

## PRESS RELEASE

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AAPA Emergency Response Conference 2015

**Association of Asia Pacific Airlines**

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### **Aviation Crisis Management Experts Share Best Practices at AAPA Emergency Response Conference in Hong Kong**

**Hong Kong** – Over one hundred aviation crisis management and emergency response professionals are gathered in Hong Kong for the 6th AAPA Emergency Response Conference organised by the Association of Asia Pacific Airlines (AAPA), and co-hosted by Cathay Pacific Airways.

Welcoming delegates to Hong Kong in his keynote speech, Mr. Andrew Herdman, AAPA Director General, said, “Flying is part of everyday modern life, and is the safest form of travel, with nine million passengers a day taking regular commercial flights. Nevertheless, accidents do occur from time to time. Every loss of life is a tragedy. Airlines have to put in place comprehensive contingency plans for such events, as well as other potential crises, that may significantly affect airline operations. Crisis management and emergency response preparedness are therefore closely linked.”

Mr. Herdman added, “We must always be prepared for such emergencies, however unlikely or infrequent. Working together, regulators and industry stakeholders need to be proactive rather than reactive, and ready to apply important lessons learned from past experience. Governments need to ensure that effective regulatory oversight, consistent with established ICAO standards, keeps pace with industry growth. Aside from the procedural aspects, there is also a human and social dimension to managing crises that affect the travelling public.”

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Themed “*The New Normal*”, this year’s conference focuses on further developments in the aviation industry’s response to crises, including what can be learned from recent events. Topics addressed at the conference include: airline perspectives on mutual assistance and joint humanitarian response, regulatory and airport authority perspectives on crisis management, experiences of care team members and effective management of crisis communications. Conference delegates will also be able to participate in an interactive exercise and a site visit to the Emergency Centre of the Airport Authority of Hong Kong.

**ENDS**

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

The AAPA is the trade association for 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 region’s airlines carry 1,012 million passengers and 19 million tonnes of cargo, representing one-third of global passenger traffic and two-fifths of global air cargo traffic respectively, and thus play a critically important role in the ongoing development of global aviation.

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