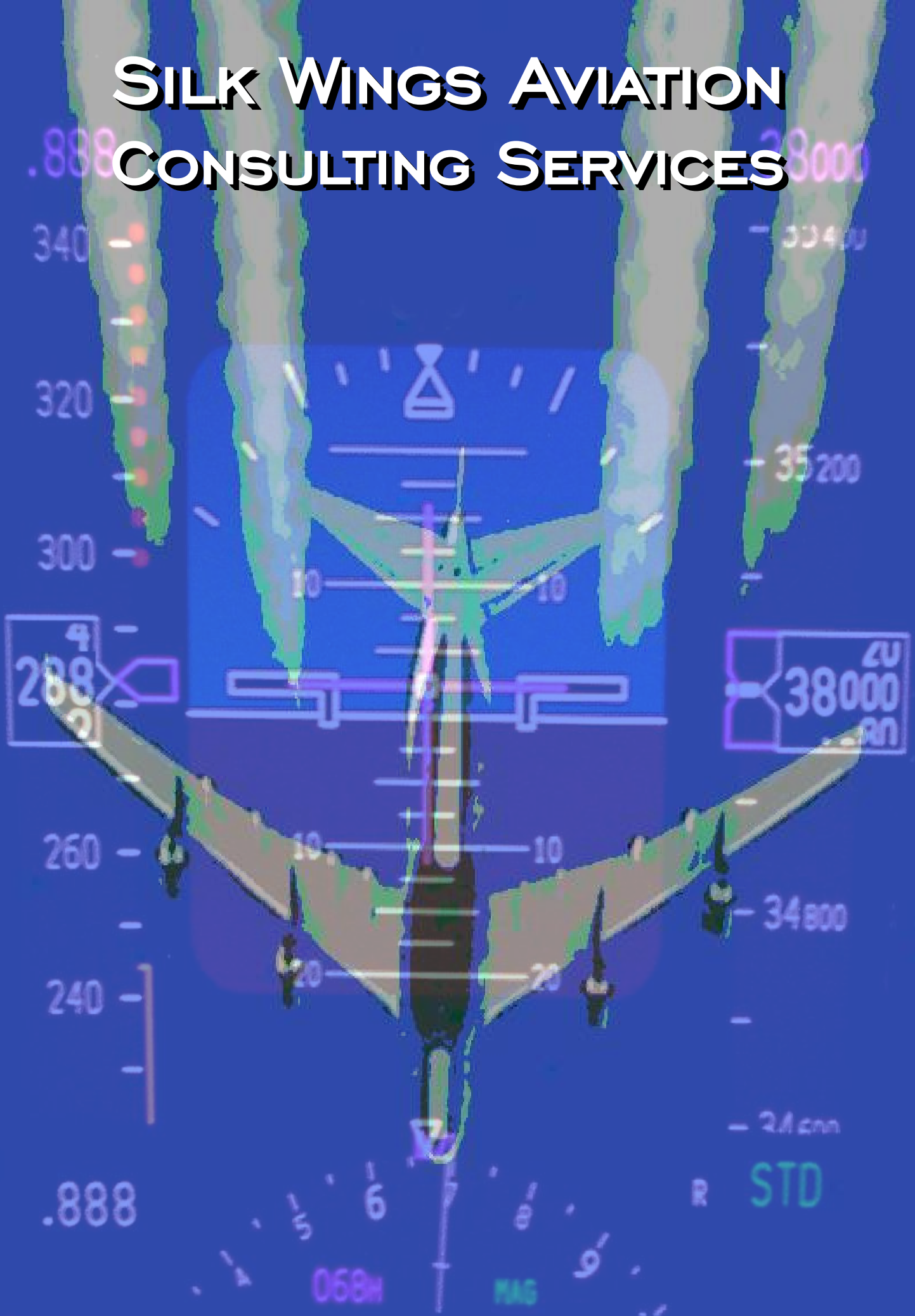


# SILK WINGS AVIATION CONSULTING SERVICES





**Silk Wings Aviation Consulting Services** was created to provide a wide range of assistance and support to clients engaged in General Aviation-related pursuits in China. We are highly experienced and knowledgeable in the fields of aviation and business

O  
U  
R  
  
E  
X  
P  
E  
R  
T  
I  
S  
E

- Aircraft procurement and management
- Flight operations
- Market entry
- Flight training and education
- Governmental aviation policies and regulatory environment
- Safety and security practices
- Quality control for aviation
- USA/China exchange



Note: The term *General Aviation* refers to *all* aviation operations, private and commercial, other than military and scheduled airline flights.



**Acquiring an aircraft is a major undertaking.** We can assist clients in purchasing or leasing the right aircraft at the right price. We also offer aircraft management services that help clients maximize the utilization and value of their aircraft, while saving time and money.

A  
I  
R  
C  
R  
A  
F  
T  
  
P  
R  
O  
C  
U  
R  
E  
M  
E  
N  
T

A  
I  
R  
C  
R  
A  
F  
T  
  
M  
A  
N  
A  
G  
E  
M  
E  
N  
T

- Aircraft evaluation and selection
- Market research and analysis
- Negotiation and transaction assistance
- Financial sourcing and insurance
- Title and lien search
- Pre-purchase survey, including technical and flight evaluation
- Import and registration
- Aircraft ferry and delivery
- Aircraft and flight management services from consultation to complete, turn-key flight departments.





