



New Delhi, September 9, 2011

Dear PATA Board Member

As PATA Interim CEO it is my pleasure today on behalf of Chairman Hiran Cooray to inform you of the appointment of Martin Craigs as the new PATA CEO, effective October 31, 2011.

Martin is currently elected President of Aerospace Forum Asia (AFA) and Managing Partner at Hillcrest International Advisory. For the last 25 years, Martin, 55, a UK and Irish passport holder, has been mostly based in Hong Kong. An aviation industry specialist, Martin has held important and senior positions at companies such as Short Brothers and Saab Scania Group, rising to become Executive Vice President of BAE Systems.

As an airline industry marketer and advocate, he has undertaken projects and worked in Europe, USA, Latin America and the Middle East over the last 30 years.

Since 1986, due to his experience, advocacy skills and network of contacts, Martin has retained leadership of the pan-Asian non-profit advocacy group AFA. AFA's current sponsors include Airbus, Boeing and Cathay Pacific.

Martin understands the travel industry and with his long AFA experience he understands associations and the importance of membership.

I personally believe that Martin will bring visionary leadership, outstanding public speaking skills and strong inter-cultural diplomacy and advocacy skills to the PATA helm. He is the right person to lead PATA as the association commits to an exciting future of building business and advocacy on behalf of our members.

For example, over the last few years, Martin has been asked to lobby for and advise diverse organisations such as Air Asia, the Hong Kong SAR Government, Reed Elsvier, The Economist, IATA and Pacific Basin Economic Council. He has been a guest of IATA at the last 10 AGM /World Transport Summits. He has attended APEC summits in Asia and Latin America.

Martin has told me that he applauds the new commitment of PATA to business building and external advocacy.

You may be interested to view a couple of TV interviews with Martin on CNBC here:

- <http://video.cnbc.com/gallery/?video=3000041385>
- <http://video.cnbc.com/gallery/?video=1975011409>

I'm sure you join me and Chairman Cooray in wishing Martin every success.

As a PATA Board Member you may wish to send him a congratulatory note to martin.j.craigs@gmail.com

Thank you ,



Bill Calderwood,
PATA Interim CEO

Pacific Asia Travel Association

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