

制造商对中国通航发展前景展望



The OEM perspective China General Aviation Development

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Embraer China

The 4th China's Low-Altitude Economy Summit – Beijing, Sep 2014



1. 巴航工业及其在中国的发展
Embraer and Embraer in China
2. 中国市场概览
China Market Overview
3. 公务机市场预测
Executive Jets Forecast

巴航工业发展历程

EMBRAER Yesterday and Today



Success story

1969



1949

Brazil creates strategic national aeronautics project – creation of CTA and ITA.

起源：巴西航空技术中心及巴西航空技术学院。



Controlled by the Federal Government, Embraer is born in order to develop Brazil's aeronautical engineering capacity and to produce airplanes.

巴航工业公司正式诞生。

1994

The company is privatized, leading to a new structure that combines technological and industrial knowledge with an entrepreneurial culture.

实现私有化。



2014

One of the main global manufacturers of commercial and executive aircraft, with strong and growing involvement in defense and security.

已成为世界领先飞机制造商之一。

巴航工业机构遍及全球

Global Presence



EMBRAER UNITS 巴航工业位于全球的机构

Global operations



三大业务领域

Key Business Areas



商务航空
COMMERCIAL
AVIATION



公务航空
EXECUTIVE
AVIATION



防务系统
EMBRAER
DEFENSE &
SECURITY



新一代E系列喷气飞机E2即将于2018年交付

Next Generation E-Jets, E2, coming in 2018



E-JETS
E2
THE SECOND
GENERATION

座位数最多可达144座
Capacity up to 144 Seats



2018: E190 E2

96座双舱布局

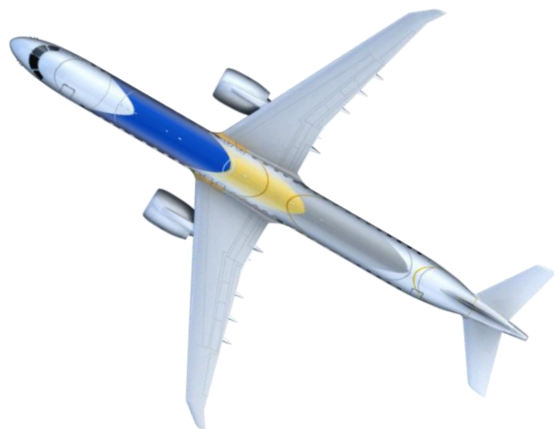
96 Seats Dual Class

106座单舱布局

106 Seats Single Class

114座高密布局

114 Seats High Density



2019: E195 E2

120座双舱布局

120 Seats Dual Class

130座单舱布局

130 Seats Single Class

136座高密布局

136 Seats High Density

144座超高密布局

144 Seats Ultra High Density



2020: E175 E2

80座双舱布局

80 Seats Dual Class

88座单舱布局

88 Seats Single Class

90座高密布局

90 Seats High Density

巴西航空工业公司商用飞机遍及全球

Global Presence of EMBRAER Commercial Jets



86 家航空公司
57 个国家
1,678 架飞机正在运行*

86 AIRLINES IN
57 COUNTRIES
1,678 AIRCRAFT IN SERVICE*



* Schedule and non-schedule companies, and only E-Jets and ERJ families

2Q/2014

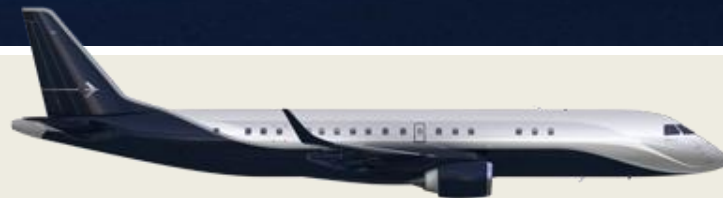
覆盖从超轻型到超大型的全系列产品

From Entry Level to Ultra Large Executive Jets



超大型 ULG

世袭™ 1000E
巴西航空工业公司



超远程型 ULR

大型 LRG

莱格赛™ 650
巴西航空工业公司



超中型 SMD

莱格赛™ 600
巴西航空工业公司



中型 MSZ

莱格赛™ 500
巴西航空工业公司



EIS 2014

中轻型 MDL

莱格赛™ 450
巴西航空工业公司



EIS 2015

轻型 LIT

飞鸿™ 300
巴西航空工业公司



超轻型 ENT

飞鸿™ 100E
巴西航空工业公司



仅仅5年的时间，飞鸿系列公务机交付了500架
500 Phenoms delivered in just 5 years



莱格赛500项目的最新进展

Legacy 500 program update



莱格赛500于8月取得了巴西国家民航当局的型号认证，即将交付客户。

Legacy 500 awarded Brazilian certification in August, EIS will be very soon.

莱格赛450和500是中型公务机划时代的产品
Legacy 450 and 500
Game Changer in the Mid Size Category



巴西航空工业公司公务机遍及全球

The World Discovers EMBRAER Executive jets



飞鸿100
+300 a/c



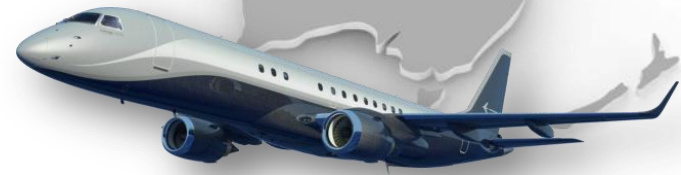
莱格赛600/650
+240 a/c



飞鸿300
+200 a/c



世袭1000
+20 a/c



全球超过50个国家，约760架公务机正在运行
Approximately, 760 jets in service in more than 50 countries

Fleet includes shuttle versions.

