

ASIAN AEROSPACE

INTERNATIONAL EXPO AND CONGRESS **2011**

...where the global commercial aerospace and civil aviation business community meets in Asia.



Asian Aerospace International Expo and Congress 2011

POST SHOW REPORT

8~10 March 2011, AsiaWorld-Expo, Hong Kong
www.AsianAerospace.com

Organiser

Integrated Events



Asian Aerospace 2011

HEADED TO BE AMONGST THE TOP THREE AVIATION INDUSTRY EVENTS IN THE WORLD

Leveraging on the success of the past 27 years, plus the continuing shift of global economic power and influence to Asia and in particular China, Asian Aerospace is headed to be amongst the top three aviation industry events in the world. The dramatic growth of China's air carriers and the government's strategic commitment to re-developing an aerospace industry with wide ranging capabilities represents an almost unimaginable level of business opportunity for western companies seeking growth. Asian Aerospace is uniquely placed for serious "East meets West" dialogue amongst industry leaders due to its location in Hong Kong the "gateway to China".

The status of Asian Aerospace as the region's premier commercial aviation event was demonstrated with the number of VIP delegates up more than 130% over the previous show and the number of Chinese delegations also up over 50%. Overall attendance at Asian Aerospace over three days reached a record high of 12,123 delegates coming from 67 countries and regions worldwide, with a further 5,300 attending Asian Business Aviation and visiting the dedicated static display of 22 business aircraft.

BEST INDUSTRY EVENT IN ASIA - RIGHT PLACE. RIGHT PEOPLE. RIGHT VALUE.

Co-located with Asian Business Aviation and Air Freight Asia, Asian Aerospace continues to be the exclusive industry gathering for all sectors of the commercial aerospace and civil aviation market; including buyers and sellers from airlines, MRO providers, business aviation, training and simulation suppliers, airport management, freight services, freight forwarders and shippers, aircraft and engine manufacturers, government departments, spare parts and components providers, and many more.

ASIAN AEROSPACE RISES WITH CHINA

Officially endorsed by the Civil Aviation Administration of China (CAAC) China Aviation Transportation Association (CATA), China Civil Airport Association (CCAA) and Civil Aviation MRO Association of China (CAMAC), Asian Aerospace delivered the strongest platform for both exhibitors and delegates to capitalise on the market potential in China.

STRATEGIC ADVICE FROM INDUSTRY LEADERS IN CHINA AND HONG KONG MARKETS

Asian Aerospace invited industry leaders to join the China and Hong Kong Advisory Boards. The members play a strategic role in ensuring the continued successful development of the show through their guidance and support.

China Advisory Board

Baohua Tian
Advisory Board to the Ministers of Transportation
Special instructor of IATA
Ex-President of Civil Aviation Management Institute of China under CAAC (CAMIC)

Xiaoping Tang
Ex-Vice Chairman & President of AVIC I Commercial Aircraft Co. Ltd.
Assistant President of AVIC I responsible for Commercial Aviation Business

Li He
Senior Vice President of Air China Ltd.
Chairman of the Civil Aviation Maintenance Association of China

Rongsheng Zheng
Advisory Board to AVIC
Ex-Deputy GM of AVIC

Yaohui Yuan
Advisory Board to the Ministers of Transportation
Ex-Vice President of Air China Ltd.
Director General of the Dept of Policy & Laws of CAAC

Zhenhe Liang
Advisory Board to AVIC
Ex-Deputy GM of AVIC II

Yumin Huang
Senior Managing Consultant in the Development Research Center of AVIC
Director & Associate Professor of Economic Management Institute

Hong Kong Advisory Board

Norman Lo
Director General, Civil Aviation Department, Hong Kong SAR

Simon Galpin
Director General, Invest HK

Anthony Lau
Executive Director, Hong Kong Tourism Board

Stanley Hui
CEO, Airport Authority Hong Kong

Tony Tyler
Chief Executive, Cathay Pacific Airways
(and IATA Director General designate)

Professor Wei Shyy
Provost, Hong Kong University of Science & Technology

Andrew Herdman
Director General, Association of Asia Pacific Airlines

Paul Beh
President, Reed Exhibitions Asia Pacific

Preecha S Chen
President, Reed Exhibitions Greater China

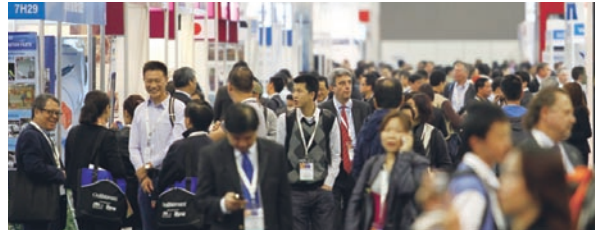
Hong Kong Resource Panel

Allen Ha
Chief Executive Officer, AsiaWorld-Expo

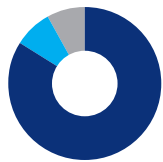
Madonna Fung
General Manager, Hong Kong Business Aviation Centre

