



"世界通航之都" 与 中国城市可持续发展

美国威奇托市中国航空代表处

2014年9月10日

北京 昆仑饭店

Wichita Aviation Office of China

北京市朝阳区红军营南路15号, 瑞普大厦B栋7楼,
15 Hongjunyingnanlu, Ruipu Bldg. B, 7th Floor, Beiji
China wichitachina@163.com;
Tel: 86-139 1074 3456



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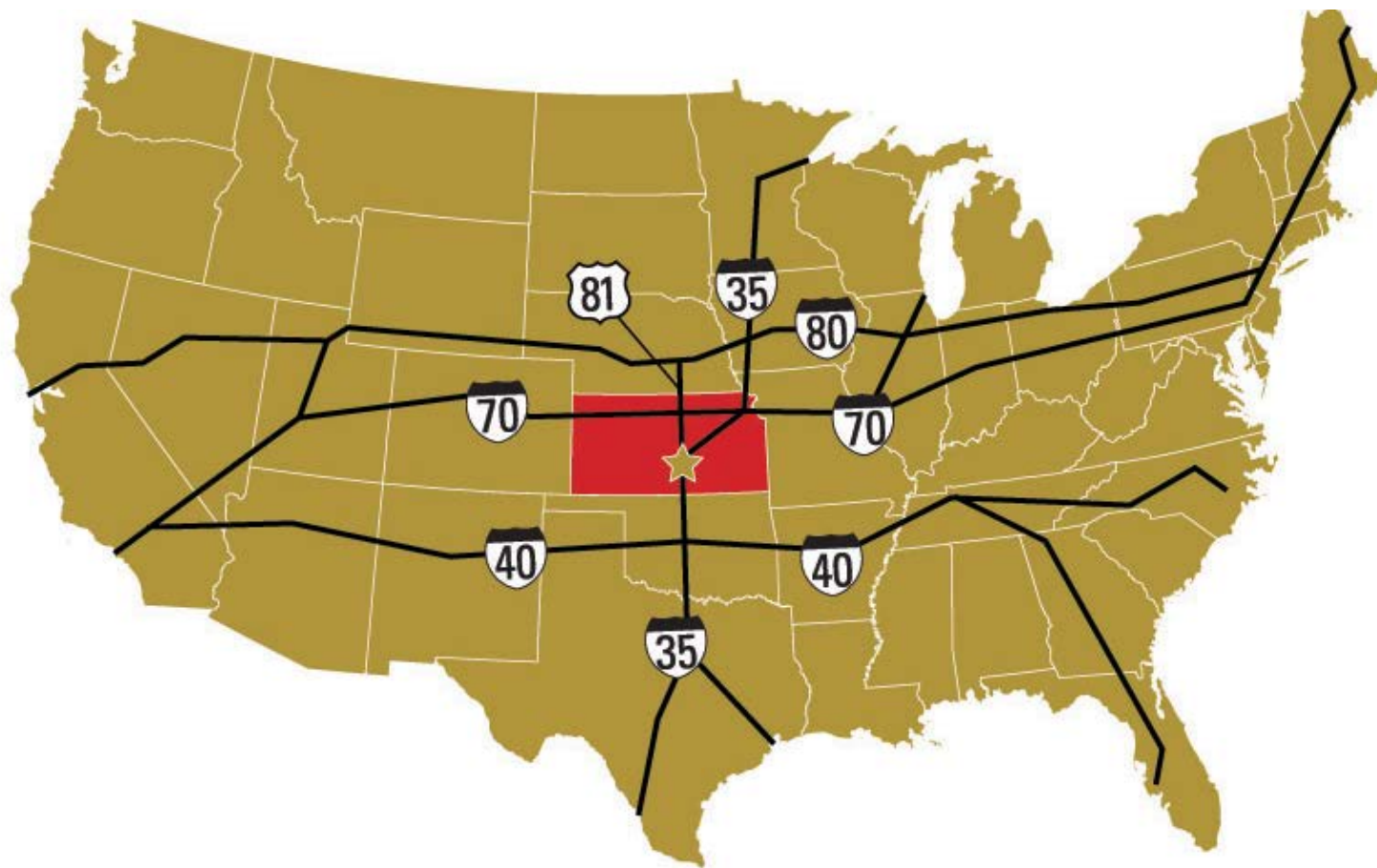


tel +[316] 264-5982 • fax +[316] 264-5983
800 east 1st, suite 200 • wichita USA





威奇托市 - 天时 地利 人和





威奇托 - 世界通航之都

90多年	航空发展历史
1/2	美国整机交付占比 (2012)
1/3	全球整机交付占比 (2012)
1/3	20万架全球现役飞机
350	供应链企业的总部
500	年均生产飞机数量
30万	累计生产总数

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Some of Aviation's Biggest Brands ... call Wichita home!