巴航工业军用飞机及国防系列

EMBRAER Defence and Security Products



预警、监视和侦察系统（ISR）
Intelligence, Surveillance and Reconnaissance (ISR)

轻型攻击和军用训练机
Light Attack and Advanced Training

军用运输和空中加油机
Tactical Military Transport

政要运输
Transport of Authorities

现代改造
Aircraft Modernization

无人机（UAV）
Unmanned Aerial Vehicle (UAV)

Super Tucano



EMB 145 MP



EMB 145 AEW&C



KC-390

KC390, 获得来自巴西空军的28架确认订单

KC390, 28 Firm Orders for Brazilian Air Force



最大起飞重量81吨，0.8马赫，FBW，商载23吨
81t MTOW, Mach 0.80, FBW, 23t payload



巴航工业军用飞机及国防系列

EMBRAER Defence and Security Products



在48个国家超过
50 个军事机构服役

IN 48 COUNTRIES
OVER 50 ARMED FORCES



运营基地遍及全国各地

Embraer Aircraft Bases in China



216 确认订单 Firm Orders

(181 支线飞机 Commercial Jets, 35 公务机 Executive Jets)

150 架 交付 Delivered to **18 个** 客户 Customers

完善的销售服务体系

EMBRAER Presence in China



在华组装莱格赛650型公务机

Legacy 650 assembly in China JV



莱格赛650在华组装项目于2012年6月获得中国政府的正式批准

Legacy 650 assembly in China was approved by the Chinese Government in June of 2012

利用巴航工业及中航工业合资公司—哈尔滨安博威现有的员工及厂房设施

Use of the infrastructure and workforce of HEAI – Embraer and AVIC JV

得到中国政府和领导的大力支持

Strong Support from Chinese Leaders



President
XI JINPING
visited HEAL
(Sep 2009)



Premier
LI KEQIANG
visited HEAL
(Aug 2009)



Former President
HU JINTAO
visited Embraer
(Nov 2004)



Former Premier
WEN JIABAO
visited HEAL
(Aug 2003)



在华组装莱格赛650首架飞机

First China-Assembled Legacy 650



第一架国产莱格赛650于2013年8月在哈尔滨成功完成首飞
Maiden flight, Harbin Embraer, August, 2013.

首次交付，2014年1月
First delivery, January, 2014.

成龙在NBAA航展上，成为莱格赛500中国启动用户

NBAA 2013, October 24th. – Jackie Chan and Legacy 500





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中国，世界第二大经济体

China, 2nd largest world economy

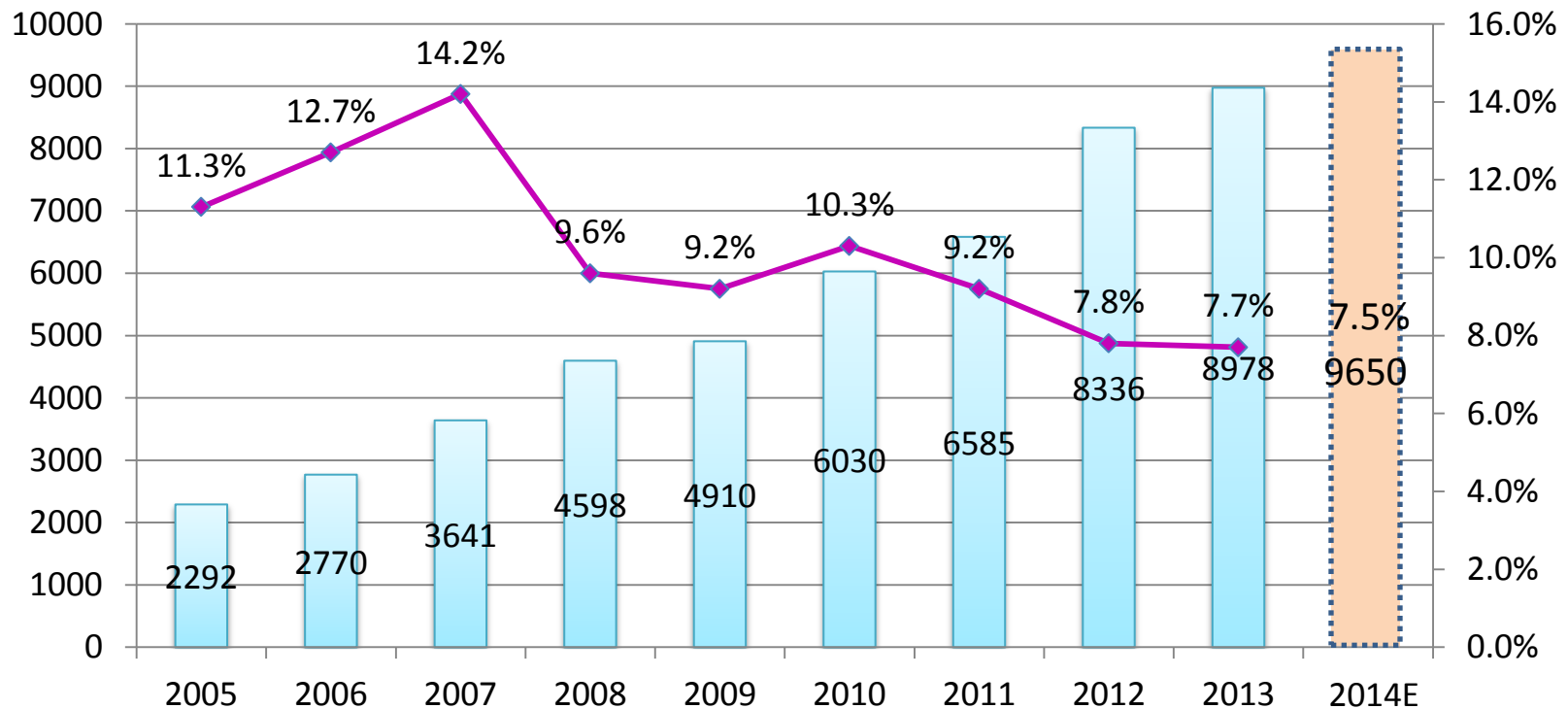


GDP in real USD (billion) GDP (10亿美元)

■ GDP (USD Billion)

