

6<sup>th</sup> AAPA Emergency Response  
Conference 2015

3-4 June 2015  
Hong Kong SAR

The  
**new**  
normal ?

AAPA

ASSOCIATION OF ASIA PACIFIC AIRLINES

# Crisis Management *Aviation Perspectives*

Andrew Herdman  
Director General  
Association of Asia Pacific Airlines

AAPA 6<sup>th</sup> Emergency Response Conference  
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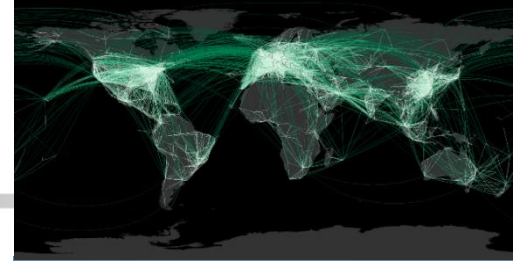
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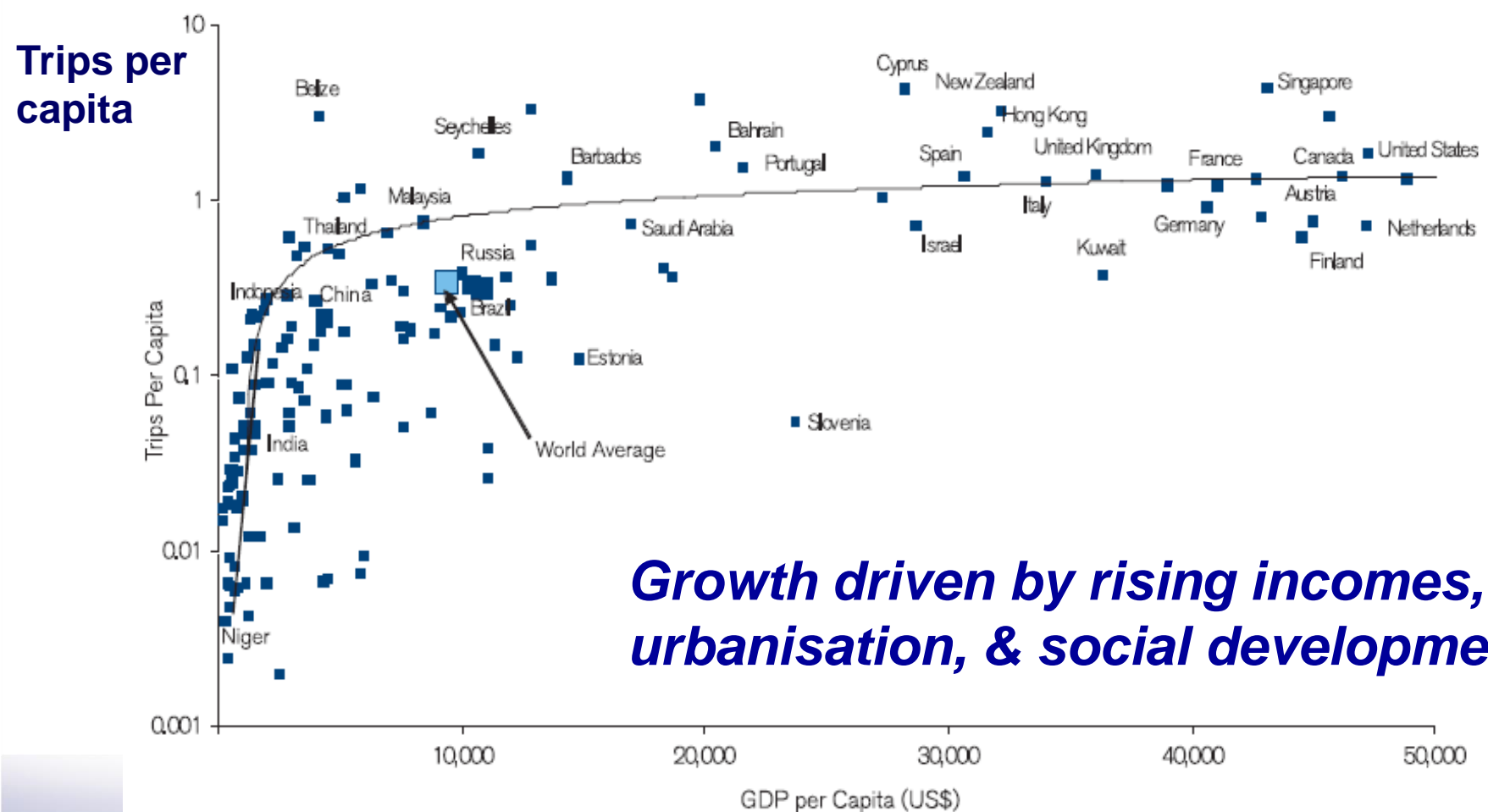
ASIANA AIRLINES  
holman fenwick willan hfw

