



**For Immediate Release**

## **HK Express Forms Just Culture Committee New Committee Reflects Dedication to Highest Safety Standards**

**Hong Kong, 7 October 2016** Hong Kong's low-fare airline HK Express is excited to announce the formation of its new Just Culture Committee (JCC), introduced today at a launch ceremony in the presence of the airline senior management and Civil Aviation Department authorities. Endorsed by the internationally respected Flight Safety Foundation, the initiative will raise the bar for aviation safety standards in Asia and beyond.

The JCC aims to further the low-fare airline's already firm commitment to safety and security by streamlining the existing safety management system investigation process (SMSIP) with oversight from the newly formed JCC.

With members including pilots, engineers, cabin crew members and operational personnel, this dedicated safety committee is the independent body of Subject Matter Experts to review human factors elements of safety hazards to provide an informed and unbiased assessment leading to effective risk mitigation.

Holding safety as a core value since its conversion into a low-fare airline in 2013, HK Express has seen international recognition for its sky-high standards. Earlier this year, AirlineRatings.com named HK Express Asia's safest low-fare airline, garnering the highest possible 7/7 Star Safety Rating. In addition, the IATA Operational Safety Audit (IOSA) programme further endorses the company's existing safety practices.

"HK Express is among the safest airlines in Asia, evidenced by our renewed IOSA registration and the 7/7 safety ranking. There is always room for improvement," said Andrew Cowen, Director and CEO of HK Express. "The JCC is not only a way to ensure a safe culture, but it is also a way to continually improve our systems by our safety minded experts."

"The safety of our Guests and crew are the highest priority at HK Express, which is why we are going the extra mile to create one dedicated body to oversee and follow up on safety events," said Simon Wu, Director of Operations at HK Express. "As we grow, we are always looking for ways to enhance our processes."

The emphasis of the committee lies in the name: "Just." Understanding that human error is inevitable, the JCC aims to further instill a culture of unbiased and fair analysis, informed employees, a safety-first mentality, constructive communications, and accountability. A "Just Culture" refers to a way of safety thinking that promotes a questioning attitude, is resistant to complacency, is committed to excellence, and fosters both personal accountability and corporate self-regulation in safety matters.

**hkexpress.com**



Photo Caption: HK Express Director and CEO, Mr. Andrew Cowen, Assistant Director-General of HK CAD, Mr Y.P. Tsang, HK Express Executive Chairman and President Mr. Jimmy Ma, and Director of Operations at HK Express, Mr. Simon Wu joined hands to unveil the Just Culture Committee at the launch ceremony.

*HK Express is an IATA Operational Safety Audit (IOSA) registered airline and therefore in compliance with IOSA standards. HK Express is committed to delivering operational safety to its Guests and crews.*

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### **About HK Express**

Independent flight statistic monitoring website flightstats.com has already recognized HK Express for its top On-Time Performance (OTP) rate. The airline has become a leader in the Hong Kong aviation industry by concentrating on low fares, best-in-class on-time performance and safety while revolutionizing air travel throughout the Asia market. The airline also received a “7-star safety rating” – the highest ranking possible, as well as a recognition of one of the world’s 10 safest low-fare airlines from airlineratings.com, an independent, industry-respected research group. HK Express flies to 29 of the most popular destinations in Asia. Besides Chiang Rai in Thailand, it is also expected to launch Guam (December 2016) and Saipan (January 2017). With its fast growing fleet and enticing number of destinations, HK Express has flown 5 million Guests – a major achievement that attests to the popularity of the airline. HK Express is also one of the founder airlines of the world’s first LCC alliance, U-FLY Alliance.