GDP growth rate 增长率

◆ GDP Growth Rate

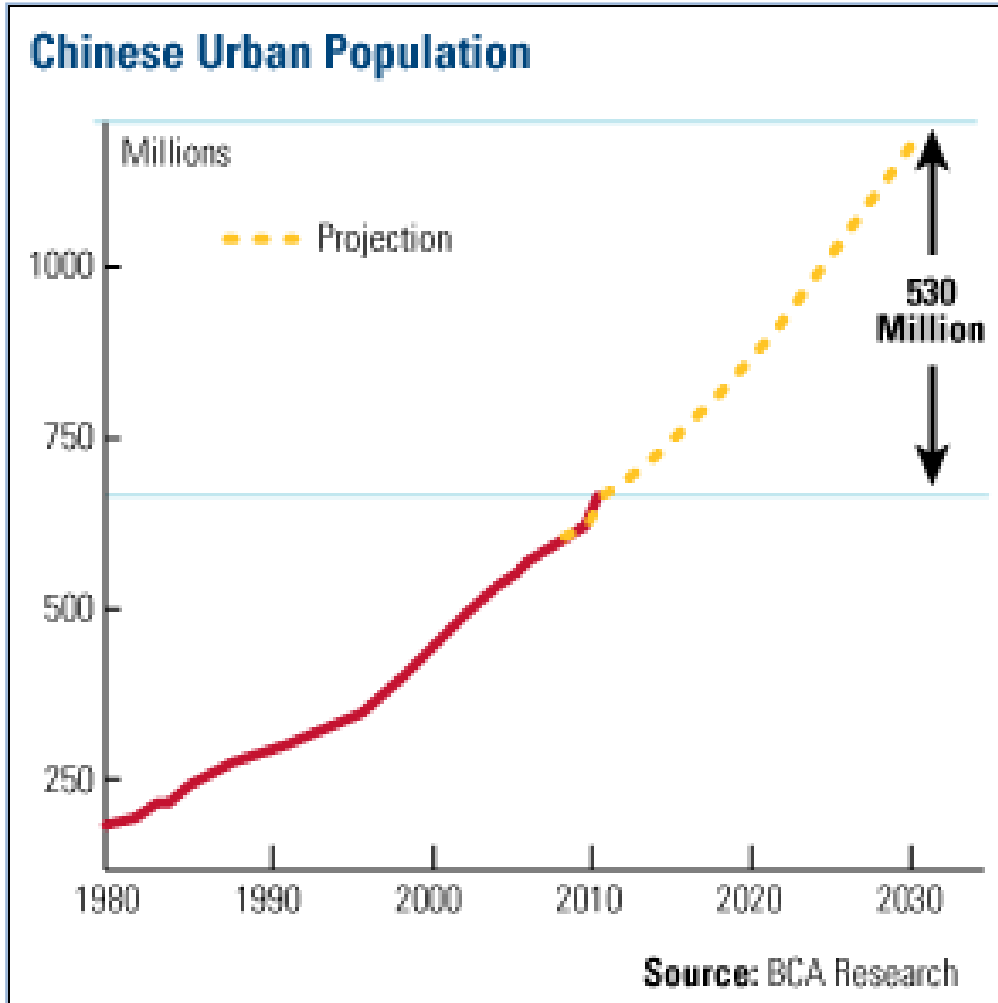


中国2014增长指标下调到7.5%，目的在于贯彻体制改革，促进经济持续稳定的发展

China had revised its 2014 growth target downward, to 7.5%, in order to pursue structural reforms aimed at supporting stable and sustained economic development

每年新增2500万城镇人口

25 million new Urban citizens PER YEAR



未来20年内：中国城镇人口
将增长5.3亿

Next 20 years: urban population in
China will increase by another 530
million.

5.3亿/20年，意味着城镇人
口每年增长2500万

530/20, means urban population
growth rate of +25million per year.

从2010年起，城镇居住人口
过半，城市化比例超过53%

Since 2010, over half of its
population lives in cities;
urbanization rate passed 53%

