

Hiroshi Higashiyama

Representative Director | Universal Aviation Japan

UNIVERSAL® EMPLOYEE SINCE 2002

Industry Veteran. Cultural Bridge. Relentless Problem Solver.

- 33 years' experience in aviation; joined the industry in 1992 with a focus on people—not just planes
- Leads Universal Aviation Japan with a passion for hospitality, relationships, and client satisfaction
- Career rooted in customer support, industry relationships, and earning long-term trust
- Serves as Vice Chairman of the Japan Business Aviation Association (JBAA), where he works closely with government and airport authorities
- Deeply respected in Japan's aviation community thanks to decades of collaboration and results

Career Highlights

- Helped Universal become the first company in Japan authorized to operate a General Aviation Terminal (GAT) at RJCC
- Has been awarded Best Ground Handling Company in Asia by AsBAA
- Regular speaker at aviation and luxury travel seminars, including IOC, NBAA, and BAAFeX 2025
- First-hand experience with top-tier high-traffic events: 2002 World Cup, Rugby World Cup, multiple G7 Summits, and a G20 Summit
- Experience supporting state visits from multiple world leaders



Hiroshi Higashiyama (cont.)

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Philosophy & Personality

- Known for combining Japanese-style hospitality with global operational expertise
- Respected for staying cheerful and grounded—no matter the challenge
- Drives team and client satisfaction by thinking about how to make each person smile
- Guided by the belief: “A once-in-a-lifetime encounter should be cherished.”

Fun Facts

- Largest aircraft handled: Antonov 225
- Most aircraft handled in a single day: 12
- Most memorable request: Supporting a high-profile EMS flight transporting over 30 injured passengers
- Stays energized through cooking, workouts, and a healthy mindset



WHAT MOTIVATES ME?



Every encounter is once in a lifetime—and I always treat it that way.



An Evans Aviation Company