# Aviation: moving the world

- Air travel delivers global mobility
- 3.2 billion passengers
  - 9 million people flying per day
- Carries 35% by value of global trade
  - Goods worth US\$ 7 trillion
- Wider social and economic benefits
- Committed to sustainable growth
- Outstanding safety record



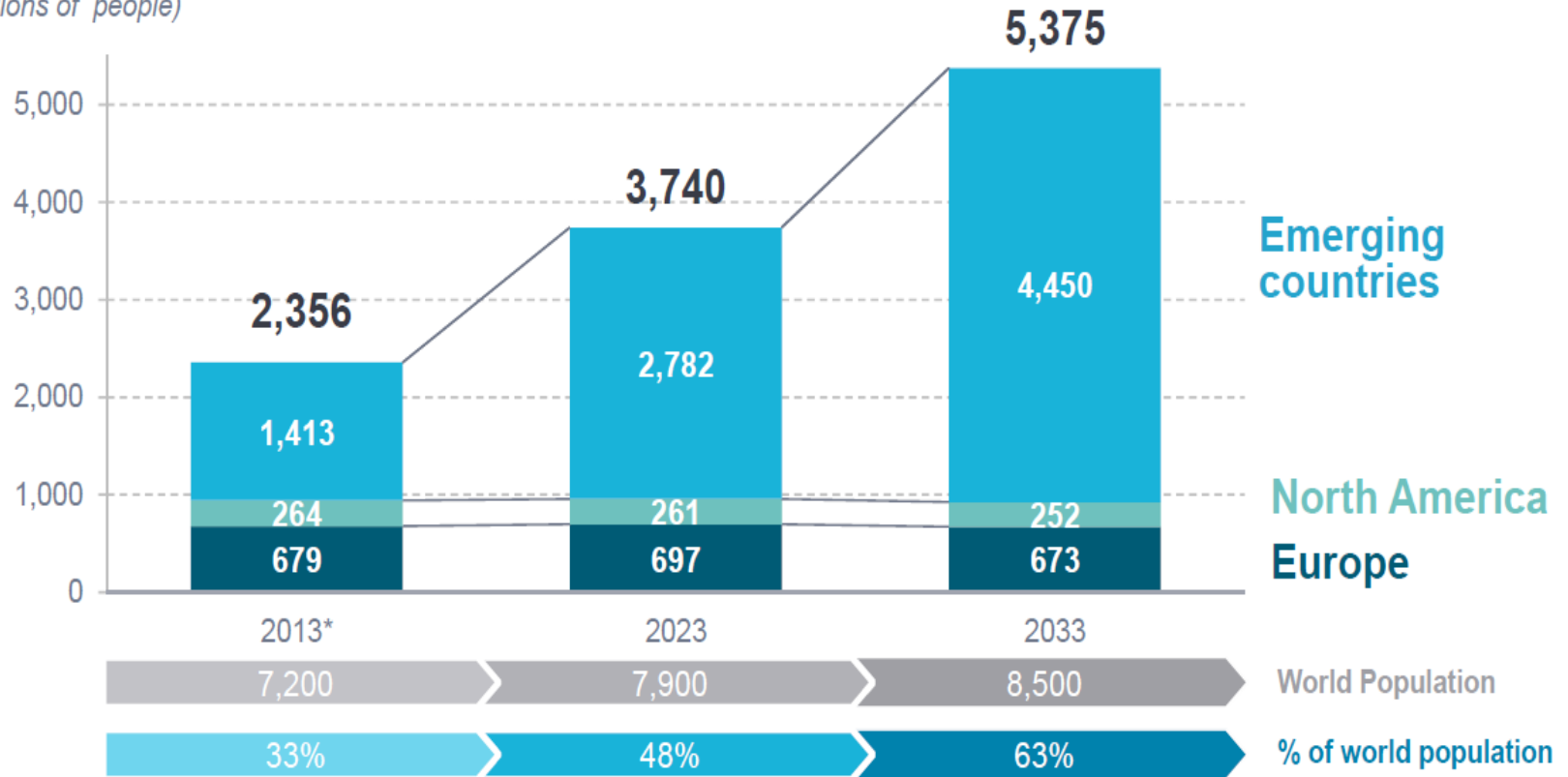
# Aspirational Demand for Air Travel



*Growth driven by rising incomes, urbanisation, & social development*

# Emerging economies drive growing middle class

Global Middle Class\*\*  
(Millions of people)



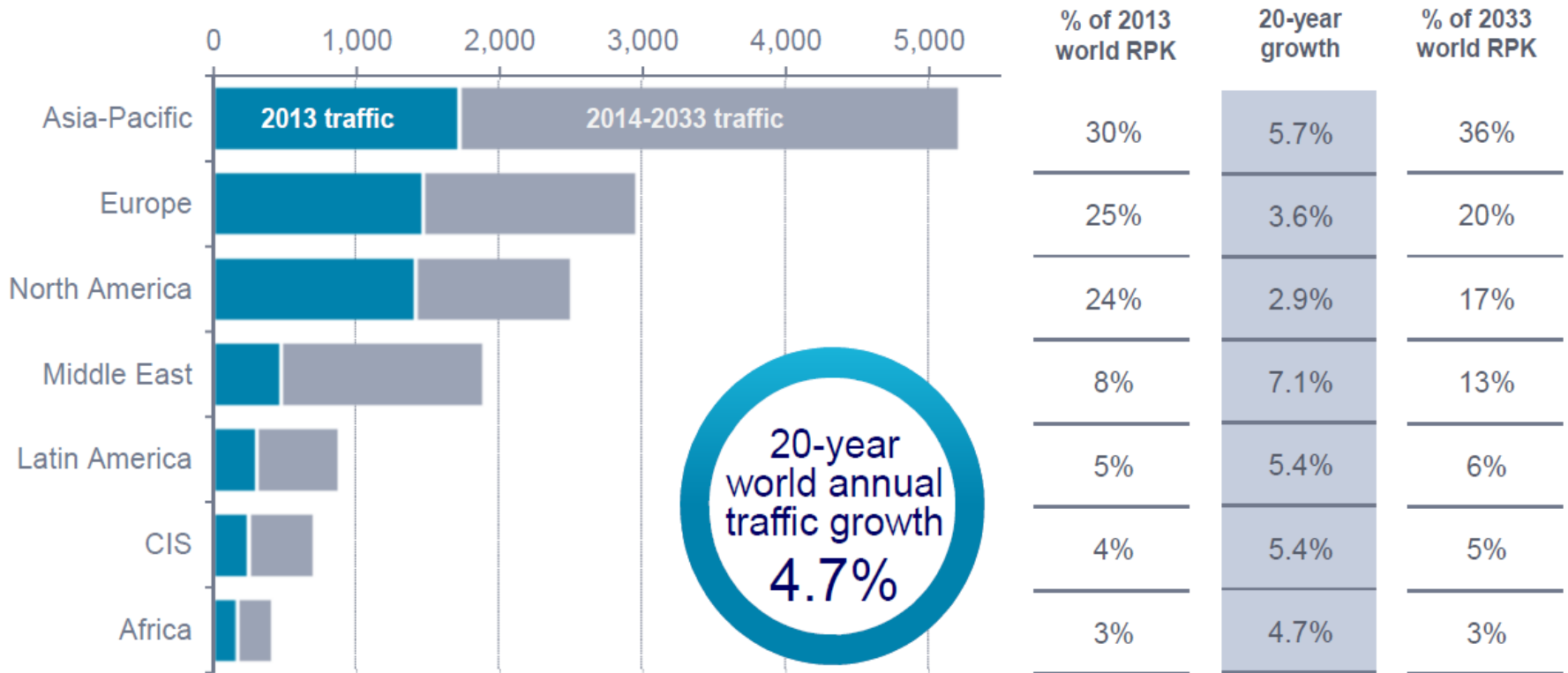
Source: Kharas and Gertz, Airbus  
\* EOY 2013

