

15th November 2017

Head of Customer Relations Rita Tam voted “Trailblazer of The Year”
in 2017 AsBAA Icons of Aviation Awards



Rita Tam – Winner of Trailblazer of the Year AsBAA IOA 2017

The team from the Hong Kong Business Aviation Centre (HKBAC) had a very rewarding evening at the Icons of Aviation Awards Asia Charity Gala Dinner held by the Asian Business Aviation Association (AsBAA) on 10 November, 2017 as Rita Tam won newly introduced “Trailblazer Award” – out of 12 awards across various sub-sectors to celebrate excellence in the business aviation industry.

Head of Customer Relations Rita Tam thanked AsBAA members whole-heartedly for the great support and recognition, remarking that it was an unforgettable moment in her

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decade-long customer relations career in the business aviation industry. She said, “Your endorsement and encouragement will bolster our determination to continue to raise the bar and provide customers seamless aviation services of the highest safety standard in style. We look forward to engaging with all stakeholders to innovate for solutions so as for Hong Kong to contribute to the growth of the business aviation industry in Asia”.

AsBAA, the region’s non-profit business aviation association representing over 110 entities based in Asia and around the world, celebrates achievements in the aviation industry through business aviation and general aviation awards annually at their gala. At this year’s gala, AsBAA also raised over USD20,000 for its charity of choice, Orbis, the Flying Eye Hospital.

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Statement of Trailblazer Award winner - Head of Customer Relations Rita Tam



It is definitely my honour to be awarded “Trailblazer of the Year”. It serves as the greatest encouragement to my Business Aviation (BA) career in HKBAC.

I have started my BA career in HKBAC since 2002. Being the Head of Customer Relations, it is always my promise not only to provide the best customer service on overall flight servicing and ground operation, but also to be alert to the demands of pilots and crew members, and passengers’ requirements and suggestions.

Breakthrough is never easy to make, especially in BA industry where it is a complex yet fascinating one. I am lucky enough to have witnessed the growth of Hong Kong BA industry - from one jet parking on the ramp to nowadays 50-60 on daily basis; from one home-based aircraft to nowadays over 80. It is always my emphasis to develop a strong “Can-do” spirit aiming to exceed customer’s expectations. Particularly, to ensure that customers can

enjoy excellent customer service, I have to ensure that HKBAC complies with the aviation security requirements and ICAO standards. I monitored the overall security program at HKBAC and collaborated closely with the Airport Authority Hong Kong (AAHK), Civil Aviation Department (CAD) and Aviation Security Company (AVSECO).

Having established a good network in the industry both locals and overseas, I am given the best position to link with different parties and to understand thoroughly the operation of the Hong Kong FBO and Hong Kong airport operation. Without their insights and assistance, HKBAC would not have achieved the breakthroughs.

Most importantly, having participated in AsBAA Hong Kong Committee meeting since 2014, I have been given a chance to contribute my knowledge and experience to AsBAA. It has also been a precious opportunity to promote BA industry in Asia.

We shall continue to make efforts and progress to provide our customers with excellent service experience.