

ACI Asia-Pacific Young Executive of the Year 2014



Participate and contribute to innovative solutions to the most challenging problems facing our industry!

The challenges ahead of the aviation industry always drive us to rethink the way in which we run our business. The industry has gone through a number of unprecedented changes over the years.

Most of the time our experience can help us cope with these changes, nevertheless, we need innovative ideas to sustain our business in this difficult operating environment and to meet tomorrow's challenges. Many of these innovative ideas might come from younger generations.

The aviation industry is one that counts heavily on human resources and the ACI Asia-Pacific Young Executive of the Year Award (YEA) was established to honor the outstanding talents in the Asia-Pacific region. The purpose of the award is to encourage and promote the contribution of innovative ideas and solutions to the current aviation industry issues.

What do the past winners of ACI Asia-Pacific Young Executive of the Year Award say about the award?



Ushio KOKUBO

*Supervisor, Passenger Terminal Management Department, Narita International Airport Corporation
ACI Asia-Pacific Young Executive of Year 2013*

Research Paper: Analysis of Airport and Airline Relationship

It is a great honor to be selected as the ACI Asia-Pacific Young Executive of the Year 2013. I have always been proud of every aspect of my work throughout my career which includes terminal management and airline business. By engaging in such works on a daily basis, the importance of developing good relationship between airport and airline - ultimately benefiting air travelers - is obvious to me. At the same time, I am aware that this is sometimes a challenging topic for the airport operators.

The YEA 2013 has given me a valuable opportunity to analyze and think about the desirable future of the said relationship. I hope the YEA program will continue stimulating our industry's young talents and hope many of you will be encouraged to participate in this program to share your innovative ideas.

Sidharth MOULI

*Associate General Manager – Commercial Non Aero,
Delhi International Airport (P) Limited
Honorable Mention Recipient of ACI Asia-Pacific
Young Executive of the Year Award 2013*

*Research Paper: Innovative Approaches in
Maximizing Commercial Revenues*



I thank my organization to have nominated me to participate in this prestigious competition and to ACI for having recognized my work and awarding me with an Honorable Mention of the Year 2013. This initiative goes a long way in nurturing young talents and encourages their contribution to the airport sector at large. I am glad that I have been able to contribute through my research by providing a framework which colleagues in other airports can adapt to their environment in enhancing their commercial revenues.

I am hopeful this competition in coming years would elevate the aspiration levels of young airport executives to greater heights and hence be a catalyst for their contribution towards industry growth.

ACT NOW!

Who should participate?

ANY airport executives, at or under the age of 35, currently serving in a middle management position and has a minimum of two-year experience in the field.

Why should you participate?

To be named as the ACI Asia-Pacific Young Executive of Year 2014 and showcase your brilliant ideas to tackle the challenges of the aviation industry!

When is the application deadline?

6 December 2013, 12:00 noon Hong Kong Time (GMT+ 8)



For more information, please write to young_executive@aci-asiapac.aero or visit our website at www.aci-asiapac.aero

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How do I participate?

To enter this competition, you will need to submit a research paper on ONE of the following topics. **Candidate should be able to provide structural analysis with detailed observations and extensive researches on one of the following industry issues, demonstrate creativity and innovations to possible solutions, and show vision towards future aviation industry.**

Research Paper Topics

Branding Your Airport

More and more airports realize the importance of developing its own identification as well as the value of positioning the airport brand in the global market. Airport branding is taken more seriously as it can be connected to future business opportunities and destination marketing. In today's context, many airports choose to use social media as a powerful communication tool to promote their airport brand to the public.

In the research paper, candidates are required to:

- address the importance of developing and positioning airport brand;
- analyze what the expected outcomes of branding airports depending on different targets; and
- provide innovative ways to brand airports such as leveraging online and social media presence to engage with customers

Talent Development and Succession Planning for Sustainable Airport Growth

Global aviation community is anticipated to have possible shortage of aviation professionals in the near future. As human resources are a key success driver for the sustainable growth of the aviation industry, it is one of the crucial tasks for airports to identify, manage and develop the right talents in today's competitive environment.

In the research paper, candidate is required to:

- identify challenges to meet the people demand;
- analyze the future need of aviation professionals; and
- present innovative solutions of developing and planning human resources management

Airport Energy Efficiency and Management

Today's major question to modern airports is how to develop sustainable aviation business to support the growth of airports. In particular, innovative environmental approaches to enhance airport environmental profile while working together with the communities, aviation industry partners and other stakeholders to facilitate the sustainable development of airport while avoiding any damages to the environment.

In the research paper, candidate is required to:

- analyze in details of energy management and efficiency efforts of airports around the world;
- present possible challenges that may arise in developing sustainable businesses and propose solutions; and
- propose innovative ideas how an airport manages its energy which can have potential impacts on costs, emissions, operations, maintenances and the airport's public image.

