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October 4, 2018

Asian Sky Group brings on charter services manager

A talent for soliciting new business and monitoring flights means former L'Voyage charter operations officer is a perfect fit for ASG's growing jet charter business.

Hong Kong business aviation consulting firm Asian Sky Group's (ASG) charter services are now being managed by recently-appointed charter services manager Serena Lui.

Managing director Jeffrey Lowe says: "Business jet charter has always been an important part of our business as it is typically the entry point for clients into a long-term relationship with ASG. Fortunately it's a growing business with ASG handling more and more requests from corporations and individuals. Serena has both the charter and operational experience needed to assist our current and future clients with all their charter needs."

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Lui completed an Aviation Management degree at Coventry University in the UK before joining Hong Kong-based ground handling provider Jardine Aviation Services, where she worked in the aircraft dispatch and station control division with over 20 international airlines and coordinated with regional offices to resolve operational issues. After four years there she moved to Hong Kong-based charter services provider L'Voyage, where she took on the role of aircraft charter operations officer and was later promoted to account manager. With L'Voyage she focused on soliciting new charter business and closely monitored flight status and trip details to ensure flights were completed without disturbance.

Lui adds: "I'm happy to have the opportunity to bring my knowledge and experience to a well-known team. I've seen ASG's work in the Business Jet Charter report, which shows it has a true understanding of the chartering market and the skill set required to serve this market. Consequently, ASG can handle a wide-range of charter requests."

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