**Conducting successful, practical, and safe flight operations is the most challenging General Aviation endeavor in China.** Silk Wings Aviation can help you get your China-based flight operations off the ground

F  
L  
I  
G  
H  
T  
  
O  
P  
E  
R  
A  
T  
I  
O  
N  
S

- Business (corporate and executive) flight departments
- Personal aircraft ownership
- Flying clubs
- Utility operations including air ambulance, search-and-rescue, aerial survey and imaging, agriculture and forestry, fish and wildlife spotting, and more
- Scheduled and on-demand charter, air taxi and air freight operations
- Pilot services
- Personnel recruitment
- Aircraft import and registration
- Permits

---

In addition, we offer complete aircraft and flight department management services tailored to meet the requirements of the customer





**China is a new frontier for aviation businesses.** With extensive business and aviation experience in China and the USA, we can help new and existing enterprises succeed in the challenging China aviation environment.

**M  
A  
R  
K  
E  
T  
  
E  
N  
T  
R  
Y**

***For Chinese Enterprises***

- Understanding the General Aviation industry
- Understanding aviation market potential
- Understanding the keys to success in aviation business
- Segmentation and targeting strategies
- Business plan and go-to-market strategy
- Navigating government regulations and approval processes

***For Foreign Enterprises***

- Understanding the Chinese market
- Developing market entry strategy and plan
- Navigating China's complex regulatory environment
- Support in gaining government certification and approval





**The Chinese civil aviation industry will require thousands of new pilots** in the near term, with a continuing long-term demand. Silk Wings Aviation has decades of experience in the flight training industry, from small flying clubs to major airline pilot training organizations, in the USA and China.

F  
L  
I  
G  
H  
T  
  
T  
R  
A  
I  
N  
I  
N  
G

- Site/location evaluation
- Aircraft selection and fleet management
- Flight simulation and flight training devices
- Curriculum development and implementation
- Regulatory compliance
- Certification and approval
- Flight and ground instructor recruitment
- Safety and security practices
- Quality control





**The aviation industry presents unique challenges and demands.** Silk Wings Aviation can assist clients in successfully understanding and adapting to the political, regulatory, and cultural environment of the aviation industry.

A  
V  
I  
A  
T  
I  
O  
N  
  
S  
P  
E  
C  
I  
A  
L  
I  
S  
T  
S

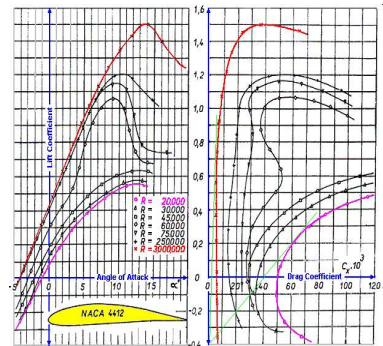
Governmental aviation policies

CAAC and FAA regulations

Certification, approval, and compliance

Safety and security practices

Quality control





**China represents the greatest potential** for new civil aviation endeavors, whereas the USA is the world's largest and most diverse General Aviation market. Silk Wings Aviation can assist in bridging the two markets.

U  
S  
A



C  
H  
I  
N  
A

E  
X  
C  
H  
A  
N  
G  
E

- International aviation tours:  
Planning, organization, and tour-guide services for individuals and/or organizations interested in visiting the USA or China to observe aviation-related activities, attend meetings or events, or conduct aviation business endeavors
- Translation services for aviation interests.
- Interpreters knowledgeable in aviation terminology







**Our strength** lies in the experience and knowledge of our team members, who are highly accomplished professionals in the fields of aviation, education, and business management

W  
H  
O  
W  
E  
A  
R  
E



**Jane Zhang, President**

Country Manager, China, for a Silicon Valley-based Fortune 100 tech company

Merger-and-acquisition and strategy development for a New York-based Fortune 200 tech firm

Advisor for a Silicon Valley-based alternative energy automobile company

Fluent in Chinese and English

Specialization: China and international business practices; business start-up; strategy and market development



**Bobby Todd, EVP**

Airline and general aviation pilot with more than 14,000 hrs of piloting experience over 25 years as a professional aviator

Extensive experience in Parts 121 and 135 scheduled and non-scheduled flight operations, and Part 91 corporate operations

Experienced in flight training operations under Parts 61 and 141

Specialization: Commercial and corporate flight operations; long-range international flight operations; large and heavy jet aircraft



**We are dedicated** to helping our clients succeed in their aviation-related ventures, and we are well-prepared to help you navigate China's unique aviation and business environments

W  
H  
O  
  
W  
E  
  
A  
R  
E

**Patrick Murphy**  
**Consulting Partner-Flight Training**



Over 30 years as a professional pilot and flight instructor, with 25 years management experience

Senior-level management positions at large flight training operations, including a China-based pilot training school

18 years of university teaching and administrative experience

Airline Transport rated pilot with over 8200 flight hours as a pilot and flight instructor

Specialization: Flight training program start-up, operations, and management

**David Rodenhaver**  
**Consulting Partner- Business Aviation**



Professional pilot, aircraft manager, and business owner with over 12 years and 6000 flight hours of pilot and flight instructor experience

Owner and operator of successful Part 135 on-demand charter and flight training firms

Specialization: Aviation business management; corporate and charter flight operations



**Offices in China and the USA.** We may be reached by phone and email, and are conversant in English and Chinese. Please contact us to find out how we can help you achieve your goals.

C  
O  
N  
T  
A  
C  
T  
  
I  
N  
F  
O  
R  
M  
A  
T  
I  
O  
N

**China telephone:** +86 130 3861 2003 (English and Chinese)

**US telephone:** +1 415 786 7261 (English)

**Email:** [consulting@silkwingsaviation.com](mailto:consulting@silkwingsaviation.com) (English and Chinese)



# SILK WINGS AVIATION CONSULTING SERVICES



*Specialized Services for the  
China General Aviation Industry*