Beechcraft



LEARJET



Textron Aviation Product Lineup

Deerecraft



Bowker

TEXTRON AVIATION

Jets



Citation X+



Citation Sovereign+



Citation Latitude



Citation XLS+



Citation CJ4



Citation CJ3+



Citation M2



Citation Mustang

Turboprops



King Air 350ER



King Air 350i



King Air 250



King Air C90GTx



Grand Caravan



Caravan

Pistons



Baron G58



Bonanza G36



TTx



Turbo Stationair



Turbo Skylane JTA



Skyhawk

Military



AT-6



T-6C

国家航空研究中心（NIAR）



WICHITA STATE
UNIVERSITY
NATIONAL INSTITUTE
FOR AVIATION RESEARCH





国家航空研究中心 (NIAR)



撞击试验



疲劳鉴定

结构测试



喷涂工艺





国家航空培训中心（NCAT）





国家航空培训中心 (NCAT)





博尔市长在北京宣布成立中国航空代表处 (2013年10月《中国日报》全球发稿)

US 'aircraft capital' Wichita opens Beijing base

entrepreneurspecial

By LI FUSHENG
lifusheng@china Daily.com.cn

A US city is striving to promote its general aviation industry in China by establishing an aviation trade office in Beijing.

"When you think of aviation, we hope you will think of Wichita," said the city's Mayor Carl Brewer at a luncheon marking the establishment of the office on Oct 17.

Wichita is nicknamed the "Air Capital of the World" due to its position in the global general aviation industry.

Located in the state of Kansas, it has a small population of around 600,000, but it is home to four major aircraft manufacturers—Beechcraft, Cessna, Learjet and Spirit—and more than 350 world-class aerospace suppliers.

Statistics show manufacturers in the city produced approximately 300,000 aircraft over the past 90 years.

In 2012, the city produced 500 planes, accounting for 33 percent of all general aviation planes worldwide, and 48 percent US GA aircraft deliveries.

Brewer said Wichita expects the trade office in Beijing to promote the industry and identify sales and partnering opportunities as the general aviation industry is rising rapidly in China.

"I understand China's dream of flying...I believe the time is right now for us to be able to grow your and our aviation businesses," said Brewer who has 30 years of experience in the aviation industry.

He started his career as an engineer at Cessna and served as senior manager at Spirit before he took office in 2007.

"We want to make it easier for Chinese customers and partners to do business with Wichita's aviation industry."

"Wichita longs for a partner

with youthful energy to share its wisdom with. China is what the air capital is looking for."

Karyn Page, head of Kansas Global Trade Services, which supervises the office in Beijing, said one of the agency's focuses will be on infrastructure development that includes training and education, maintenance and repair and FBO management.

"To secure safety, China needs to have proper and good infrastructure development...we train aircraft workers in Wichita every single day," said Page.

Wichita has the largest aerospace research and development academic institution in the US—The National Institute for Aviation Research.

The institute accounts for more than 70 percent of Federal Aviation Administration composite research spending.

Karl Zhao, chief representative of Wichita's office in Beijing, believes it is important for Wichita to have a presence on the ground in China.

When Wichita conducts business in China, it now has an option on the ground, he said.

Zhao said he has high hopes of the office's role in promoting Wichita's aviation industry in China.

Wichita's business now has a ground team and network as well as local expertise to incubate their success all the way, he said.

With rich experience, Zhao has established resources as well as confidence in promoting Wichita's general aviation community in China.

"Though a small community in the US, Wichita has been successful in keeping the title of the 'Air Capital of the World' in general aviation industry for over 90 years."

"Wichita has much to share

“

Wichita longs for a partner with youthful energy to share its wisdom with. China is what the air capital is looking for.”

