

## PRESS RELEASE

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Materials Management Conference

**Association of Asia Pacific Airlines**

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### **AAPA Materials Management Conference 2009**

#### **"Exploring new solutions to control and reduce operational costs"**

**Ho Chi Minh City, Vietnam** - More than 150 aviation industry experts, including senior representatives from airlines, airframe manufacturers, maintenance repair and overhaul (MRO) organizations, aviation component suppliers and service vendors are meeting in Ho Chi Minh City, Vietnam on 6-7 May to review new approaches to controlling and reducing operational costs and innovative solutions to support the next generation of advanced jet aircraft.

Organised by the Association of Asia Pacific Airlines (AAPA) and hosted by member airline Vietnam Airlines, the AAPA Materials Management Conference provides an excellent platform for stakeholder interaction and dialogue amongst the leading players in the aviation supply chain industry.

Amongst other topics, the conference explores inventory optimisation, the role of IT and technology solutions, the importance of collaboration and how the right type of talent can be developed to enable Asia to meet future challenges. The over-riding aim is to optimise the overall supply chain process so as to maximise efficiency and cost effectiveness for the airline end user.

In his introductory remarks, AAPA Director General, Mr. Andrew Herdman said, "The world recession and associated slump in international trade are having a severe effect on all air carriers, but the industry is responding appropriately with further cost cutting initiatives, coupled with revenue generating pricing and sales promotions."

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In welcoming the conference delegates Mr. Herdman said, "AAPA member airlines are leading the industry as launch customers and operators of the latest generation of fuel-efficient and environmentally-friendly aircraft, including the Airbus A380 and Boeing 787 Dreamliner. Furthermore, AAPA member airlines are constantly looking for innovative solutions that will minimise operational costs and boost overall efficiency and productivity."

Mr. Herdman added, "Given the current economic climate the aviation industry as a whole is under immense pressure to control and reduce operational costs. Outsourcing, and other innovative supply chain management solutions, can deliver competitive advantage by reducing costs. Air carriers are therefore keen to work closely with MROs, suppliers, technology solution providers, original equipment manufacturers and the major aircraft manufacturers, to achieve further savings and operational efficiencies."

Mr. Herdman concluded, "Notwithstanding the commercial challenges we currently face as an industry, passengers can always rest assured that air travel remains safe, secure, convenient and affordable."

Reinforcing the key messages on enhancing cost competitiveness and the need to respond to the next generation supply chain, Mr. Nguyen Van Hung, Executive Vice President - Technical of Vietnam Airlines said, "The airline industry faces many challenges, but Vietnam Airlines remains optimistic about the prospects for future growth. This conference, focusing on improving the efficiency of the aviation supply chain, demonstrates the many ways in which Asian airlines are showing industry leadership with innovative business solutions."

**-ENDS-**

## **Association of Asia Pacific Airlines (AAPA)**

The AAPA is the trade association of major scheduled international airlines based in the Asia-Pacific region. The AAPA permanent secretariat is headquartered in Kuala Lumpur, Malaysia with international representation in Brussels and Washington, D.C. Collectively, the 17 AAPA member airlines carry 290 million passengers and 10 million tonnes of cargo representing approximately one-fifth of global passenger traffic and one-third of global air cargo traffic respectively, and thus play a critically important role in the ongoing development of global aviation.

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