



PRESS RELEASE

REAPRA extends a new arm into regional Airports & Airlines

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10 OCTOBER 2017, SINGAPORE – REAPRA has announced that it has started a new venture, REAPRA Aviation Partners, a Singaporean Aviation Strategic company. The new company will focus on working with partners in the second-tier aviation space and will be led by regional aviation industry veteran Priveen Raj Naidu.

Realizing that there is need to empower second-tier aviation stakeholders, REAPRA Aviation Partners will open the gateway for economies in the region through the realigning their second-tier airport and airline industries. Reapra Aviation Partners will spearhead a consortium consisting of strategic partners in destination marketing, logistics, cargo, MRO and a key online distribution partner, as part of their value proposition. Their intent is to create a new asian economy though enabling new destinations in asia.

“We all know that transportation into any country is key to opening up local economies. At REAPRA Aviation Partners, we have identified approximately 110 airports and 7 airlines that would benefit immediately from our initiative. We will also be working alongside governments to set up new airports and airlines to increase distribution channels into their regions. Our motto of Innovating, Enabling and Empowering is testament to our belief that change does not need to be Expensive”, said Priveen. *“We will be concentrating all our efforts on commercial intervention especially in the non aeronautical areas. We are excited to bring this much needed innovation this region, and believe that this direction forward would add a new lawyer of destination options and travellers. Tony redefined the way we travel in this region through the introduction of AirAsia approximately 15 years ago, and we are confident that now through Reapra Aviation Partners, we can give travellers more destinations and adventures to fly to.*

A pioneer in South-east Asia’s low-cost carrier space, Priveen started his career in aviation with Tony Fernandes’ AirAsia as part of a two-man team tasked with charting and operationalizing the brand’s Singapore office and in the airline’s group brand. Post Airasia, Priveen went on to turn around many struggling companies both within and beyond the Aviation space. At REAPRA Aviation Partners, he will spearhead the company’s investments across the aviation space”.

“With his years of experience in Southeast Asia’s airline and airport industry, Priveen brings a unique new perspective through the team at REAPRA Aviation Partners,” said Shuhei

Morofuji, CEO of parent company REAPRA. “Since joining the team, he has been working tirelessly in strategizing high-value, low-cost solutions to the region’s aviation stakeholders.”

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About REAPRA Aviation Partners

An extension of its parent company, the Singapore-based business builder REAPRA, REAPRA Aviation Partners was created to develop Southeast Asia’s second-tier aviation space. With its belief that good change does not always come at a high cost, the company aspires to travel, transport & logistics industries within its chosen area of focus.

About

REAPRA

Set up in Singapore in 2014 by entrepreneur Shuhei Morofuji, REAPRA is a business builder whose mission is to work with Southeast Asian start-ups to create new and prosperous industries using a disciplined approach of research and practice. REAPRA comes up with original ideas and seeks entrepreneurial CEOs to create new business models. The company has established 14 direct subsidiaries and invested in 50+ start-ups in diversified industries including agriculture, healthcare, education, hospitality, digital media, travel, real estate and aerospace. Each subsidiary will run and develop individually with the goal of optimizing its market valuation at US\$2 billion within 10 years. The company’s businesses operate across Asia including Singapore, Thailand, Vietnam, Malaysia, the Philippines and Bangladesh. Visit us at reapra.sg.

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