



Apply now for the INTERNATIONAL AVIATION MANAGEMENT Course in Singapore

This year's International Aviation Management Course, which is part of the Global Aviation Management Certificate Program, will take place on **14 - 16 June 2017**. Participants gain an overview of the Asian aviation business community and discuss market entry strategies. Furthermore, they learn how to successfully manage a company in a cross-cultural environment.

The International Aviation Management Course will take place in Singapore because the aviation industry grows most in Asia these days. A special focus on how to do business in Asia and to feel and meet Asian business is essential. Each course day starts with a theory section in the morning, in the afternoon participants get practical insights into operations and service innovation while visiting companies.

Day 1: 14.06.2017, Doing Business in Asia

Time	Topic and Content	Lecturer
08.00 – 08.30	Welcome	Andreas Wittmer
08.30 – 10.00	Introduction to Singapore and its business community	Stefan Morkoetter
10.00 – 10.30	Coffee break	
10.30 – 12.00	Doing business in Asia & recalibrating your views on Asia	Stefan Morkoetter
12.00 – 13.30	Lunch	
13.30 – 18.00	Company visit IATA	Conrad Clifford
19.30	Networking - Dinner	

Day 2: 15.06.2017, Strategies and Competing in Asia

Time	Topic and Content	Lecturer
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	
14.00 – 15.00	Company visit Jetstar	Andreas Wittmer
15.30 – 17.00	Visit to Changi Airport	Toh Poh Joo
18.30	Dinner together with the participants of the Global Account Management Program	

Day 3: 16.06.2017, Aviation Management in a Cross-Cultural Environment

Time	Topic and Content	Lecturer
08.30 – 10.00	Exploring a new market: Malaysia	Christine Scheef
10.00 – 10.30	Coffee break	
10.30 – 12.00	M&A strategies in a cross-cultural environment	Stefan Morkoetter
12.00 – 13.30	Lunch	
13.30 – 15.30	Dealing with Aviation Risk: An Insurance Perspective (Company visit SwissRe)	Domenic Seifert Guy Bodoni
16.00 – 18.00	Aircraft Financing in Asia: Status quo and outlook (Company visit Credit Suisse)	Christian Fornaro



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,...)



Prof. Dr. Stefan Morkötter

- Managing Director and Assistant Professor at the St. Gallen Institute of Management in Asia (SGI-HSG)
- CFAC Academic Advisory Board
- Manager of the International Banking and Education Forum (IBEF)
- Main focuses in Banking, Credit Risk, Financial Intermediation, Private Equity and Family Offices



Dr. Christine Scheef

- General Manager of the St. Gallen Institute of Management in Asia (SGI-HSG)
- Lectures at the University of St. Gallen: Business Study Mission Malaysia, Corporate and Business Development in Southeast Asia
- Affiliations of the Strategic Management Society, Academy of Management and Swiss Business Association Singapore

About the Companies

IATA: The International Air Transport Association (IATA) is the trade association for the world's airlines, representing some 265 airlines or 83% of total air traffic. They support many areas of aviation activity and help formulate industry policy on critical aviation issues. IATA's Asia Pacific regional is based in Singapore.

Jetstar: is one of the Asia Pacific's largest low fares networks by revenue. Jetstar operates more than 4'000 flights a week to more than 75 destinations.

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

Swiss Re: is a leading provider of aviation reinsurance. Swiss Re deploys its capital strength, expertise and innovation power to enable clients to optimise their use of capital by managing volatile aviation insurance exposure. Founded in 1863 in Zurich, Swiss Re operates nowadays in more than 25 countries.

Credit Suisse: Credit Suisse is a recognized service provider in the high-end aviation finance market. They offer financing for new or pre-owned medium to large business or private jets from prime manufacturers. Founded in 1856, Credit Suisse has today a global reach with operations in over 50 countries.



Certificate and Alumni Network

Participants receive a certificate in INTERNATIONAL AVIATION MANAGEMENT from the Center of Aviation Competence (CFAC-HSG) and from the University of St. Gallen. This certificate can be credited to the CAS-Certificate in Global Aviation Management.

The Center for Aviation Competence has an aviation network of past participants and course instructors to which you will have access.

Location

Day 1 and Day 2: HSG Singapore, Amoy Street 111

Day 3: Swiss Re Singapore, 12 Marina View, Asia Square Tower 2, Singapore

Costs

Regular Participants: CHF 2'550 | Supporters CFAC-HSG: CHF 2'370

Supporters CFAC-HSG

If you are interested in becoming a supporter of the CFAC-HSG please visit www.cfac.ch or contact us per e-mail. Our supporters benefit from various discounts on workshops, seminars and books and get an access to our extensive data pool.

(Annual fee: Private Person CHF 300 | Companies CHF 1'000)

Registration

To register, please complete the registration form which you can find on www.cfac.ch and return it to cfachsg@unisg.ch.

Global Aviation Management Certification Program CAS



The International Aviation Management Module is part of the Global Aviation Management Certificate Program (GAM-CP). This Program is divided in four Modules: International Management, Safety and Security Management, Auditing in Aviation and Accountable Aviation Management. Equipped with an overview, frameworks and tools the participants will be able to lead, control and increase the efficiency of processes in global aviation management. It is also possible to visit individual modules or single days. For further information please visit www.cfac.ch. Some spots are still available in 2017/2018!

The Center for Aviation Competence (CFAC-HSG)

For more than ten years, the Center for Aviation Competence of the University of St. Gallen (CFAC-HSG) has been devoting itself to the needs of the aviation industry. In the areas of research, education and consulting the CFAC-HSG holds a strong position. The CFAC-HSG successfully offered various executive training modules for aviation managers, accountable managers, safety managers, commanders and auditors. The hands-on and practical approach in these seminars is accompanied by lectures. Academic knowledge ensures to give new insights, refresh ones knowledge and also shows how the learned inputs can be applied in daily business.

