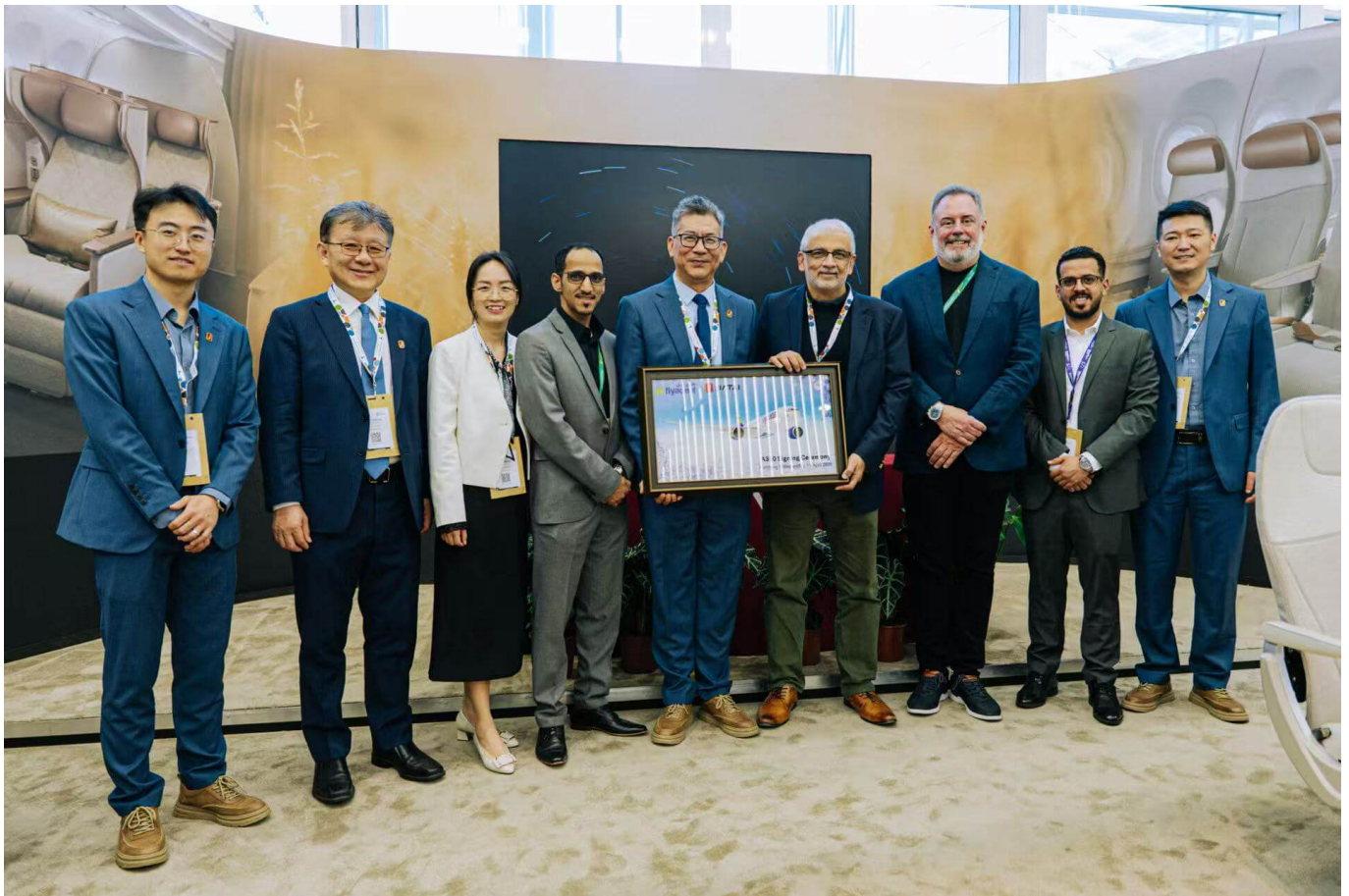


Jiatai enters Middle East market through flyadeal A330 seat deal



Executives from Jiatai and flyadeal mark their A330 partnership at AIX 2026 in Hamburg

[Jiatai](#) has secured a landmark agreement with [flyadeal](#) to supply Economy Class seats for the airline's new fleet of A330 aircraft, marking the company's first entry into the Middle East aviation market.

The partnership will see Jiatai equip 10 A330 widebody aircraft as flyadeal expands its operations beyond narrowbody flying. The move represents a significant milestone for both companies, as the airline prepares to introduce its first widebody fleet and broaden its network reach.

For Jiatai, the agreement establishes flyadeal as its first customer in the region, reflecting growing global recognition of Chinese aircraft seating manufacturers and their capabilities in international markets.

For flyadeal, the deal signals a strategic shift as it continues to scale operations under Saudia Group, with the A330 program supporting expansion across longer routes and higher-capacity markets. It also marks the first time the airline has selected a Chinese seating supplier, highlighting increasing competition and diversification within the aircraft interiors sector.

"We are honored to partner with flyadeal on this significant program," said Jingfeng Liu, Chairman, Jiatai. "This collaboration not only validates Jiatai's product reliability and innovation capabilities but also represents a pivotal step in the international expansion of Chinese aircraft

seating brands.

Jiatai said it will provide comprehensive aftermarket support alongside its seating solutions, supporting flyadeal's fleet development and long-term operational needs.



Jiatai and flyadeal teams gather at AIX 2026 to celebrate their agreement to supply Economy Class seating for the airline's new A330 fleet

The company continues to strengthen its position globally, with certifications from EASA, FAA and CAAC, and recent recognition as an Airbus Premium Seat Supplier. Its portfolio spans Economy, Premium Economy and Business Class seating across both narrowbody and widebody platforms.

As flyadeal moves forward with its widebody strategy, partnerships such as this underscore the airline's focus on building a diversified supplier base while enhancing passenger experience across its growing network.