CARL BREWER
MAYOR OF WICHITA

in building a sustainable general aviation industry while benefiting local economic growth, export and job creation.

"With North Asia General Aviation Investment Management Corp as our strategic partner in China, we are capable of providing turn key solutions for Wichita businesses," said Zhao.

The idea to open an office in Beijing came after Brewer's visit to China in 2012.

During the 12-day trip, he met with key government and business officials in six Chinese cities.

Brewer said his delegation realized that the Chinese recognize Wichita as a leader in general aviation and that gives the city the opportunity to support Wichita's aviation efforts by marketing the Air Capital of the World in China.

In addition to the headquarters in Beijing, its China office plans to build a network of liaison offices through existing and new relationships with the best aviation cities across China.

He also offers some suggestions to help boost China's aviation industry, including educating citizens on safety and benefits of general aviation aircraft and continuing to develop regulations for safe and efficient aircraft operations.



PHOTOS PROVIDED TO CHINA DAILY

From left to right: Karl Zhao, chief representative of Wichita's office in Beijing; Huang Weiguo, chairman of North Asia General Aviation Investment Management Corp; Karyn Page, CEO of Kansas Global Trade Services; Carl Brewer, mayor of Wichita, and Chen Shaochang, director of NAGA.



Mayor Brewer (left) confers the official appointment letter to Karl Zhao, the chief representative of Wichita's office in Beijing.

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美国城市的独创

- 中小城市在中国直设贸发机构
- 定位航空（通航）产业发展与合作
- 政府，企业和社会合作
- 在中国主要航空城市设立分支机构
- 并由市议会立法通过“航空战略伙伴城市计划”
- 中威多方联合成立航空合作体

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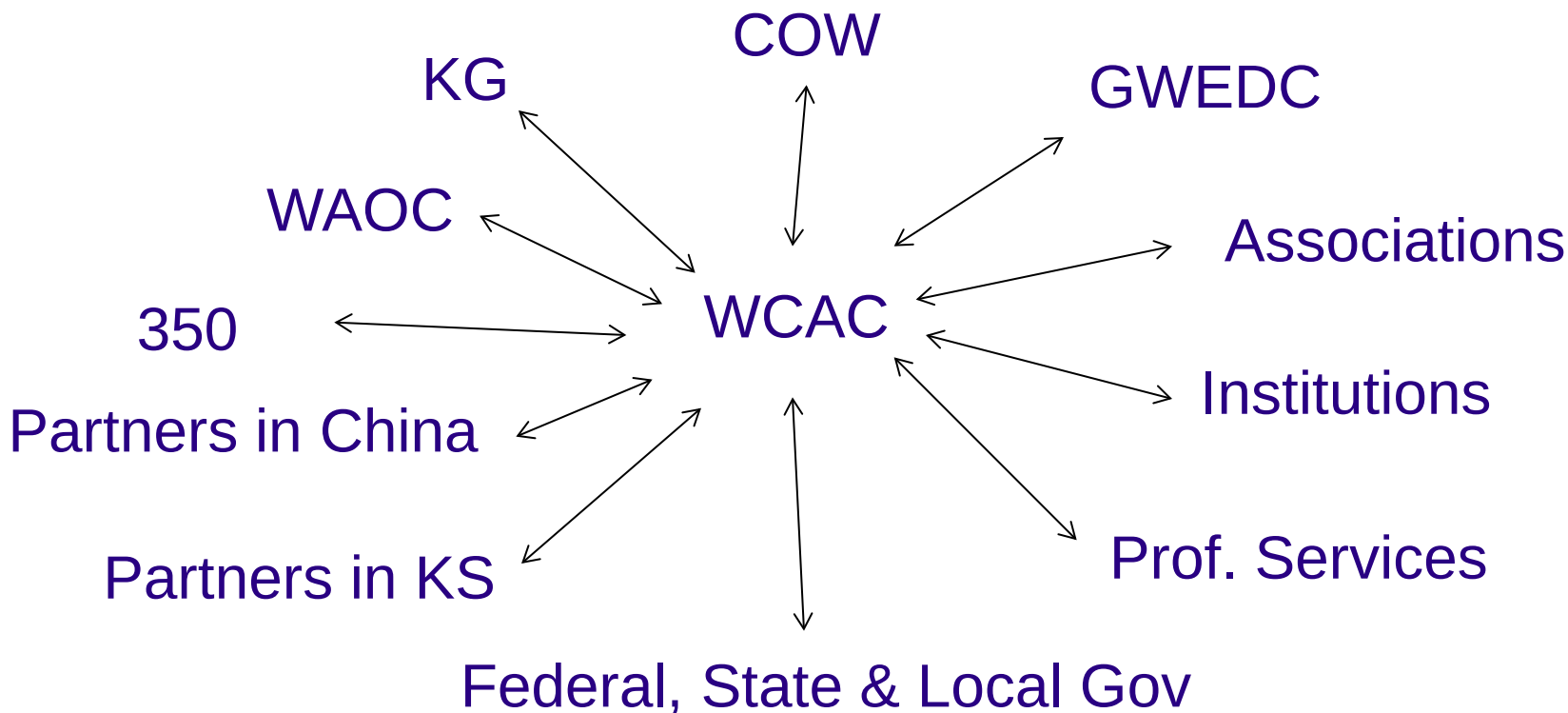


