

Sheree Cheung announced as Deputy General Manager

After 16 years and an incredible career, Sheree Cheung was recently promoted to the position of Deputy General Manager at HKBAC. We sat down with Sheree to learn more about her story, her tips for success, and why she is passionate about business aviation. Over 16 years of service is an incredible tenure, so what made Sheree stay at HKBAC?



Why did you choose a career in business aviation?

There are the obvious factors of elegance and adventure that are associated with private jets. Attractive as these are, my passion began when Hong Kong was first developing its (then) new airport at Chek Lap Kok. This was a period of enormous growth, change, and opportunity in Hong Kong and the new airport and FBO felt like the epicenter of the action.

I find business aviation fascinating; it's often misunderstood, but over the years, I have learned its true value. It creates jobs, keeps businesses moving, and makes an enormous economic contribution. Business aviation is one of the most fascinating industries in the world. It relates to a highly interesting, diverse lifestyle and is utilised by so many different types of businesses, families, and individuals. Finally, business aviation is a relatively small sector, meaning that there is a fabulous opportunity to get to know one's colleagues and peers. I am proud to be part of the team at HKBAC.

With International Women's Day (IWD) 2023 coming up, do you feel that there is greater gender parity now in our industry?

At HKBAC, we believe in equal opportunity in business aviation. The larger issue stems from the "pipeline" of young women entering the industry (it's too small!). These women need to believe that technical and professional roles in aviation are available to them. In recent years, we have seen more women join the industry as pilots, engineers, technical specialists, and leaders. There is always more work to be done on the part of NGOs, schools, universities, and employers to ensure girls and women are aware of the incredible opportunities in business aviation. Over the past 16 years, I have observed matters improving and I hope to see the trend continue.



What is your leadership style?

This is a dynamic and ever-changing industry, so agility and flexibility are essential. As a leader, I take responsibility for the growth of the business and for this to happen, there will need to be some bold, transformational moves. It is crucial to move with the times and adapt to the ever-changing environment and market.

What are you most excited about for the expansion of HKBAC?

The expansion of the FBO facility represents so much more than the space, comfort, and privacy it will bring. It's indicative of our commitment to Hong Kong's place as Asia's World City. The experience for our passengers, crew, and team will also be greatly improved, which is exciting. As a leader, I hope that people will leave the FBO with happy memories of our commitment to safety, service, and style.

From an economic and business perspective, the expansion embraces the opportunities of the Greater Bay Area. This incredible city "link-up" has been on hold for years due to the pandemic and it's now finally coming to life. When completed, the expansion will strengthen Hong Kong's position as a leading global aviation hub.

For someone starting out in business aviation, what advice would you give them?

Be prepared to learn "on-the-job" because our industry is dynamic and changes frequently. Don't be afraid to ask questions and learn from your seniors or peers – there is so much knowledge around if you're willing to ask.

Be passionate, and committed to learning.

16 years is an incredible tenure, what made you stay at HKBAC?

The industry is exciting and the fact it's constantly evolving gives me the enthusiasm to stay motivated. There is no more stable or highly respected company to work with than HKBAC (in my opinion). Values-wise, we work well together as a team which is why I am just one of many team members that have stayed over a decade at HKBAC. We learn together, support one another, and grow together. I am not suggesting that business aviation is easy, it can be extremely challenging, but I have always felt supported and that's a priority.

HKBAC is approaching its 25-year anniversary, what does this mean to you as an executive and leader of the FBO?

For any business to be operational for a quarter of a decade is an incredible achievement. I am honoured to be part of the 25-year story that is HKBAC. We work smoothly as a team, and we have become the trusted, preferred partner for over two decades. We appreciate our customers and business partners who choose HKBAC.

Here's to the next 25 years!