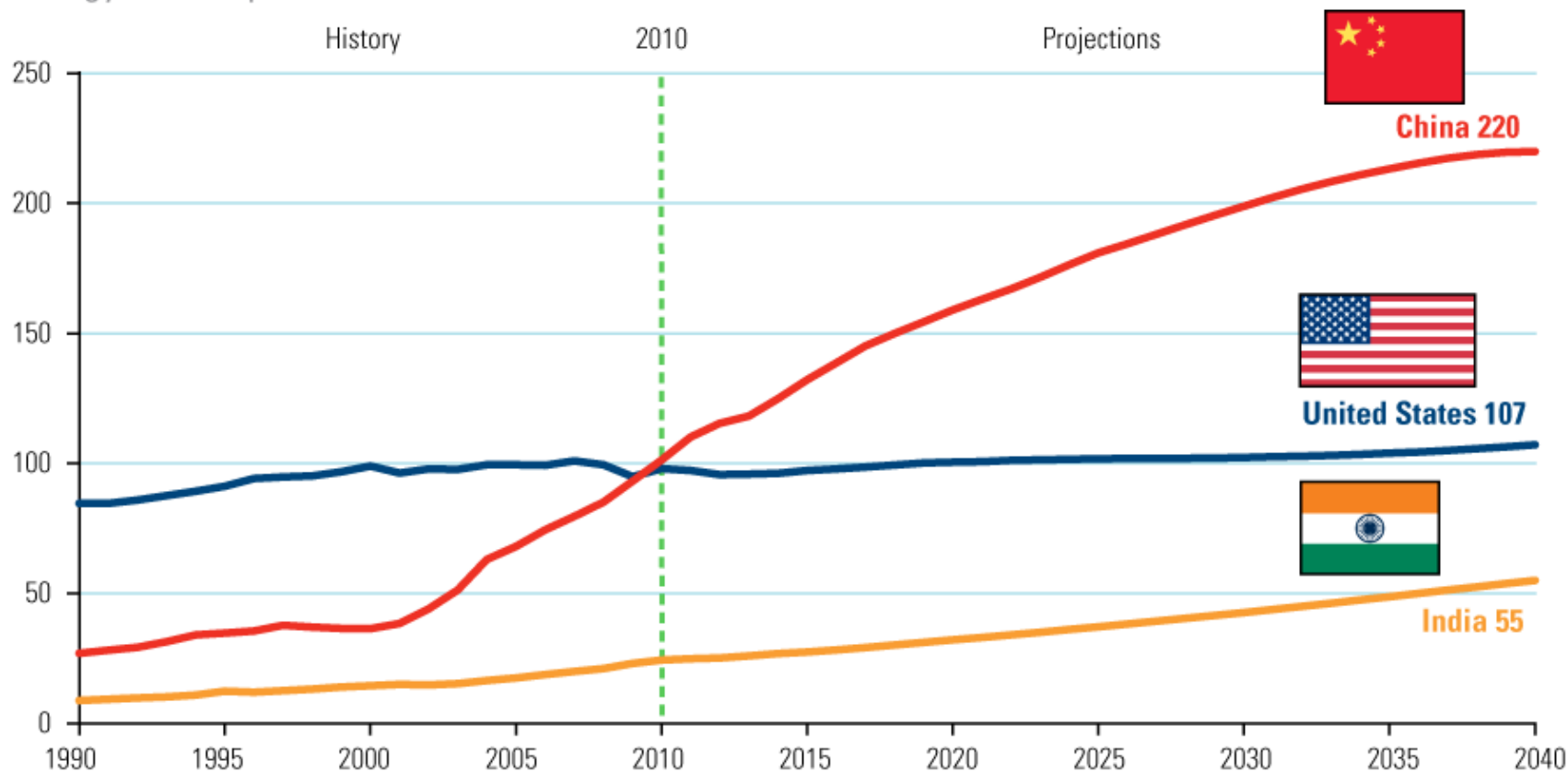
中国成为世界上最大的能源消耗国

China is World's largest Energy consumer

到2040年中国的能源使用量将是美国的两倍

China's Energy Use Could Double U.S. Level by 2040

Energy Consumption in Quadrillion British Thermal Units



Source: Energy Information Administration, International Energy Outlook 2013

最大的汽车制造商、出口商和市场规模

Largest auto maker, exporter and market

2013年，中国汽车产量是美国的两倍，增长率也明显高于美国、欧洲、日本和印度

In 2013 China surpassed two times (2X) the USA auto production.

In 2013 China auto market grew 13%, US grew 5%

In 2013 EU contracted 4%, Japan contracted 11%, India contracted 18%

在2006年、2008年和2009年，中国先后超过了德国、美国和日本，成为世界第一汽车生产国

In 2009 China overtook Japan and became the world's top auto maker. In 2008 China overtook US and became second. In 2006 China overtook Germany and became third.

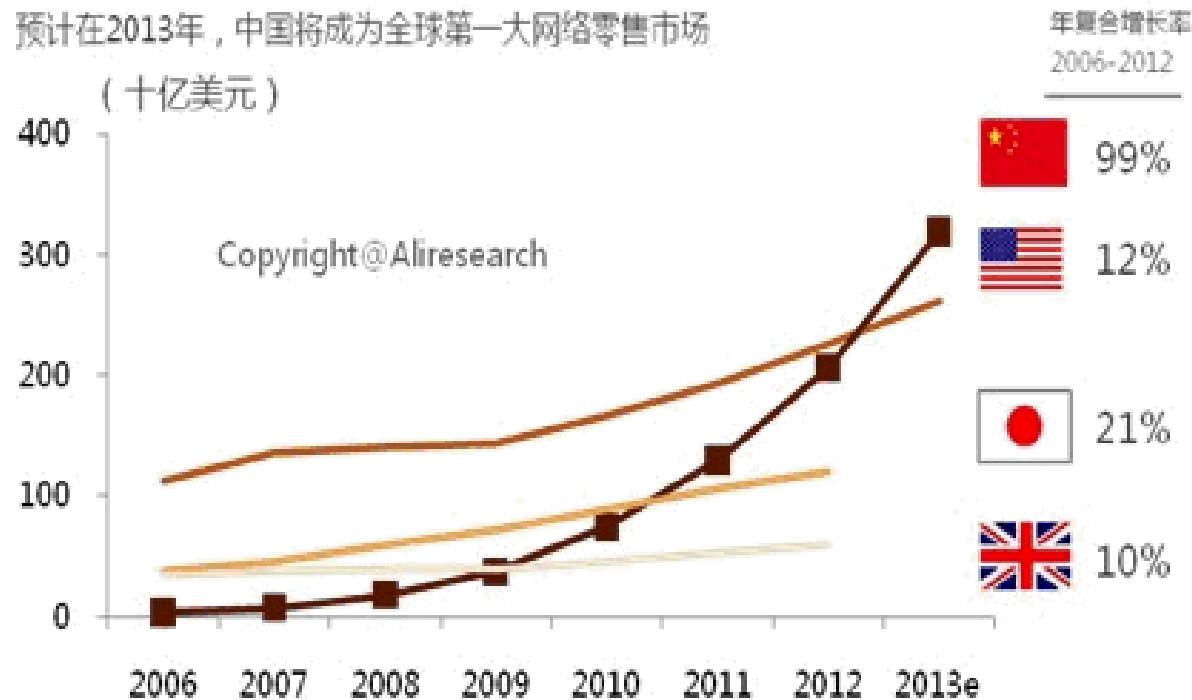


中国成为全球第一大网络零售市场

China leads total e-Commerce sales



中国超越美国，2013年销售额超过3000亿美元，自2006年起每年增长99%
China has surpassed the US, over 300 bi USD in annual e-sales for 2013, growing 99% per year since 2006