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威奇托中国航空合作联合体



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威奇托市的中国机遇

- “航空战略伙伴城市计划”
- 中美（威奇托）通航示范园共建
- 智力资源输出
- 教育/培训项目合作
- 350（零部件及配套整体解决方案）

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威奇托代表处和AOPA



1st Roundtable at Beechcraft BJ Office, Nov. 2013

Wichita Aviation Office of China

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第一批合作城市



Wichita Aviation Office of China

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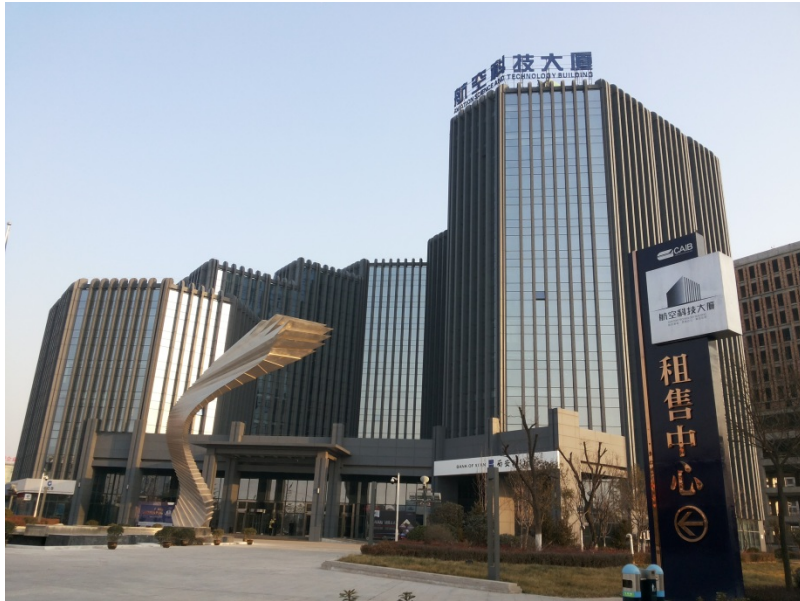


西安：国家航空产业基地(CAIB)