Eligibility and Nominations

Entry fee is not required. Each ACI Asia-Pacific airport member in good standing is entitled to nominate ONE candidate for this competition. Each entry must be accompanied by a signed nomination letter from the CEO of the airport supporting the nomination of the candidate.

All candidates should be at or under the age of 35 at the deadline of submission. They should be currently serving in a middle management position at any ACI Asia-Pacific member airports and have a minimum of 2 years working experience in the aviation field.

The Winner



The winner will be awarded the *ACI Asia-Pacific Young Executive of the Year 2014* and he / she will be invited to present the paper at the 9th ACI Asia-Pacific Regional Assembly, Conference & Exhibition, which will be held in Seoul, Korea, 26-28 May 2014.

In addition, the winner will be awarded with paid airfare and accommodation to attend the ACI Asia-Pacific Regional Assembly and Conference with a cash reward of US\$1,000. The profile of the winner and the research paper will be widely promoted and published throughout ACI Asia-Pacific's communication tools.

Deadline and Submission Guidelines

Deadline for submission will be on **6 December 2013, 12:00 noon Hong Kong Time (GMT + 8 hours)**.

All submissions must be in English. The research paper submitted should be **12–15 pages of A4 paper** (Times Roman 10pt, maximum 15 pages), including references and appendices. All submissions must be in Microsoft® Word.DOC format or PDF file and sent via email to young_executive@aci-asiapac.aero by deadline. Hard copies of application form and recommendation letter should be followed after email submission and mailed to Airports Council International Asia-Pacific, Unit 5, 2/F, Airport World Trade Centre, 1 Sky Plaza Road, Hong Kong International Airport, Hong Kong.

Confidentiality

ACI Asia-Pacific will not use any material submitted for this competition without the candidate's permission.

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Panel of Judges

The panel of judges, represented by the ACI Asia-Pacific Regional Board, Regional Director of ACI Asia-Pacific and other distinguished aviation and HR experts, will review the entries. We are pleased to have Ms. Kerrie Mather to lead the judges as the chairperson of the panel for the competition this year.

Panel Chairperson

Kerrie MATHER

*Chief Executive Officer &
Managing Director
Sydney Airport
and
Board Director, ACI Asia-Pacific*



Bringing more than 15 years of aviation sector experience to Sydney Airport, Kerrie Mather was appointed as Chief Executive Officer in June 2011 with a brief to strengthen the airport's relationships with airlines, government, industry and community.

Kerrie has had a long involvement with Sydney Airport, joining the board and strategy committee in 2002.

Welcoming more than 36 million passengers a year, Sydney Airport is Australia's busiest airport and Australia's international gateway, serving 37 international airlines, 8 domestic and regional airlines and 10 dedicated freight carriers.

Delivering 40 per cent growth in passenger numbers since 2002, but with barely any increase in aircraft movements, Sydney Airport has invested \$1.9 billion in improving the services and infrastructure since 2002 and is working with industry and community on achieving further sustainable growth in the decades to come.

As CEO of Sydney Airport's former parent company Sydney Airport Holdings Limited, Kerrie has worked in a number of international jurisdictions delivering major airport initiatives including long term commercial agreements with airlines, significant capital investment programs resulting in upgraded and expanded facilities for all airport users, commercial projects and financing programs.

Kerrie brings to Sydney Airport a broad international perspective and demonstrated ability to develop strategic alliances with airlines, commercial partners and tourism bodies both in Australia and around the world and is a director of Airports Council International, the peak global body for airports around the world.

She drove a restructure of Sydney Airport Holdings Limited in 2011, making Sydney Airport the company's sole focus. MAp was renamed "Sydney Airport" in November 2011.

Prior to becoming CEO of Sydney Airport Holdings Limited and CEO and MD of Sydney Airport, Kerrie was an Executive Director at Macquarie Capital where she worked for 18 years. She holds Bachelor of Arts and Masters of Commerce degrees from UNSW. Kerrie resides in Sydney.

Mokhtar A. AWAN

*Regional Director
ICAO Asia & Pacific Office*

Mr. Awan joined ICAO as Regional Director since January 2008.



He serves as Representative of the Secretary General of ICAO to States to which the Regional Office is accredited for the purpose of providing advice and assistance on the implementation of ICAO plans and policy.

He is responsible for planning and directing the work of the Regional Office to ensure that the functions and work programme of the Office are performed efficiently and in line with the Strategic Objectives of the Organization and support the Global Air Navigation Plan (GANP) and Global Aviation Safety Plan (GASP).

In his capacity as Regional Director, Mr. Awan provides technical advice and assistance to States on the development and implementation of Regional Plans, consulting with States and appropriate international organizations on the need for amendment of Regional Plans to keep these Plans up-to-date and ensure the coherent and progressive development of the air navigation and air transport systems in the Region. He coordinates performance of work in the air navigation, aviation security and safety, air transport, technical assistance, legal, administration and services, public information and external relations fields, within the Regional Office, with States and regional or sub-regional groups as appropriate.