\*\* Households with daily expenditures between \$10 and \$100 per person (at PPP)

Source: Airbus  
GMF 2014 - 2033

# Asia Pacific traffic leading global markets

RPK traffic by airline domicile (billions)



Source: Airbus GMF 2014

Source: Airbus GMF 2014 - 2033

# Aviation Risk Assessment



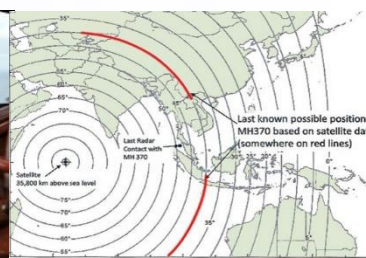
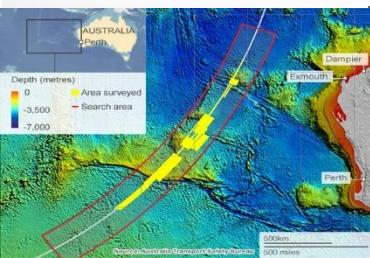
***“Aviation in itself is not inherently dangerous. But to an even greater degree than the sea, it is terribly unforgiving of any carelessness, incapacity or neglect.”***

**Captain A.G. Lamplugh  
CBE FRAeS MJAE FRGS  
British Aviation Insurance Group (1931)**



# Unprecedented tragedies

- Every loss brings human suffering
- Even though, flying is extraordinarily safe, and getting safer still
- Industry is delivering further improvements in aviation safety performance
- Despite heightened anxieties, public confidence about air travel remains positive

