

PRESS RELEASE

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2019 / Leadership Succession

Association of Asia Pacific Airlines
(Reg.No.587)
Level 27-1, Menara Prestige
1 Jalan Pinang
50450 Kuala Lumpur
MALAYSIA
Tel +603 2162 1888
Fax +603 2162 6888
www.aapairlines.org

Association of Asia Pacific Airlines Announces Leadership Succession

Kuala Lumpur, Malaysia – The Association of Asia Pacific Airlines (AAPA) is pleased to announce that Mr. Subhas Menon will take up the position of AAPA Director General with effect from 1 March 2020, following the decision by the current Director General Mr. Andrew Herdman to step down after having successfully led the Association since 2004.

Mr. Subhas Menon has over 35 years of experience in international aviation with the Singapore Airlines Group, having served in a wide spectrum of senior management roles including international relations, marketing, product development, logistics, country & regional management, most recently as Regional Vice President Europe. In his various roles in the airline industry over the past three decades, Mr. Menon has developed skills that include successfully building and managing relationships with many different stakeholders, strong communications, as well as commercial acumen honed across different regions of the world.

Reporting through the Executive Committee to the AAPA Assembly of Presidents, as Director General Mr. Menon will represent the interests of the AAPA and its member airlines on a wide range of aviation policy issues, working closely with member airlines and other aviation industry stakeholders.

The AAPA, as the trade association of international airlines based in the Asia Pacific region, has built up a strong reputation and presence with leading regulators and other industry stakeholders as a credible and respected voice of the Asia Pacific airline community. AAPA engages in regular dialogues with national governments and regulators, and lobbies actively on issues of common interest to members, such as aviation safety, security, infrastructure, passenger facilitation, regulatory oversight, future growth and environmental sustainability.

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Welcoming Mr. Menon to his new role, AAPA Director General, Mr. Andrew Herdman said, "It has been an honour and a privilege to serve as AAPA Director General, working closely together with AAPA member airlines and helping to voice their views on a wide range of industry and related regulatory issues. Today, the AAPA is a widely respected organisation globally as well as within the Asia Pacific region, and works in close collaboration with national governments, regional and international organisations, and other aviation stakeholders. The Asia Pacific region is already the largest aviation market globally, with further great opportunities ahead of us. Subhas Menon, with his breadth of international and commercial experience, is very well qualified to lead AAPA in its next phase of development."

AAPA Chairman 2019 and Chief Executive Officer of Cathay Pacific Airways, Mr Augustus Tang said, "On behalf of our member airlines, I would like to thank Andrew for his dedication and strong leadership of the AAPA over the past fifteen years. Under his guidance, AAPA has strengthened its profile both internationally and within the Asia Pacific region. AAPA is recognised as the authoritative voice of Asia Pacific aviation and has built strong relations of trust with member airlines and other key aviation stakeholders including the International Civil Aviation Organisation (ICAO), regional and national regulators, and other industry bodies.

"We warmly welcome Subhas Menon and congratulate him on his appointment as the incoming Director General of AAPA. We look forward to working closely together to further the mission and work of the Association as we move ahead."

Mr. Subhas Menon said, "I am honoured to have been chosen to represent and serve the region's airline community as incoming Director General. I am committed to promoting the sustainable development of Asia Pacific aviation, and increasing AAPA's reach and influence across the region, addressing future challenges and opportunities for aviation in promoting economic and social development."

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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 1,623 million passengers and 23 million tonnes of cargo, representing over one-third of global passenger and air cargo traffic, and thus play a leading role in the ongoing development of global aviation.

For further information, please contact:
Office of the Director General
Tel +603 2162 1888 Fax +603 2162 6888
Email: odg@aapa.org.my
Website: www.aapairlines.org
Twitter: @aapairlines