Prior to the current appointment as ICAO Regional Director, Mr. Awan was serving his Government as Deputy Secretary in the Ministries of Defense, Interior/Narcotics Control. He has dedicated most of the period in Civil Aviation Division of Pakistan Government in fostering and promoting international civil aviation starting from planning and development of airport infrastructure, coordinating flying operations and corporate affairs of the Pakistan national flag carrier (PIAC), overseeing implementation of National Aviation Policy both from regulatory and operational angles, administering aerometeorology services, creating airport security force, and finally heading a technical mission in ICAO to represent his country on the Council of ICAO.

Mr. Awan remained Permanent Representative of Pakistan on the Council of ICAO from 2002 to 2006. During his assignment as Permanent Representative, he served several bodies of the ICAO Council. He also served as member of IFFAS (International Financial Facility for Aviation Safety) Governing Board during the currency of his representation at ICAO Headquarters.

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He has significant exposure in working together with worldwide multilateral inter-governmental organizations like WMO, WHO, regional civil aviation bodies (ECAC, LACAC, AFCAC & ACAC) and air transport industry partners such as IATA, ACI, CANSO, IFALPA, and IFATCA.

Mr. Awan's extensive experience in international civil aviation combines policy, practice and procedures for the planning and development of the international/regional air transport system.

Mr. Awan holds a Master's degree in Political Science, major in Public Administration, a post graduate degree in Law, a Diploma in Security Studies and a Certificate in Air Transport Economics.

Patti CHAU

*Regional Director
Airports Council International (ACI),
Asia-Pacific*



Patti Chau was appointed Regional Director of Airports Council International (ACI), Asia-Pacific on 1 November 2011. She has been with the association since 2004.

Based in Hong Kong, Patti is responsible for developing and leading the ACI Asia-Pacific region's efforts to enhance member services and grow membership while maintaining the mission of promoting the interests of 97 airport members from 44 countries. Prior to joining ACI, she was with Vantage Airport Group (previously known as Vancouver Airport Services) and oversaw the internal auditing and financial activities of the Canadian and international operations.

Originally from Canada, Patti is a Certified General Accountant (CGA) and has a degree in Financial Management.

Theresa FLEIDL

*Vice President
Professional Training Policy and
HR-Marketing
Munich Airport
and
Chairperson, Europe HR Net*



After having finished her studies in Economics, Theresa Fleidl has been working for Munich Airport in different areas, e.g. Financial Controlling, Personnel Planning and Budgeting as well as Staffing Policy and Professional Training.

Theresa Fleidl's present position in the Munich Airport Group is Vice President, Professional Training Policy and HR-Marketing.

She also holds a training position as a lecturer at the University of Applied Sciences in Landshut/Germany. Moreover, Theresa Fleidl is a speaker for different issues at national and international conferences.

Theresa has been nominated as member of numerous national and international committees dealing with HR and educational issues.

She was Vice Chairperson of the ACI Europe HR-Committee until 2001 and has then become Chairperson of its successor expert group "Airport HR-Net Europe", a network of HR-representatives of more than 20 European Airports.

Theresa has initiated various innovative HR-projects on international level, such as "Airport HR- Expert Platform", a web-based knowledge platform for HR-experts of the aviation branch or "EncourAGE", a European project dealing with the impacts of the demographic change.

On national level Theresa Fleidl is committed, among others, to issues of professional education. In this context she has recently developed the study course "Bachelor Aviation Management" at the University of Applied Sciences in Frankfurt.

Craig SHAW

*General Manager Corporate Services
Queensland Airports Limited
and
Chair, ACI Asia-Pacific HR Committee*



Craig Shaw is a professional general manager with 20 years' experience in Infrastructure including 15 years in Human Resources Management.

Having joined Queensland Airports Ltd (QAL) Group in September 2008 Craig has overseen the implementation of a broad reaching organizational development strategy with a strong focus on leadership development. In his role as General Manager Corporate Services he oversees the people management function, supporting four (4) airports and a number of other subsidiary businesses including ground handling and MRO. In addition Craig manages Information Technology, Office Management and Corporate/Government Affairs.

Prior to joining QAL Craig was the General Manager of Human Resources in Canterbury Health, New Zealand supporting a workforce of 8000 staff. Craig has held senior roles both in Australia and New Zealand in health, electricity, engineering, local government and owned and managed a chartered accounting practice. Craig's path to the Senior HR roles came largely through the Industrial relations regime with roles as Industrial Relations Manager and Workplace Relations Manager.

Qualifications held include a Bachelor of Business in Human Resources Management, a Masters in Professional Accounting and the International Airport Professional designation.

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