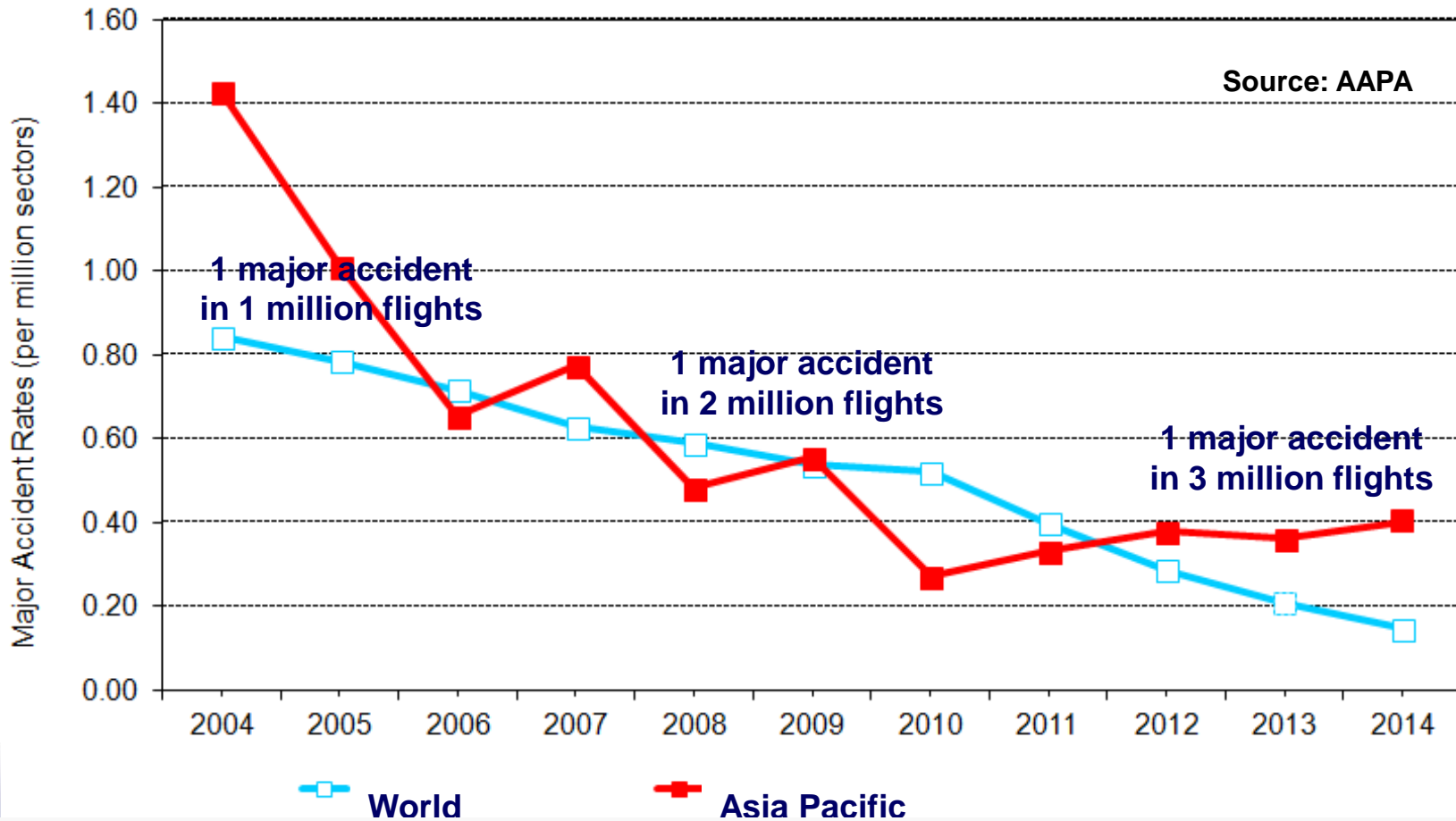


# Safety Performance Trends



## Western-built Jet Aircraft Major Accident Rates

by Operator Region 2004 - 2014  
3-year moving averages



***Flying is extraordinarily safe ... and getting safer still***



# Wider Risk Management Challenges



*Crisis management and emergency response planning must be prepared for a wide range of unpredictable events*

# Crisis Management Response



**Accidents, earthquakes, typhoons, floods, fires, volcanic ash, health pandemics ...**

# Aviation & Emergency Response



- **Aviation is at the heart of global economic development**
- **Society relies on aviation every day, and especially in a crisis**
- **Managing large-scale disruptions requires close cooperation between regulators, airlines, airports and other stakeholders**
- **Importance of the human and social dimension to managing crises that affect the travelling public**
- **Crisis communications expectations are rising**
- **AAPA is committed to playing a critical role in promoting the highest standards in emergency response preparedness amongst airlines in the region**





# AAPA

ASSOCIATION OF ASIA PACIFIC AIRLINES



[www.aapairlines.org](http://www.aapairlines.org)

**Association of Asia Pacific Airlines**  
**Level 27-1, Menara Prestige**  
**1 Jalan Pinang**  
**50450 Kuala Lumpur**  
**MALAYSIA**

**Tel: +60 3 2162 1888**

**Fax: +60 3 2162 6888**

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