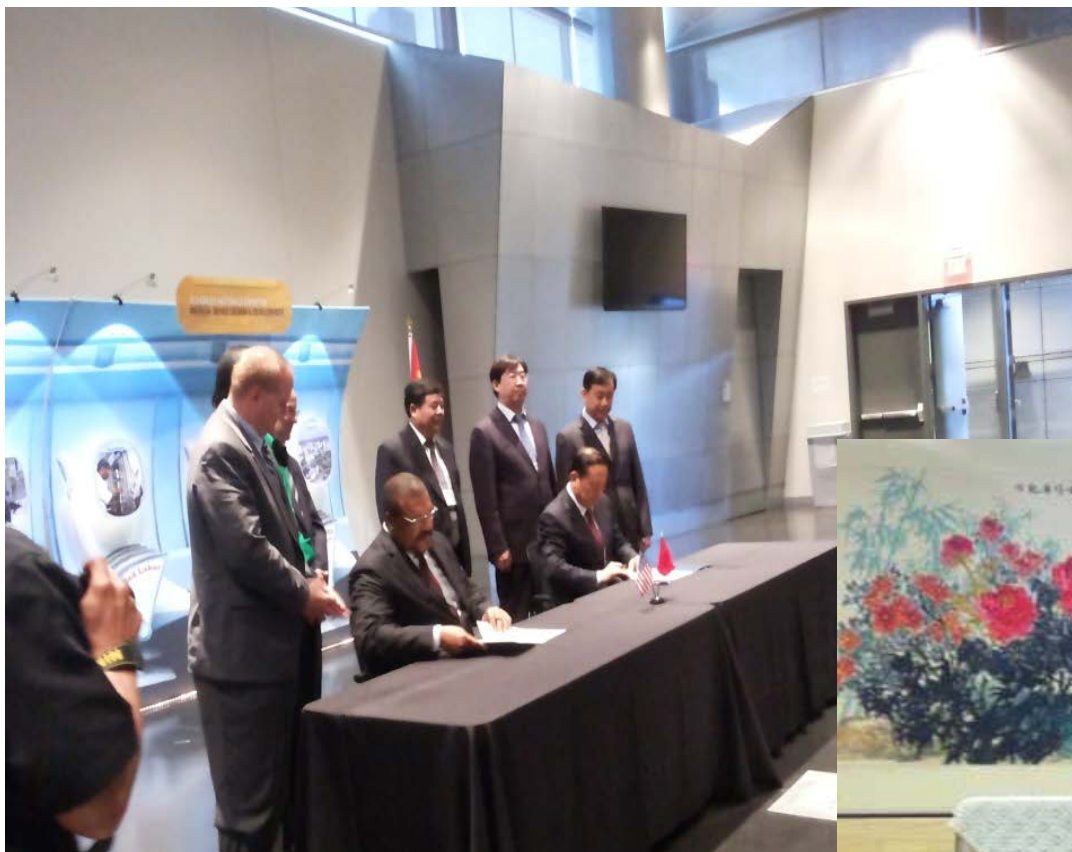


地点：航空科技大厦七层713室





沈阳：沈阳通航产业基地



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天津：东疆保税区





地点:东疆保税区综合大楼一层





北京及其他地区分部

北京:

- 北亚通航
- 北京航空航天大学通航中心
- 北京通航

其他地区:

