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**25 July 2018**

# How to Analyse Aviation Companies – for Analysts and Financiers

**Symphony Digest Sdn. Bhd.**

( 8 7 0 3 5 9 - P )

69-3, Block F  
Zenith Corporate Park  
Jalan SS7/26, Kelana Jaya,  
47301 Petaling Jaya, Selangor

T: 603-78062806/16  
016 - 7167806  
F: 603-78062800

info@symphonydigest.com  
www.symphonydigest.com

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The aviation industry is a very tricky one. It can make a lot of money but when it loses, the numbers can be jaw-dropping. MAS, AirAsia, Malindo Air, Emirates, etc. What is in store for the aviation industry? What makes one successful? What are the risks that a lender or a shareholder need to understand? This workshop on the aviation industry is the first to be held for financial industry professionals. Don't miss it!

## Who Should Attend?

- ✓ Investment Bankers
- ✓ Corporate Bankers
- ✓ Commercial Bankers
- ✓ Financial Services Professionals
- ✓ Fund Managers
- ✓ Research Analysts
- ✓ Aviation Professionals

## Course Outline

### **A Review of the Aviation Industry - How the Aviation Industry is Set up, Players, Regulations and Strategic Alliances**

- What is aviation industry
- Various industry associations
- Role of aviation industry
- Importance of the aviation industry
- Regulations governing global air services
- Airline global alliances
- Liberalization of the airline industry

### **Risks and Outlook of the Aviation Industry in Malaysia and their Impact on Malaysian Companies**

- The industry stakeholders
- The key players
- The revenue models
- Market forecast Malaysia against the global outlook
- Risks involved
- Airport infrastructure
- ASEAN Single Aviation Market (ASAM)
- Rural Air Services (RAS)

### **Requirements in Setting up an Airline in Malaysia - the Barriers to Entry for New Aviation Companies to Challenge Existing Companies**

- Economic and technical requirement
  - ✓ Market study
  - ✓ Airline connectivity
  - ✓ Aircraft availability
  - ✓ Financial viability
  - ✓ Licensing requirement
- Landing rights constraints
- Slot constraints

### **Case study**

- Failure of a new startup airline
- Challenges faced
- Lessons learned

## Trainer's Profile

The trainer has been involved in the Malaysian aviation industry for over 20 years since graduated from Marquette University in Milwaukee, Wisconsin, USA. Throughout her career with Malaysia Airlines, she has been exposed to the various commercial aspects of the airline industry.

Her responsibilities include being the focal contact for the then Malaysian Airline System Berhad (MAS) and the Malaysia Aviation Group (MAG) with the industry stakeholders, both locally and internationally. These include doing lobbying activities with the industry stakeholders, representing the airline at various industry meetings at both regional and international level, to ensure favorable outcome for the group. She was also part of the team involved in drafting the 1st draft of the National Aviation Policy (NAP) that will be used as a guideline for the aviation industry in Malaysia.

She was a key project team player in ensuring Malaysia Airlines' success to become a member of the oneworld alliance, and was part of the Crisis Management team during the 2 aircraft incidents (MH370 and MH17) in 2014. She has also experience in negotiating commercial cooperation with various airline partners and negotiating for traffic / landing rights with specific countries as and when required commercially.

## Upcoming Training

### **Identifying Potential Sukuk Defaults – GCC and Local Case Studies**

(8 Aug 2018)

### **The New Financial Revolution – Impact and Implications**

(15 Aug 2018)

### **Investment Themes – 2018 and Beyond**

(10 Oct 2018)

# How to Analyse Aviation Companies - for Analysts and Financiers (25 July 2018)

Name:	Name:
Designation:	Designation:
Department:	Department:
Company:	Company:
Address:	Address:
Tel:	Tel:
Fax:	Fax:
Email:	Email:

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## Contact for administrative matters if different from above

Name:	Department:
Tel:	Fax:
Email:	

**Date: 25 July 2018**

**Workshop duration and time: 1 day, 9.00 am to 5.00 pm**

**Venue: Hotel Istana, Kuala Lumpur City Centre, 73, Jalan Raja Chulan, 50200 Kuala Lumpur**

**Course fee** (inclusive of course materials, lunch and 2 tea breaks):

For registration before and on 11 July 2018: **RM1,250**

For registration after 11 July 2018: **RM1,450**

(Does not include GST or SST)

**Registration is confirmed upon receipt of payment, unless otherwise notified.**

### Payment Options

Cheque Bank \_\_\_\_\_ Cheque No. \_\_\_\_\_ Amount RM \_\_\_\_\_  
Payable to **Symphony Digest Sdn. Bhd.**

*\*Please write company name and programme at the back of the cheque and mail to 69-3, Block F, Zenith Corporate Park, Kelana Jaya, 47301 Petaling Jaya, Selangor.*

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*\*Please e-mail (info@symphonydigest.com) or fax (03-7806 2800) us the bank-in slip / transfer confirmation together with the completed registration form.*

*Note: For cancellations less than 14 days before event or non-arrival on the training day, no refund will be given. Substitution is allowed. Should the number of participants be too low to make the course a meaningful learning experience, Symphony reserves the right to postpone or cancel the course.*