Attendees Statistics

	DAY 1	DAY 2	DAY 3	TOTAL
DELEGATES	4,078	3,295	2,047	9,420
VIPS	214	114	71	399
DIAMOND VIPS	138	79	32	249
DELEGATION	971	572	361	1,904
SPEAKERS	72	50	29	151
TOTAL	5,473	4,110	2,540	12,123



ATTENDEES BY COUNTRY



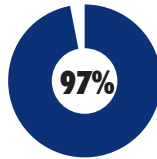
- 84%** ■ Greater China including Macao and Hong Kong
- 8%** ■ Asia
- 8%** ■ Rest of world

ATTENDEES JOB FUNCTION

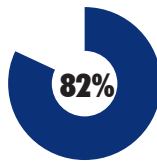
Company Management	29%
Engineering and Technical	18%
Sales and Marketing	18%
Airport and Airline Operation	15%
Others	11%
Flight Operation	7%
Crew and Passenger Services	2%

ATTENDEES INDUSTRY FOCUS

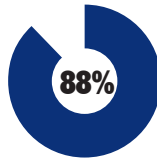
Airport and Airline Operations, including MRO and training	44%
Manufacturing, Materials and Systems	25%
Others	9%
Association, Government and Institutes	8%
Consultants and Agents	8%
Aircraft Interior and Services	6%



- 97%** ■ 97% of attendees were satisfied with their participation at Asian Aerospace 2011



- 82%** ■ 82% of attendees will visit next edition of Asian Aerospace in 2013



- 88%** ■ 88% of attendees recommend Asian Aerospace to their colleagues and business partners

CHINA AIRLINE VISITORS

Over 1,400 delegates from Asia's airlines attended Asian Aerospace including over 500 delegates from the airlines in China. These Chinese airlines operate 90% of the nation's fleet.

AIRLINE VISITORS

The global airline representation exceeded 100 carriers that operate over 11,000 aircraft, which accounts for more than half of the world's commercial fleet.

John C Tsang Financial Secretary Government of Hong Kong Special Administrative Region

Reed Exhibitions' Asian Aerospace captures the benefits of Hong Kong's strategic location and unique position – A world class environment to facilitate successful deal-making, regional hub for the Aviation industry and premier international gateway to Mainland China. With Hong Kong's aviation network reaching to more than 150 destinations worldwide including more than 40 Mainland cities, Asian Aerospace provides an excellent venue for industry players to capitalise on the market potential in China as well as in the region.

Attendees Testimonials

Gen Yanagisawa
President
GEN Corporation

We had a very nice show. It more than exceeded our expectations and we met some potential customers and got some important advice here. Will definitely be back in 2013.

Jaiyavat Navaraj
Executive Chairman
MJets Limited

Asian Aerospace International Expo and Congress 2011 was an excellent event that not only brought buyers to meet sellers but also a good venue to see new aircraft, latest aviation technology and to get the most updated information on business aviation. The exhibitions and conferences were very well set. Reed Exhibitions has done a great job.

Louis Lee
Vice Chairman and Greater Chan Affairs Sub-Committee Chairman
Hongkong Association of Freight Forwarding and Logistics Ltd.

Air Freight Asia was held in Hong Kong, the Asia's World City, which made the event more successful. As you know, Hong Kong has been ranked number one in place for air cargo throughput in 2010. In Air Freight Asia, I met a lot of old friends and new faces.

Jim Edgar
Regional Director, Marketing Commercial Airplanes
Boeing Commercial Aircraft

Best conference I've been to in 20 years. Real issues, great substance.

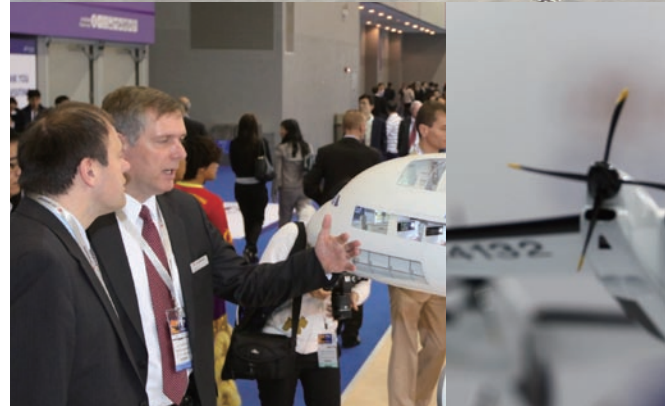
William E Heinedke
Minor Group

I feel the Asian Aerospace/ Asian Business Aviation 2011 was an excellent and well organised event. It gave me opportunities to meet with various prominent aviation industry representatives and get updated on the new aviation technologies. The aircraft display was also excellent.

