

A CROWDED MARKET

注册等级管辖区选择是否已饱和



“Spoilt for choice” is an English cliché. For owners of corporate aircraft looking for a registration jurisdiction. It has never been more valid. The market in 2014 is more crowded than ever. When I last wrote for this magazine (issue 21 – Aircraft Registration: Choose wisely before you buy) I made the point that “There is quite simply no ‘best’ or ‘one size fits all’ registration”. Two years later more territories have entered the market while others have opened up existing registries aiming to attract more business. Is this marketplace now saturated and is there any room for more?

The large majority of corporate jets remain registered where their owners are based and in their principal spheres of operation. However, there is a high value group of ‘geographically mobile’ owners operating internationally on a private basis who are keen to look at other jurisdictions which perhaps offer political neutrality, discretion and asset protection. It is this market that the registries are looking to attract.

On 1 May 2007, when the Isle of Man register opened for business, it had three principal competitors for the offshore market – Aruba, the Cayman Islands and Bermuda. Just seven years later the Manx register is now the sixth largest corporate aircraft registry in the world and has just added its 695th aircraft. The Isle of Man’s success has been down to a number of factors – the first private register in Europe, offering competitive pricing, speedy response, excellent customer service and flexibility. The registry has also been marketed as highly beneficial to the island’s legal, financial and corporate service providers who service high net worth owners and their advisors.

“选择太多而无从下手”，这句话我们已经有些听腻了。而对于正在准备登记管辖的公务机业主来说，这句话恰当地表达了他们的心声。2014年的公务机市场比以往任何时候都显得“拥挤”。我上一次为《尊翔》杂志撰稿的时候（第21期，讨论飞机注册登记问题），我曾指出，“从来就没有‘最佳’或‘万全’的注册选择”。两年过后，更多的地域进入市场，开放登记，以吸引更多的业务。那么当今的市场是否太过饱和，还能否容得下更多的选择呢？

绝大多数的公务机仍然在其业主的基地所在区域、在其运营的主要区域进行登记。但还有一大批“流动作业”的业主，在私有的基础上跨国界运营，这一批业主热衷于考察其他政治中立、拥有自由裁量权和资产保护的登记管辖区。

2007年5月1日，当英国属地曼岛向市场开放时，其离岸市场上有三个主要竞争对手——阿鲁巴岛、开曼群岛和百慕大群岛。仅仅七年之后，曼岛注册处已经成为世界上最大的六个公务机注册地之一，不久前刚有第695架飞机加入。曼岛的成功取决于多个因素——欧洲第一个私人注册地、具有竞争力的价格、快速反应、出色的客户服务和灵活性。而注册登记也成为该岛面向高净资产价值业主及其顾问们的法律业、金融业和为会员服务的一块高收益市场。



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The argument has always been that to attract owners of corporate aircraft, registries must have unique selling points. The Guernsey based Channel Islands Aircraft Registry ('CIAR' branded as '2-REG') opened at the end of 2013, claiming to offer greater flexibility in validating technical and crew standards along with a substantially lower weight restriction for aircraft it will accept. The CIAR also offers possibilities for personalisation afforded by its '2-' registration prefix albeit at a far higher price than the Isle of Man's 'M-'.

Aruba has recently widened acceptance criteria to provide more flexibility; San Marino has re-launched its existing register, and the Jersey register due to open by the end of this year will increase competition still further. I am aware of at least five other jurisdictions looking to enter the market.

While this is good news for corporate service providers like mine with offices in many of these jurisdictions is it good for the owner? The bottom line answer is yes. Choice keeps costs competitive, forces flexibility and demands service levels focussed on the client. While any new registry must compete with the Isle of Man's obvious success, there is every reason to believe that this might well be possible. ✈

一直以来的争议在于, 为了吸引公务机业主, 注册地必须有独特的卖点。2013年底开设于格恩西岛的海峡群岛飞机注册处 ('CIAR' 以其注册号前带有前缀2著称) 声称可在验证技术和机组标准上具有更大的灵活性, 且对其接受注册的飞机的重量限制也大幅降低。另外, 即使是其个性化的带有'2'字前缀注册号, 也使海峡群岛飞机注册处的价格远高于曼岛的前缀'M'。

最近, 阿鲁巴岛放宽了其接收标准, 表现出更大的灵活性; 圣马力诺则重新启用了其现有的注册处; 预计本年底开业的泽西岛注册处则会更大程度地增强其竞争力。据我所知, 至少还有五个管辖区正在试图进入这一市场。

尽管这对于像我公司这样在多个管辖区都开设有办事处的公务机服务机构来说, 这是个好消息, 但对于公务机业主来说呢? 答案也是肯定的。任何新增的注册处必须与曼岛的显著成功相比拼, 更多的选择会让价格保持有竞争力, 促使这项服务更具灵活性, 要求服务方更加关注于客户, 提高服务水平。✈

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