



Axis Leisure Management

“Business and Brand
Development Solutions
in China, for China”





Axis Leisure Management Ltd (Axis) is the right choice for international firms that want to create a foothold in the world's largest booming market as well as for Chinese companies, local and provincial Governments that understand the need to develop long-term relationships with international hospitality and tourism.

As hospitality, leisure and business experts, the services of Axis are targeted to hotels, resorts, restaurants, bars, retail, golf courses, tourism authorities, entertainment companies and various other establishments related to the services and hospitality industries in China.

The services of Axis extend to include offering 'Business Representation' in China. While expansion is on the mind of all organizations, in times of economic uncertainty, a cost conscious approach is most prudent.

Axis will act as 'your team on the ground', chase down business opportunities, create and maintain business relationships, prepare business strategies for your company and assist you to execute the plan when ready.

Avoid the expensive costs of travel, office and staff until it is proven that the market is fully ready for your presence. In essence, Axis becomes a part of your team through the exploratory and implementation phase and is there to

GROW your business for you and with you.

Hotels - Resorts - Retail - Food & Beverage - Spa & Leisure - Entertainment - Attractions - Golf - Tourism Authorities

Exploration - Evaluation - Collaboration - Implementation - Representation

Justin Downes

President

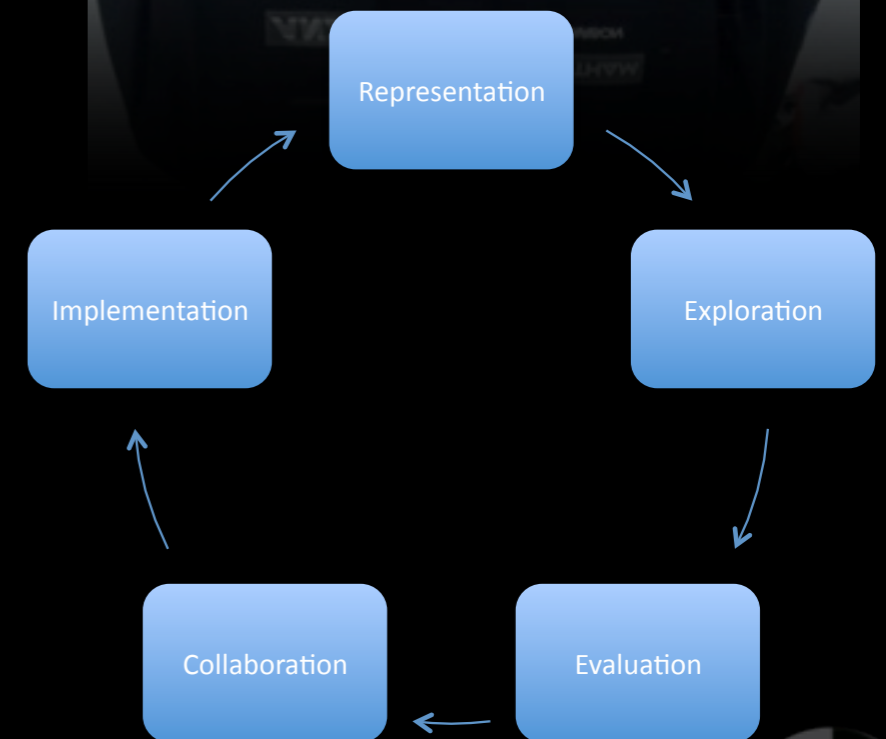
Justin has held a number of Senior Leadership roles over 20 years and on 3 continents including some of the world's leading four season resorts

Prior to founding Axis Leisure Management Ltd, Justin served as Senior Vice President of Operations for Melco China Resorts (TSX.V), a leading resort developer and entertainment company operating in Asia. Responsible for the planning, development and operation of 5 major resorts in China's North East, including Yabuli, China's first fully 5 Star alpine resort and host of the 2009 World University Games.

Prior to Melco, Justin held the role of Chief Executive Officer for Hotham Skiing Company, one of Australia's leading tourism assets. This project included the evaluation and implementation of a significant Master Planning and residential development initiative as well as a complete rebranding process and oversight of the entire operations.

In 2000, Justin served as the opening General Manager and developer of Kicking Horse Mountain Resort in Canada's Rocky Mountains. As the leader of this project, Justin oversaw all aspects of the development and operations that lead to it becoming one of North America's leading resort properties.

Throughout the 90's, Justin held a number of Executive roles with Intrawest ULC, North America's leading four season resort developer & Top Table Restaurant Group – British Columbia's foremost collection of 5 star dining establishments and entertainment venues.





AXIS

China Business Consultancy Services & Representation
Inbound / Outbound

Axis Leisure Management Ltd.

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