- 华中地区
- 西南地区
- 东南地区

通用航空城市可否持续发展之龙头：制造类



MOONEY



Piper



Legacy 650



CESSNA 162



PILATUS P8



PILATUS P12



Epic LT



Citation X



Cirrus SR20-22



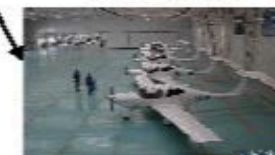
TECNAM, 2-4



P750



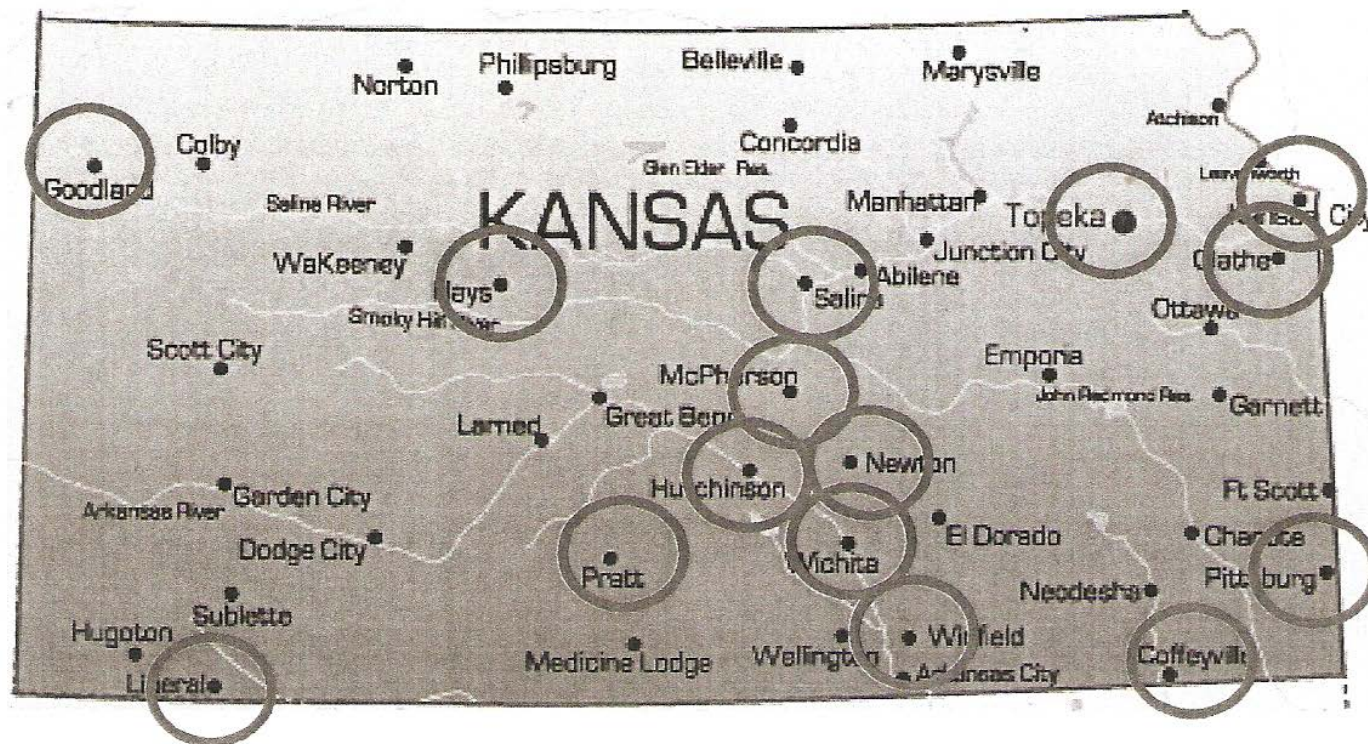
Caravan 208B



D40



通用航空城市可否持续发展之龙身：零部件及配套类



- 第一阶段: 分布在20多个城市的86家企业, 先后生产了近30万架飞机
- 第二阶段: 350多家企业分布在以威奇托市为中心的几个城市

通用航空城市可否持续发展之龙尾：运营类

威奇托的“航不可分”

收藏类飞机分会：牛顿市

NIAR：国家研发中心

Fedex, DHL, UPS, EMS

飞机再保险

引领公司：组装及**FBO**

EagleMed：空中救援

AOPA保险

中陆：运输机场

赛斯纳飞机总部



航空小镇：奔特市

NCAT：航空培训中心

MCA：托管**91**架飞机的**FBO**

飞行培训：私照，商照

W, B等零部件企业

原雷神,及比奇飞机公司

威奇托州立大学

Flight Safety：仪表类培训

堪萨斯航空博物馆

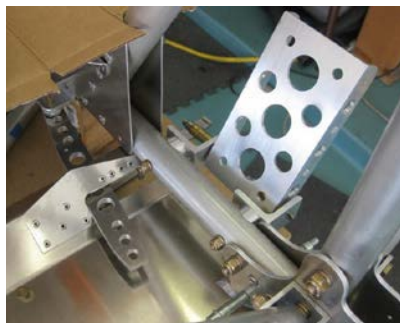
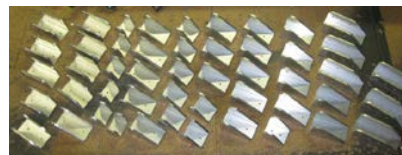
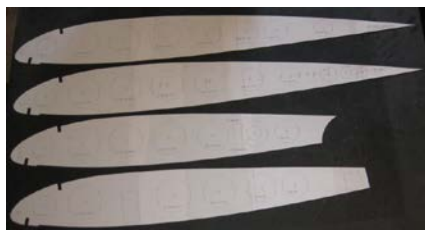
斯普林特：**737**机身制造

Independence：固定翼类制造

注：美国每年**1500**亿美元的通航产业中，制造业的占比不到**20%**



可持续性探讨之： “不飞”的“航空小镇”





可持续性之平民运动：牛顿市

（美国收藏类飞机协会的一个分会所在地）







可持续性之： 五脏俱全的“航空小镇” - 奔特市









威奇托市通航产业:

祝中国**AOPA2014**年会圆满成功！！

谢谢

wichitachina@163.com

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