



Conference skills in Vietnam

Global design company **Jabra** impresses its Asia Pacific partners with Ho Chi Minh City gathering **Page 18**

Biomin Food group delivers unique evening in Bangkok

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APAIE Global educators gather for large-scale meeting in Taipei

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SGX Team dinner with a difference at Universal Studios Singapore

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Asian Aerospace hits new heights

Reed Exhibitions hosts air show at AsiaWorld-Expo with positive results. By *Rebecca Lo*



AsiaWorld-Expo's capacity was ideally suited for hosting the trade show, as well as its convenient access to Hong Kong International Airport

Event Asian Aerospace International Expo and Congress 2011

Venue AsiaWorld-Expo and Hong Kong Business Aviation Centre

Organiser Reed Exhibitions

Group size 12,300 delegates

Date March 8-10

THE BRIEF

The third instalment of the biennial Asian Aerospace International Expo and Congress combined an international exhibition targeted at the aviation industry, four integrated industry conferences and a static outdoor display of 22 business aircraft.

The display was mounted at the Hong Kong Business Aviation Centre, while the other events were held at AsiaWorld-Expo. The city has hosted the event since its inception in 2007, though 2011 was the first year that it was held in March.

CHALLENGES

Brian Thomas, vice-president, Reed Exhibitions, found that the biggest challenge was moving the show up from September to March. "March offers better, more reliable weather," Thomas says, "but it cut our planning and sales time by six months."

To achieve his client's goals, Reed used direct-mail campaigns targeted at key decision makers, which resulted in an increase in VIP delegates of 130 per cent over the previous show in 2009. Of note is the more than 50 per cent increase in Chinese delegates from 2009.

Thomas says: "We very clearly identified the audience we needed and put in a marketing campaign to attract them. I am very pleased with the results."

EXECUTION

Asian Aerospace opened with a traditional lion dance to the beat of drums. Reed Exhibitions chairman and CEO Mike Rusbridge and the Hong Kong SAR

government's financial secretary John Tsang then led a 16-member VIP tour through the exhibition hall and onto the aircraft display.

Networking events included an evening cocktail reception for 400 delegates at SkyCity Marriott on March 8. In addition, a gathering co-hosted by JET Asia-Pacific magazine was enjoyed by 80 people at Premier Plaza Lounge in AsiaWorld-Expo on March 9.

On March 9, Reed Exhibitions and Asian Aviation magazine organised the Aviation Awards Asia at AsiaWorld-Expo. The gala lunch and awards presentation honoured winners across five major categories. The ceremony was attended by more than 100 guests from various sectors of the industry.

COMMENT

Jim Edgar, regional director, marketing commercial airplanes, Boeing Commercial Aircraft, says: "Best conference I've been to in 20 years. Real issues; great substance."

Hitoshi Hank Iwasa, vice-president, sales and marketing with Mitsubishi Aircraft Corporation, says: "We had a very good show. It more than exceeded our expectations and we met some potential customers here. I will definitely be back in 2013." ■



Venue...AsiaWorld-Expo