarters for the Asia-Pacific region. All of IATA's activities and services to its members and stakeholders are represented in this office. Currently they have over 150 employees and are adding more resources

How to get to HSG Singapore

HSG Singapore, Amoy Street 111

- Public Transport: The institute can be reached by using the Mass Rapid Transit (MRT). There are four stations, which are served by the red, green, purple and blue lines, and they are located within a 3 to 8 minutes walking distance.
 - Raffles Place (red and green lines)
 - Tanjong Pagar (green line)
 - Chinatown (purple line)
 - Telok Ayer (blue line)

Hotel Recommendations in Singapore

- Swissotel Stamford (www.swissotel.com/hotels/singapore-stamford)
- Fairmont Hotel (www.fairmont.com/singapore)
- Carlton Hotel (www.carltonhotel.sg)
- Panpacific, 7 Raffles Boulevard (<https://www.panpacific.com/en/hotels-and-resorts/pp-marina.html>)

All of these hotels are close to the City Hall and the HSG Campus.