Source: Ali Baba research institute, Aliresearch

<http://www.aliresearch.com/?m-cms-q-view-id-75741.html>

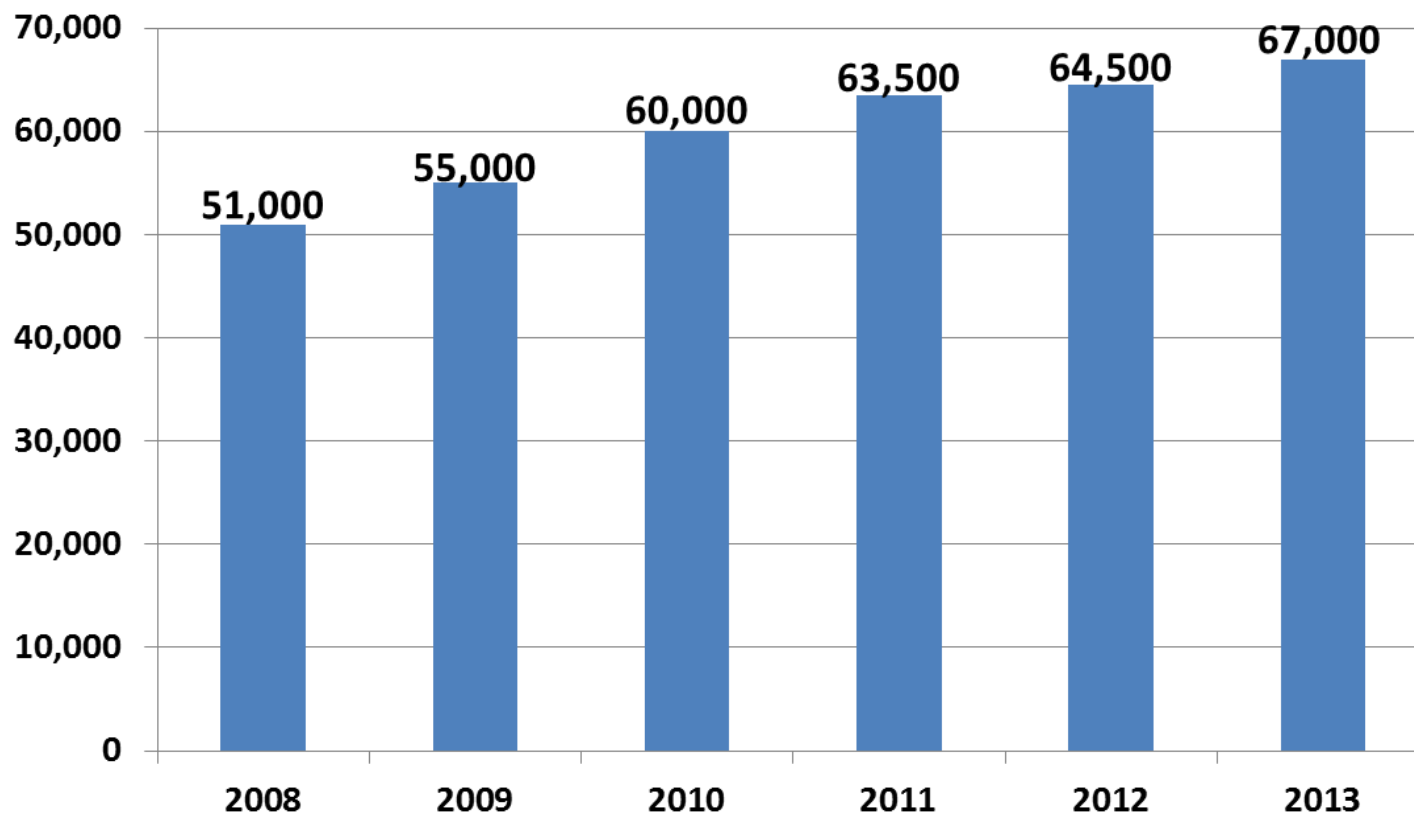
亿万富豪增长趋势

Super Rich Individuals Growth Trend



亿万富豪指个人资产在一亿元人民币以上

Super Rich Individual: Personal Assets over RMB 100 million

