

STG Aerospace Supports Women Of Aviation Worldwide Week

Women Of Aviation Worldwide Week is a global outreach initiative that takes place between 5th - 11th March 2018. It is the anniversary of both the world's first female pilot license in 1910 and International Women's Day in 1914. Organised by the Institute for Women Of Aviation Worldwide (iWOAW), the aim is to raise awareness of aviation opportunities among girls and young women while celebrating the accomplishments of past and present women of aviation.



"STG Aerospace is ready to give women a high level of responsibility,"

says Paula Liu, Regional Consultant in China



Q. Paula, can we start with you telling me something about how you got to your present role?

PL. Well, I've had many years' experience working in the aerospace industry in China. Before joining STG Aerospace, I held progressive roles with ELTRA, part of Airbus, and with Ameco. I also hold an MBA from Peking University and studied at the University of Northern Virginia.

Q. Your current position carries a lot of responsibility, doesn't it?

PL. Yes, it does, particularly since I operate with a high degree of autonomy. Basically, I'm responsible for running all aspects of our Shanghai office and my primary focus is on promoting our liTeMood® range of LED cabin lighting products across the whole region of Grand China, including Macau and Hong Kong.

Q. So, would you recommend aviation as a career to young women starting out?

PL. Yes, definitely. While I'm sure there are exceptions, as there are in any industry, my experience has generally been one of ability and hard work being rewarded regardless of gender. It's certainly true in the case of STG Aerospace – they've proven themselves ready to give women a high level of responsibility.

Q. What do you enjoy most about your role?

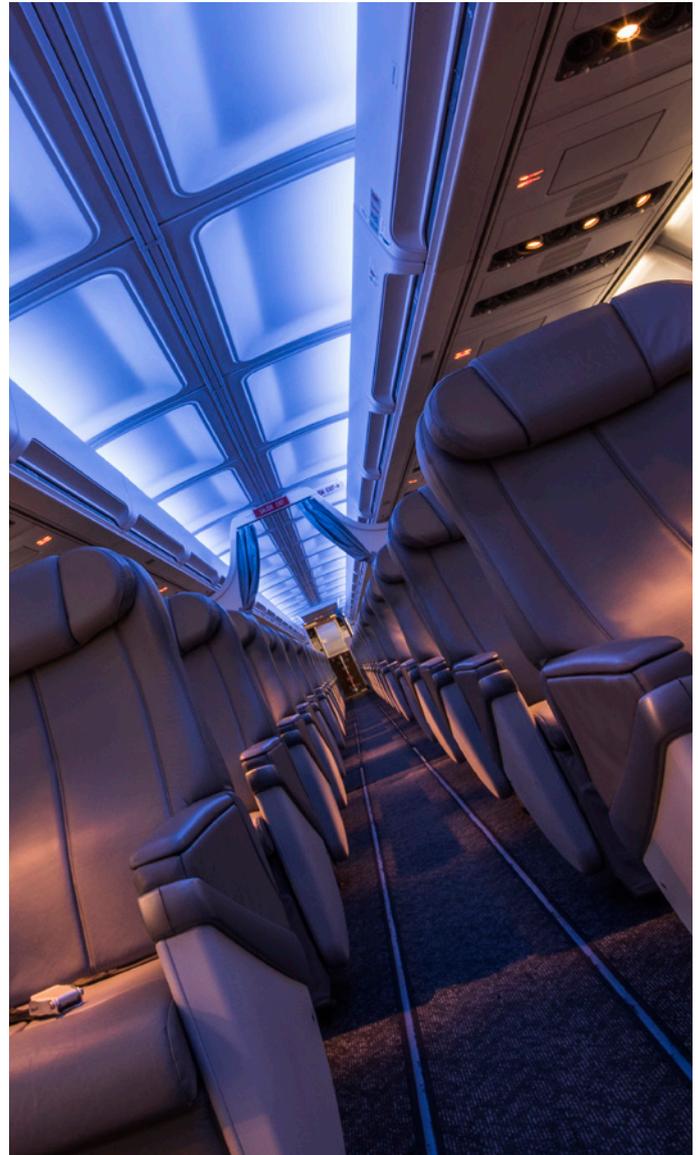
PL. I think it's mainly the challenge of pursuing the excellent opportunities that STG Aerospace has in the huge and fast-growing Chinese market. As a company, we are already well-established as a leading supplier of photoluminescent lighting and that puts us in a strong position to establish ourselves as LED experts as well – particularly since with our constantly evolving liTeMood® range, including ceiling lights, sidewall lights and our new reading lights, we can offer airlines a total, integrated lighting solution.

There are a few local suppliers approved for replacing lights, but they can't provide the whole modification solution that we're offering to the customer. The point is that they can't compete with us on lighting know-how or product quality – a lot of which is down to our industry-leading research, development and testing facilities in the UK.

That's why I'm working to build on the relationships we have with those airlines such as China Eastern, which are already using STG Aerospace photoluminescent products.

Q. And how would you assess the retrofit market in China?

PL. Chinese airlines have a high proportion of new aircraft compared to the rest of the world, so we can't compete against their factory-fit LED options at this stage. But the





big airlines that I'm targeting do also have a large number of older aircraft which means there are a lot of opportunities for us.

Having said that, as an approved Boeing supplier, we do have the possibility of seeing our saf-Tglo® photoluminescent products on some of the new aircraft. That can only help to support our promotion of liTeMood®.

There are also some interesting developments with our saf-Tsign® range and I'm working to introduce our signage to customers who want a special colour or a non-standard sign. The big advantage of signage is that very little modification is required, so it's relatively easy to get the

necessary approvals to install new signs in the cabin. As with saf-Tglo®, it strengthens our relationships with existing airline customers and raises our profile across the aviation industry.

Q. Any final thoughts about the Women Of Aviation Worldwide Week?

PL. Oh, it's a great idea. There are so many different career paths open to young women, whether it's on the flying side or the engineering side or, as in my case, on the business side. Aviation is a fascinating industry to work in and it can only get better if more women choose to join.