



Global Air-Capital Program

Objective: Brand Wichita's aviation community in China so when China thinks aviation it thinks about *Wichita first*.

Opportunity: First-mover advantage for Wichita's aviation industry in China's undeveloped multi-billion dollar market.

Program Overview: Comprehensive program to remove barriers and capitalize on opportunities for Wichita's aviation industry in China. Full-time operations on the ground will continuously engage investor companies from the aviation industry with Chinese market participants, while mitigating risk.

Background: Mayor Carl Brewer led a team of government and economic development officials on a 12-day trade trip to China in October 2012. Meetings with business and government officials in 6 cities uncovered a massive opportunity for Wichita's aviation industry. It was identified that Wichita is recognized by Chinese aviation advisors as the Air Capital of the World, unveiling a unique opportunity to develop government-to-government and business-to-business relationships benefitting the Wichita economy.

After validating the opportunity, Mayor Brewer and the team determined a strategic plan was needed to move forward. Now is the time to build the Air Capital's presence in China or pick up the scraps left behind.

Benefits:

- China office dedicated to actively lowering the barriers to market entry in China, lead generation potential and market intelligence gathering, including
 1. National, provincial and local government relationship building
 2. Program costs dispersed
 3. Intellectual property protection mitigation
- Vetted business opportunities
- Branding of the Air Capital in China

Deliverables:

Government-to-Government Relations

- Build strong relationships with national government entities like AVIC, CAAC, & Transport
- Build relationships with Chinese Local and Provincial Government Relations





Deliverables cont.:

Strategic branding of Wichita as the Air Capital

- Brand spectrum of Wichita-based services - Sales, Training, Fixed-based operator (FBO), Maintenance Repair and Overhaul (MRO), Parts
- Participation at Chinese aviation trade shows with Wichita partners, like Greater Wichita Economic Development Coalition (GWEDC), Wichita Chamber, and State of Kansas
- Ads in trade publications & Media coordination
- Intellectual Property protection guidance and Trade-marking of Wichita Air Capital idea
- Identify targeted Foreign Direct Investment opportunities to fill service gaps in Wichita aviation cluster
- Wichita Air Capital permanent sales display to meet the Chinese need for visual experience of products

Operational infrastructure on the ground – On-the-ground presence will cultivate strategic relationships that leverage American business and diplomatic strength.

- Home office in Beijing
- Regional presence in designated general aviation cities
- Visibility and support for the participating Wichita Original Equipment Manufacturers (OEM's), subs and service providers

Market Protection – Use potential mix of trade agreements to create better opportunities for Wichita companies coupled with risk mitigation strategies to streamline relationship-building.

Training and Education

- Set-up Wichita-based training company to joint venture with partner in China
- Full-spectrum of aviation industry needs in China, from FBO /MRO Operations to flight-training

FBO and MRO development

- Create FBO/Airport Ops joint ventures to begin providing services to airports
- Seek airport building construction opportunities
- Create potential MRO joint-ventures

