

CEFA AVIATION OPENS ITS 1ST OFFICE OUTSIDE EUROPE: IN CHINA!

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- ✈ *The aviation software developer CEFA Aviation, a privately-held company specialized in flight safety and pilot training, chose the booming market of China to open its 1st office outside Europe.*
- ✈ *Its Managing Director is Jiming He, a Shanghai native, dedicated to clients and prospects of China, Hong Kong and Taiwan.*

CEFA Aviation is expanding and chose to strengthen its presence in China, a key market where aviation is booming. Dominique Mineo, CEO and founder of CEFA Aviation, explains that *“If there is one country where we definitely wanted to establish ourselves strongly, it is China. We are glad to have our first full-time managing director outside Europe here. With more than 40% of our customers based in Asia and most of them in China, our company is preparing for a rapid growth. Jiming He is based in Shanghai, close to the customers. He is a key element of success for our team. The Chinese air transport industry’s sales growth is forecast to grow at an average annual rate of 11.3% over the next four years - a pace that is even above the Asia-Pacific regional average growth rate.”*

Jiming He, 33, graduated from Beijing University of Aeronautics & Astronautics. Jiming has a bachelor in mechanical engineering from Beijing University of Aeronautics and Astronautics. During 10 years, he worked in various industries, among others for the aviation with companies like Safran and Meggitt. Combining an IT as well as an aviation experience both in Beijing and in Shanghai, Jiming was previously the General Manager of the Asian BU for LEGIC, mobile and contactless technologies.

“I am really enthusiastic to go for this new challenge hand in hand with Chinese aviation companies and organizations, which are driving global aviation markets with increasing passenger numbers. CEFA Aviation has a strong reputation of expertise and professionalism in the field of flight safety, and now in pilot training. I am happy to contribute to further develop this 20-year-old company in the Chinese booming market and thus, make the sky safer.”

CEFA Aviation office in China will be a full subsidiary of CEFA Aviation. With customers on the 5 continents, the privately held company already worked with several sales representatives, now a new entity is truly new. The office is located in Regus Shanghai Maxdo Center, in the Hongqiao development zone. The 55-floor building is the tallest of the district and hosts prestigious other companies like Ferrari Maserati, Japan NTN and Simcom Information Technology.



About us

CEFA Aviation, a privately-held French company, enhances pilot training and flight safety by developing world-leading 3D animation software and services for 19 years. The innovative solutions developed by its experts recreate flights with high detail and accuracy based on data from aircraft flight recorders.

More than 80 major and regional airlines, cargo operators and investigative authorities on five continents are using the core software of the company, CEFA FAS (Flight Animation System) for pilot training and safety analysis.

Translating flight data into precise visualization requires in-depth understanding of the complexity of aircraft systems and software engineering. CEFA Aviation has been a pioneer in easy-to-use flight data animation since Dominique Mineo founded the company in 2000. Its long-lasting success is attributable to a passion for aviation and innovation, listening to its clients, and delivering gold-standard support. The CEFA Aviation team is headquartered in the Alsace region of France.

At the Dubai Airshow, CEFA Aviation unveiled a new breakthrough visualization tool to further enhance and personalize pilot training.

 www.cefa-aviation.com

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Pictures:

-  Shanghai skyline (@Shutterstock)
-  Jiming He, Managing Director of CEFA Aviation in China: portrait & photo in his new office
-  Shanghai Maxdo Centre, tower hosting CEFA Aviation new office in China

**Source: Shukor Yusof, an aviation expert at Endau Analytics, on DW.com*

Contact

Do you wish an interview, additional information or other pictures ? Contact us!

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