Boeing Appoints Alvin Liu as China President

BEIJING, Aug. 16, 2023 – The Boeing Company today announced the appointment of Alvin Liu as president of Boeing China, effective Sept. 1.

Liu has been serving in the role of president on an interim basis since July 10, following the announcement that his predecessor, Sherry Carbary, plans to retire later this year, concluding a distinguished, 34-year career at Boeing.

In his new role, Liu will be responsible for developing and implementing Boeing's growth and partnership strategies in one the company's largest commercial markets. He will be based in Beijing and report to Dr. Brendan Nelson AO, president of Boeing Global.

"China continues to be of critical importance to The Boeing Company and we are very fortunate to have Alvin lead our efforts here and build on the great partnership with our Chinese customers and other stakeholders," said Dr. Nelson. "Alvin has a unique understanding and deep appreciation of this market based on more than 20 years of senior leadership experience here."

Prior to his appointment as Boeing China president, Liu led the company's Government Operations team in China where he oversaw relations with key officials and partners, as well as education and community-outreach programs, across the country.

"I am honored and excited for the opportunity to help expand on the incredible, 50-plus-year foundation of success and partnership that Boeing has built in China," Liu said. "Nearly 8,500 new airplanes, and $550 billion in commercial services, will be needed over the next 20 years in China and I am committed to making sure our team is ready to support our customers and meet that demand."

A native of Liaoning Province, Liu brings more than two decades of senior leadership experience in China to the position, including as vice chairman of Ford's Greater China Operations, vice president and general counsel of Ford's International Market Group, along with leadership roles at Chrysler and DaimlerChrysler AG.

The Boeing Company is celebrating the 50th anniversary of introduction of Boeing aircraft to China, which came after the historic visit by President Richard Nixon to China. Today, Boeing jets are a mainstay of China's commercial air travel and cargo system. The country's aerospace sector has a component role on every current Boeing commercial airplane model — the 737, 767, 777 and 787 Dreamliner.

Boeing activity in China contributes more than $1.5 billion annually in direct support of China's economy, including procurement from Boeing's extensive supply base, joint venture revenues, operations, training, and research and development investment.

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