Signum Aviation marks fifth anniversary with new base in China

Signum Aviation, the flight planning and operations support specialist will be celebrating its fifth anniversary at the beginning of December and is marking the occasion by expanding into the Chinese market. The Chester, UK-headquartered company provides a high quality, complete trip-planning and operations support service to the corporate and business aviation sector and will be opening its brand new Beijing facility in the first quarter of 2013.

With its client network, which includes African Government and Head of State operations extending through West Africa, and corporate and private clients in Europe, North America, the Middle East, a base in China was the next logical step in Signum Aviation’s global strategic development. “Coinciding with our on-going expansion within the European market, we are extending into China with a sales and operations centre scheduled to commence operations early next year,” said Jonathan Gill, Managing Director. “Our research suggests there is a massive market in China, with almost infinite potential. The growth in China’s economy is boosting the requirement for private jet travel and ownership and we predict this will be followed by a substantial increase in demand for our services in this region.”

Gill anticipates the Chinese office will mirror the premium service it offers elsewhere, with attention to detail and personal service remaining a priority. He recognises there will be cultural differences in Chinese business practice but with Beijing being home to most of the largest business aviation companies in China and the CAAC (Civil Aviation Administration of China) Gill chose the Chinese capital as the most suitable location for the new Asian office.

“Private jet travel continues to be a significant sector in the global aviation industry and we intend to support the continued demands with our very personalised service,” commented Gill who established Signum Aviation with the specific aim of offering a bespoke and flexible flight planning service to operators and clients. The company prides itself on its proactive attitude with Signum’s dedicated team being available 24-hours a day, seven days a week enabling immediate response to any aviation situation.

Having begun in 2007 with just one client, Signum Aviation is now responsible for the handling of more than 7000 flights per year, looking after aircraft ranging from Citation Mustangs to Global XRSs with projects ranging from short domestic flights to more complex projects. Signum recently planned and managed the operations side for moving three 747-400s from the Middle East to the USA for storage. “Our friendly and personal service has enabled us to establish and retain excellent relationships with clients who trust us with even the most complex of projects,” added Gill.

Signum Aviation’s complete trip planning and operations support services include: flight planning; handling requests; customs clearances; parking arrangements; flight following/watching; weather and NOTAM provision; PPR requests; crew and passenger visa
arrangements and security services. Signum can also assist with catering, hotel and accommodation bookings and ground transportation requirements.

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