ORGANISER COMMENT

Brian Thomas
Vice President, Aerospace & Aviation Group
Reed Exhibitions

Whilst Reed Exhibitions' investment in building strong relationships with China has provided immense rewards to exhibitors at Asian Aerospace 2011, we are aiming to raise the bar even higher for the 2013 event. The first China Advisory Board meeting will take place in the near future and we are looking to establish similar groups in India and other key markets in Asia this year. With this commitment, I'm confident that exhibitors can look forward to even higher level of quality visitor attendance at Asian Aerospace 2013, the region's leading commercial air transport event and one of the world's top three aviation events.



Exhibitors Testimonials

AIRBUS CORPORATE JETS

David Velupillai
Product Marketing Director

Asian Aerospace was a good showcase for the comfortable and spacious Airbus A318 cabin which billionaires came to see and experience first hand.

AEROSPACE FORUM ASIA

Martin Craigs
President

The third edition of Asian Aerospace was far better presented, attended and promoted than in 2007 and 2009. The show has come of age as a hybrid civil aerospace gathering with Asian characteristics and thankfully a million miles from "Old Europe" Air Show infrastructure.

DELTA TECH OPS

Jeremy Gahanti
Executive Sales Manager - Technical Operations

Second year for us and this show consistently delivers a solid turnout of operators.

FLYING COLOURS CORP

John Gillespie
President

Really impressed with this show. It truly exceeded our expectations and we've had some good meetings. Great location, very well organised.

GAMA AVIATION

Dave Edwards, Managing Director
Paul Cremer, Commercial Manager

The Asian market is obviously of great interest to all major business aviation companies. We've both been impressed with the show in terms of the people we've been able to meet and get a clearer idea of the opportunities available. It was well worth flying over from the UK and the UAE.

GULFSTREAM

Joe Lombardo
President

The visit here has been invaluable. We had good talks with potential customers, you just can't do this on the phone.

HAWKER BEECHCRAFT

Ted Farid
Senior Vice President, International Sales

Great location for a show, very similar to EBACE. We met with key people and markedly greater activity over the 2009 event. Worthwhile bringing three aircraft here.

LUFTHANSA TECHNIK

Richard Haas
Director, Sales

Good talks, new contacts, good networking and good show, especially for the mainland/North East Asia markets.

MITSUBISHI AIRCRAFT CORPORATION

Hitoshi Hank Iwasa
Vice President, Sales and Marketing

We had a very good show. It more than exceeded our expectations and we met some potential customers here. Will definitely be back in 2013.

PILATUS AIRCRAFT

Daniel Kunz
Director, Sales and Marketing

Asian Aerospace met our expectations in all aspects and we've had some interesting quality discussions. First time on the static and well worth the effort.

SUKHOI AIRCRAFT

Anastasia Golubtsova
Public Relations

We've had a warm welcome at the show. Asia is a great market and our President enjoyed some encouraging and positive negotiations.

Proven to be the perfect place for purchasing decisions and important announcements in Asia

Asian Aerospace 2011 has best reflected the overwhelmingly positive mood prevailing amongst Asian/Chinese carriers - orders worth approximately US\$10 billion being announced just on the first day of the show!



Event Highlights



NUMEROUS AIRCRAFT ORDERS PLACED DURING THE SHOW WEEK

Many aircraft orders placed during the show week.

A few key highlights are:



- Announcement the purchase of 5 Boeing 747-8 International airlines



- Announcement the purchase of 32 Boeing 787s and 6 Boeing 777s
- Announcement the purchase of 5 Falcon 7xs from Dassault
- Announcement the purchase of 4 G550s and a single G450 from Gulfstream



- Announcement the purchase of 25 wide-body Airbus and Boeing airlines



OPENING CEREMONY – ASIAN AEROSPACE 2011 WAS INAUGURATED BY STRONG GOVERNMENT AND INDUSTRY SUPPORT

The Hon John Tsang, JP, Financial Secretary, The Government of the Hong Kong SAR, announced the opening of Asian Aerospace 2011. Mike Rusbridge, Chairman and CEO, Reed Exhibitions and Paul Beh, President, Reed Exhibitions Asia Pacific were joined by another 12 prestige industry figures. More than 500 senior professionals from the aerospace industry, associations, exhibitors, and key partners attended this prestigious event.



CHAIRMAN'S LUNCHEON – APPRECIATION TO THE GOVERNMENT AND INDUSTRY SUPPORT OF ASIAN AEROSPACE



Mike Rusbridge, Chairman and CEO of Reed Exhibitions, organised a VIP luncheon to extend Reed Exhibitions' appreciation to the government and industry's generous support to Asian Aerospace. Over 180 senior executives of governments key partners, associations, leading exhibitors and diamond VIPs gathered at this exclusive event to network and share their expert knowledge.



