

CABIN PLEASURE

With the rise of private jet ownership in Asia, it's never been more important to ensure your seats are upright. Jetsolution is here to help

You make sure your clothes say something positive about you, and your houses too, so why do so few people make the effort to ensure their private jet shows off their taste and resources to best effect? Think about it: whether you are island-hopping in Indonesia or heading from Sydney to Shanghai for a weekend, you want a luxurious interior to reflect your style — and impress your VIP guests.

This is where Jetsolution comes in. The company, founded by Ms Jackie Wu, specialises in making sure no one is going to mistake your private jet for the bland 10.40 from Changi Terminal 2, where private jet operations are not common.

You need to start with the client's vision, Ms Wu says: 'Recently, we have accomplished a complete exterior and interior refurbishment project for an UHNW on his Bombardier Global 5000. Not only

did we achieve it on time and within budget, we designed him an interior he had always yearned for. In order to create customised interior designs that are suited to clients' demands, the key lies in understanding what the client prefers and his vision before the commencement of planning and aesthetics development, also considering its technical and performance aspects.'

As has been previously written, 'Ms Jackie Wu has known designers who would travel to an owner's favourite place — which may be the home, office, restaurant or even a café along the street — for inspiration.'

There are more clients than ever. Between 2007 and 2013, the popula-



tion and wealth of Asia-Pacific's HNWs increased at double and triple the rates respectively of HNWs in the rest of world. According to the Asia Pacific Wealth Report from RBC Wealth Management and Capgemini, in 2012 the Asia-Pacific HNW population expanded by 9.4 per cent to reach 3.68 million and their wealth increased by 12.2 per cent to reach US\$12 trillion. It's even likely that Asia-Pacific will eventually overtake North America as the wealthiest region in the world, hitting \$15.9 trillion by 2015.

'The shift in the centre of gravity of global wealth eastwards,' says Wu, 'is a result of many factors, among which are greater opportunities in emerging markets, growth stagnation in traditional or matured markets, an ageing population in developed nations and the plateau in the creation of middle class over the years. In fact, the combined national wealth of India and China could exceed that of the US and Europe put together in the next eighteen years, according to the Asian Development Bank.'

This undoubtedly means more private jets: 'Asian

private and business aircraft to land to ease the congestion at major airports. In fact, many countries in Asia such as China, Hong Kong, Malaysia, Singapore, Thailand and Indonesia have taken aggressive steps in promoting business aviation.'

According to Wealth Briefing Asia, in January 2013 there were 19,527 private jets in the world — and Jackie Wu said only 700 of these were in Asia. Jetsolution, happily, can help with this as the company takes care of every aspect of your jet, from purchase and structuring to touchdown and re-selling, as well as design.

'We pride ourselves on a unique model created to serve the greater community of business aviation in the region. Our core competency lies in professional advisory and consulting, tailoring turn-key solutions to meet and exceed all expectations. Far from being just an aircraft broker or re-seller, we offer much more value and comprehensive services that add on as a compliment to both UHNWs and corporations alike. We ensure seamless project management and advisory leading to a painless experience for our prestigious clients.'

Whereas in Europe, where fractional ownership looked like it was taking hold before 2008, in Asia private individuals are going for buying outright: 'The owners in Asia preferred full ownership rather than fractional ownership or a lease term. Simply put, the lease model has been around for quite some time in Asia and it is at best lukewarm.'

Interestingly, the concept of 'face' plays a role here: 'Asians are also sensitive to their status, especially their business associates evaluating them, and the perception of lease is somewhat veered towards negative. They do not want to send the wrong message to their peers that they are unable to afford a jet and have to resort to leasing them.'

As for where Ms Jackie Wu would take her jet for an ideal day, she says: 'Depending on business or leisure, it could be hitting three cities in a day — from Hong Kong, flying to Singapore for a press conference, followed by Singapore to Sydney for a business dinner by a thirteen-seat Challenger 605 charter jet. Or a luxury trip by a Gulfstream 650 private jet with a private suite and fine-dining silver service at 51,000ft flying nonstop from Malaysia to Seychelles, middle of nowhere, for a romantic getaway.'

jetsolution.hk



CLOCKWISE FROM ABOVE: MS JACKIE WU, PRESIDENT AND AVIATION SPECIALIST, JETSOLUTION; THE EXTERIOR AND INTERIOR OF A BOMBARDIER GLOBAL 5000 JETSOLUTION REDESIGNED



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