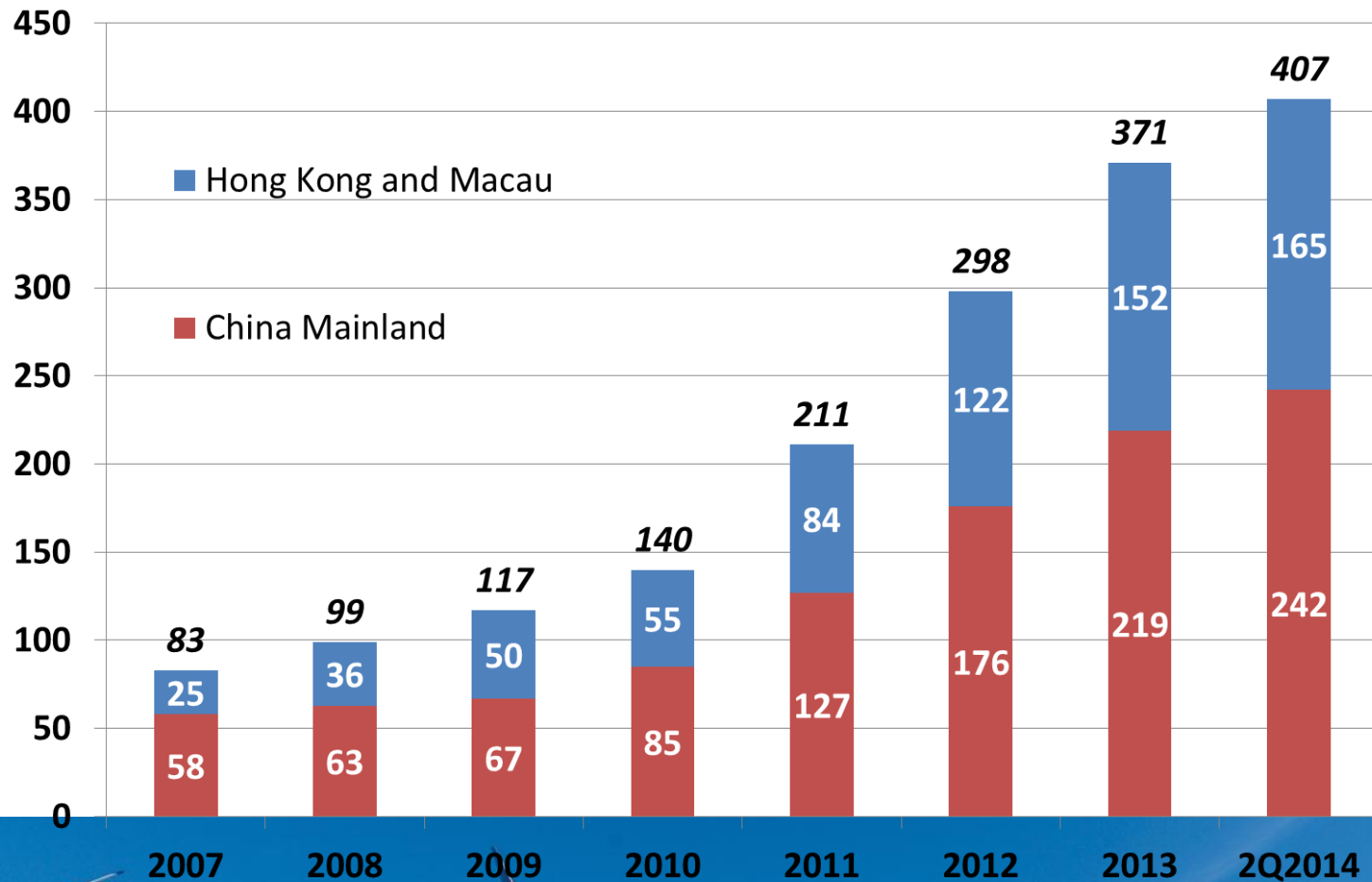




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过去6年公务机机队年均增长率为27%

27% Y-Y Fleet Growth on last 6 years



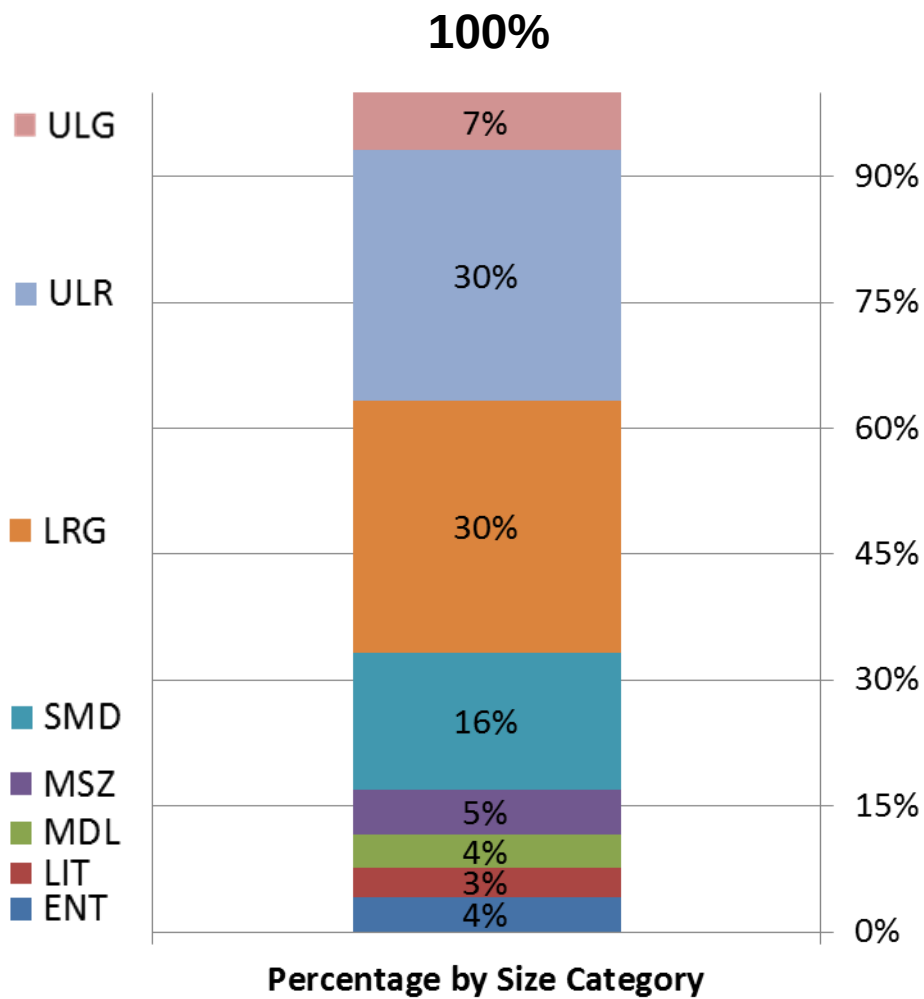
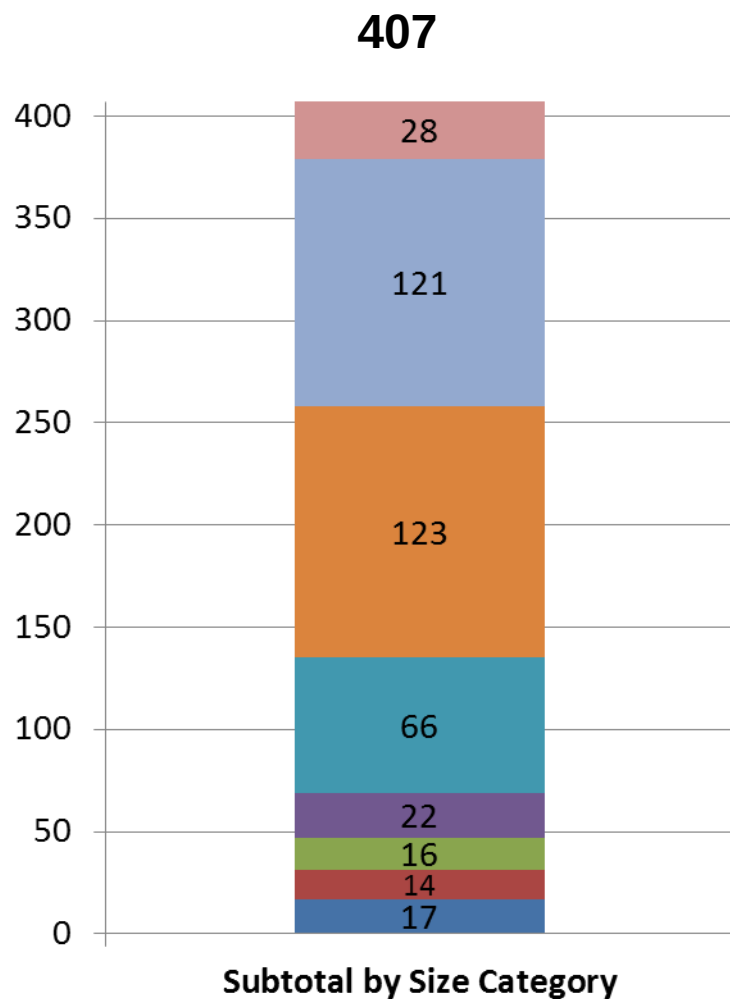
Fleet as the end of 2Q2014