NETWORKING RECEPTION – KEY INDUSTRY PLAYERS AND SENIOR EXECUTIVES CELEBRATING THE SUCCESS OF ASIAN AEROSPACE 2011

Co-sponsored by Hong Kong Logistics Development Council and Hong Kong Tourism Board, the networking reception gathered more than 300 VIPs, exhibitors, conference speakers and key business partners on the first evening of the show.

Mr. Philip WH Yung, JP, Commissioner for Tourism of the Government of the Hong Kong Special Administrative Region, and Paul Beh, President of Reed Exhibitions Asia Pacific, extended warm welcome and gratitude to all industry professionals' participation and continued support to the event.



ASIAN AEROSPACE CONGRESS – MORE THAN 40 INFLUENTIAL SPEAKERS AND 400 BUSINESS LEADERS ATTENDED

More than 40 influential speakers from Hong Kong/ China shared industry insights with 400 senior executives from various aviation sectors attended.

Speakers included Tony Tyler, Chief Executive of Cathay Pacific (and IATA Director General designate); Ruguang Geng, Vice General Manager of Aviation Industry Corporation of China; Min Tian, Chief Financial Officer of Commercial Aircraft Corporation of China Ltd; Changshun Wang, Vice Minister of General Civil Aviation Administration of China; and Hongren Zhu, Chief Engineer of Ministry of Industry & Information Technology.



ASIAN BUSINESS AVIATION

– RECORD NUMBER OF STATIC AIRCRAFT DISPLAY AT HKBAC AND 45% INCREASE IN VIP ATTENDANCE

Asian Business Aviation added a new feature this year with both indoor exhibition space and a large static aircraft display including corporate chalets at Hong Kong Business Aviation Centre (HKBAC) – enabling jet buyers to see the jets and talk to the business aviation professionals at a single location.

A record number of 22 business aircraft were on display. 5,300 attendees visited this special session of Asian Aerospace which was a 45% increase from 2009 event.



AVIATION AWARDS ASIA

– TRULY ASIA WIDE FOCUSED INDUSTRY AWARDS

Sponsored by Lufthansa Technik and jointly organised by Reed Exhibitions and Asian Aviation magazine, the inaugural Aviation Awards Asia honored the winners of the 2011 Awards during a gala luncheon on the second day of Asian Aerospace. The winners of the Aviation Awards Asia 2011 were:

- Full Service Airline: Air New Zealand
- Low Cost Carrier: AirAsia
- Business Aviation: Dassault Falcon
- MRO: SIA Engineering Co
- Technology & Environment: Airways New Zealand



CARGO NETWORKING ONE-2-ONE MEETINGS

– MORE THAN 200 KEY INDUSTRY PLAYERS

Co-operating with China Logistics Club and African Logistics Club, Cargo Networking One-2-One Meetings offered Air Freight Asia participants the opportunity to develop business strategies in face-to-face meetings. Over 200 members of the China Logistics Club (CLC) / Africa Logistics Club (ALC) attended.



BUSINESS AVIATION SUMMIT

– CONTINUING TO BRING INSIGHTS TO JET OPERATORS AND BUYERS

Sponsored by Jet Support Services Inc (JSSI), the conference returned to the show after the very successful launch in 2009. Co-organised with Asian Business Aviation Association (AsBAA), the conference focused on sharing latest market trends with jet operators and tips on jet purchasing/leasing with business executives.



AIR FREIGHT ASIA CONFERENCE

– LATEST MARKET INTELLIGENCE TO LOGISTICS PROFESSIONALS

Themed “The Golden Dragon: China’s air cargo market continues to shine”, the conference voiced perceived challenges and possible solutions, as well as trends and issues impacting supply chain management in Asia.



APATS AB INITIO AND EVIDENCE BASED TRAINING CONFERENCE

Co-organised with Halldale Media Group, the first two days featured presentations on various aspects of ab initio and evidence based training, topics of great interest to the rapidly developing airline industry in the People’s Republic of China. On the third day there was a celebration of Hong Kong’s Young Aviators, supported by Hong Kong Civil Aviation Department (CAD) and an Evidence Based Training (EBT) workshop led by IATA.



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See you at our next shows!

ASIAN BUSINESS AVIATION 2012



May 24~25, 2012
Macau Business Aviation Centre, Macau
<http://www.asianbusinessav.com/>
Co-located with G2E Asia, the World's largest international gaming exhibition

ASIAN AEROSPACE 2013



March 19~21, 2013
AsiaWorld-Expo, Hong Kong
<http://www.asianaerospace.com/>

AIR FREIGHT ASIA 2013



March 19~21, 2013
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<http://www.airfreightasia.com/>

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