Source: ACAS, JetNet, ASCEND, CAAC, ASG report, Embraer China Research

* Does not include government VIP and Taiwan fleet

按飞机尺寸分类

Aircraft Fleet by Size Category



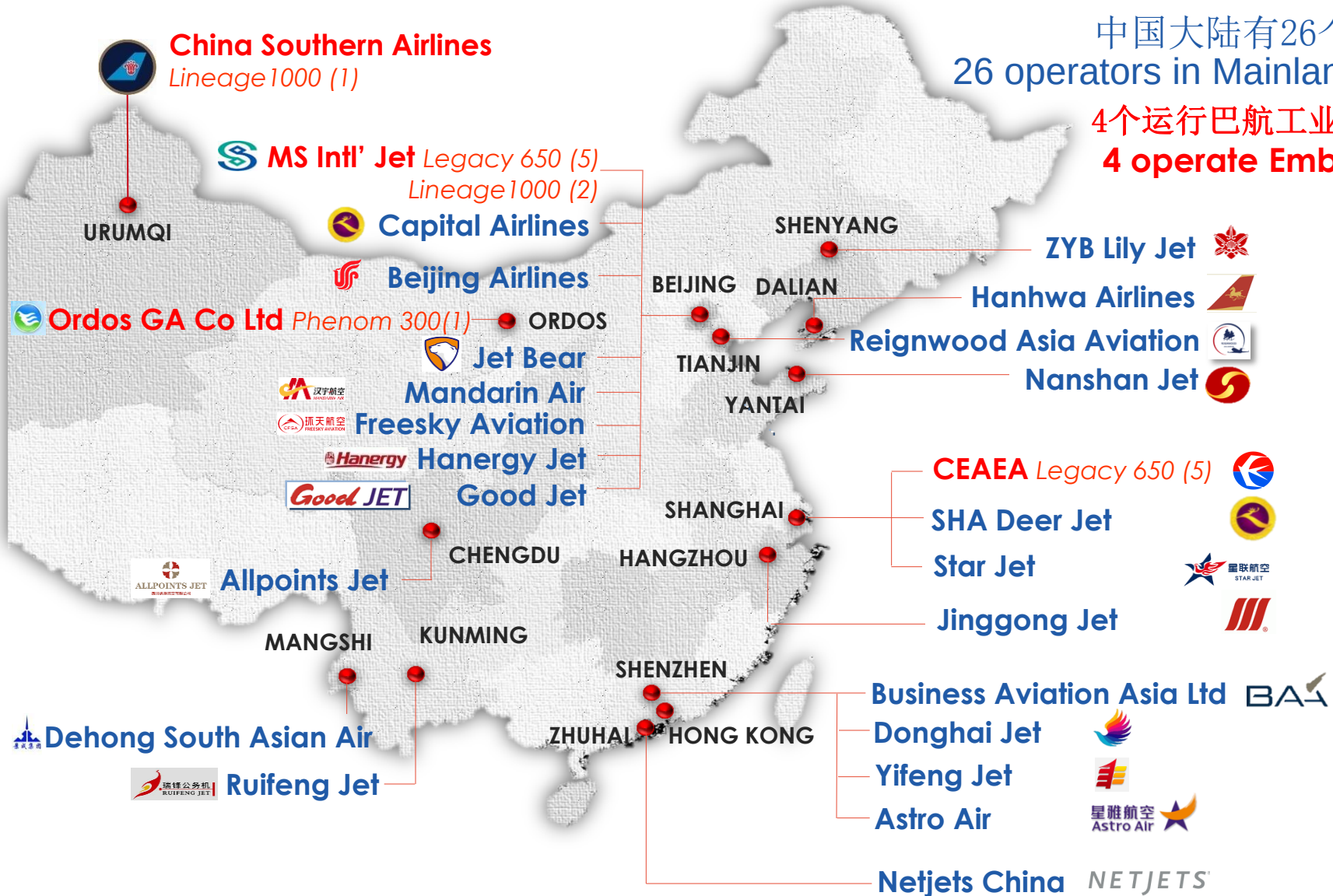
中国大陆运营商 2014第二季度更新

Mainland China Operators Updated 2Q 2014



中国大陆有26个运营商
26 operators in Mainland China

4个运行巴航工业的公务机
4 operate Embraer Jets



港澳运营商 2014第二季度更新

Hong Kong & Macau Operators Updated 2Q 2014



港澳地区有16家运营商

16 operators in HKG/MFM

4个运行巴航工业的公务机

4 operate Embraer Jets



机队和运营商的关键数据- 2014年第二季度

Key Figures for the Fleet and Operators - 2Q 2014



Key numbers for 2Q 2014: 2014年第二季度关键数据

- 27 aircraft delivered in 2Q2014, 16 in China Mainland, 11 in HK/Macao. 27架飞机交付
- 3 aircraft left the market in 2Q 2014. So net increase of $27-3=24$. 3架退出
- Accumulated in 2014: 36 jets delivered (adding Q1 and Q2). Net increase of 33.
上半年总计36架交付，净增加33架。
- Total of 407 executive jets (China Mainland, HK and Macao) 总计公务机407架
- Total of 42 operators, 8 of them operate Embraer's. 总计42家运营商，8家运行巴航飞机

By location of the 407 aircraft according to operator's main base: 飞机运行基地

242 in China Mainland (60%) 242架在中国大陆

165 in HK and Macao (40%). 165架在港澳

By application (usage) of the 407 aircraft: 公务机用途

355 for private and charter use (256 private use, 99 charter use) 355架包机或私人飞行

52 for special missions (flight schools, medevac, airspace calibration, etc) 52架其它用途

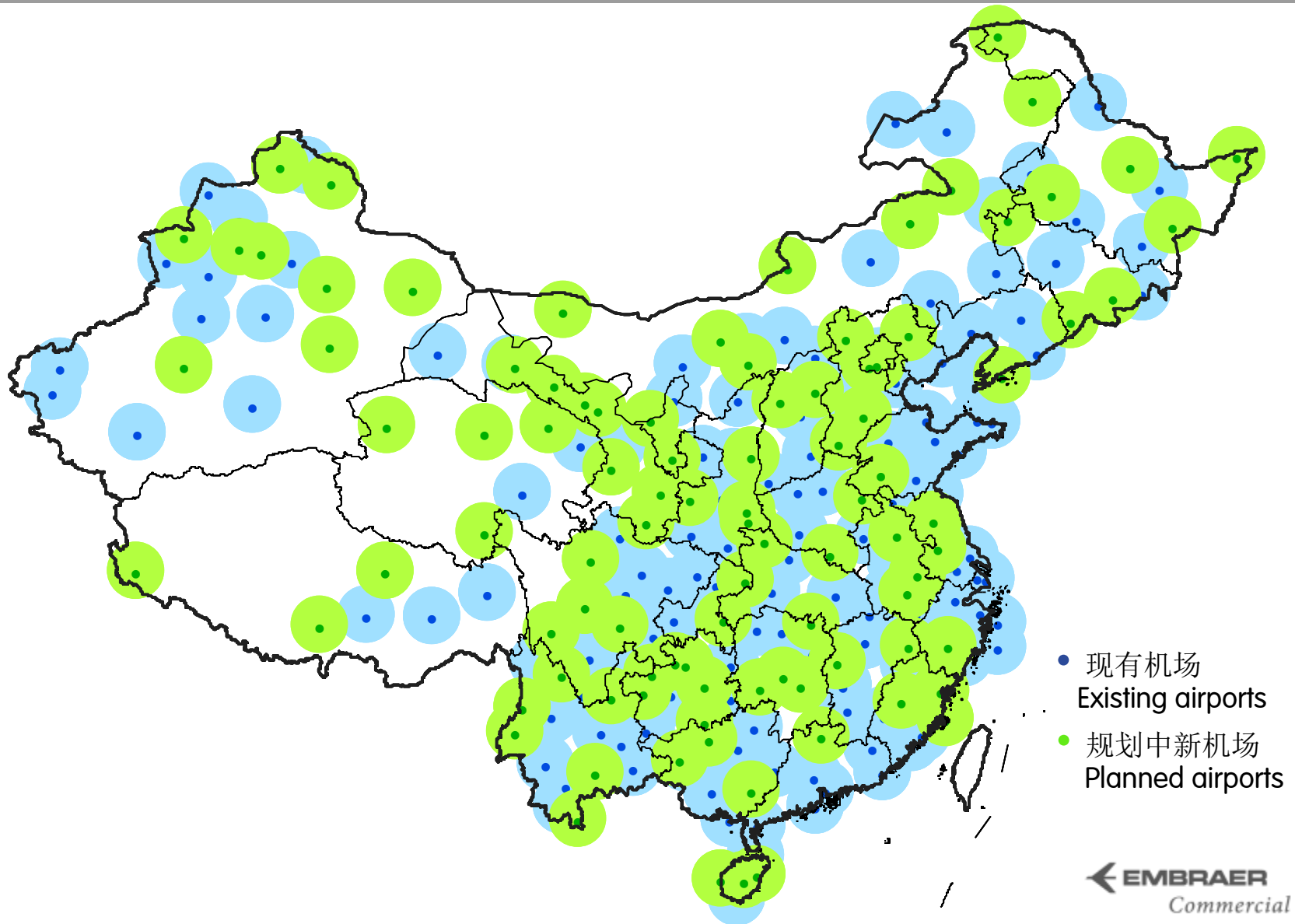
By base location of the 42 operators: 42家运营商基地

26 in China Mainland (62%) 26家位于中国大陆

16 in HK and Macao (38%) 16家位于港澳

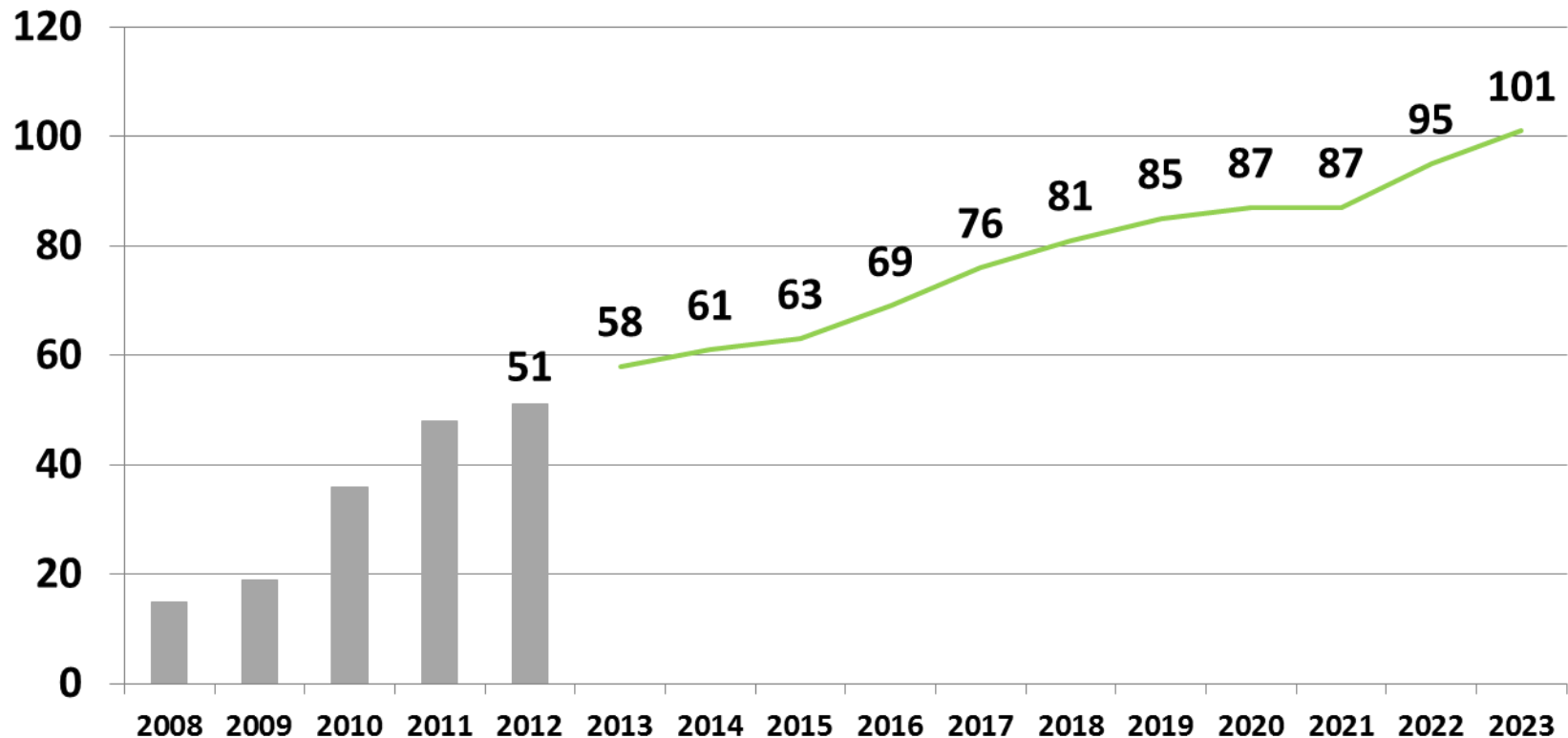
到2020年要让航空运输服务覆盖全国89%的人口

Target to cover 89% of the population with Air Service



未来10年中国市场将需要公务机805架

2014-2023: Forecast for China demand of 805 bizjets



2014-2023年预测： 中国公务机需求805架，价值280亿美元
Forecast 2014-2023: 805 Jets US\$ 28 Billion



对公务航空服务的需求是强烈
而且真实存在的。

**Demand for Biz Jets services is
strong and real;**

谢谢！ Thank You!

