

ASIAN AEROSPACE

INTERNATIONAL EXPO AND CONGRESS

2009

THE BEST PLATFORM
FOR **BUSINESS**

AsiaWorld-Expo, Hong Kong

Expo Sept 8-10, 2009

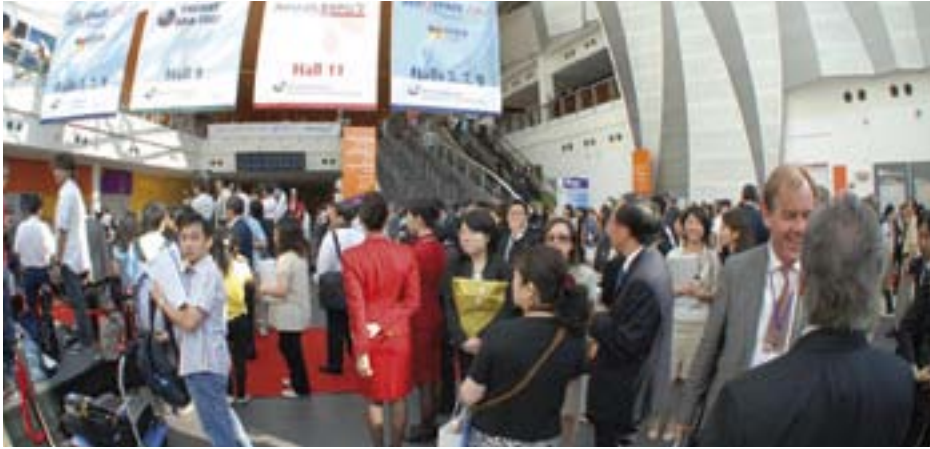
Congress Sept 7-10, 2009



www.asianaerospace.com

 Reed Exhibitions

Asian Aerospace International Expo and Congress's move to Hong Kong has launched it onto a new level as the platform for business – not just in China but in the whole of Asia-Pacific...



INTRODUCTION

BIGGER AND BETTER...

MEETING DEMAND

More than half of the population of the world lives within five hours flying time of Hong Kong's modern international airport.

The Asia-Pacific region is undoubtedly the most important single market for the aerospace industry as liberalisation and rapidly growing wealth suggests that demand for aviation outstrips supply.

More than 55,000 pilots are estimated to be needed to meet this growing demand. Pilots and crew need training, they need airframes, they need software, the aircraft require maintenance – and the owners and operators need access to these services and goods.

Already many companies have recognised the advantages of manufacturing in the region. But for all this to happen, there has to be a meeting place.

Reed Exhibitions – the world's leading organiser of trade and consumer exhibitions – excels in creating high profile, highly-targeted shows to establish and maintain business relations, and generate new business. The company moved the successful Asian Aerospace brand from Singapore to be at the very heart of this dynamic market place.

We will definitely come back again. The quality of people we saw was very good and as it is restricted to trade there were no families or children. The quality really has been very good

COLIN EVANS
AIRBUS



The Asia world city of Hong Kong was the selected venue and the first show at the new AsiaWorld-Expo in September 2007 was a resounding success.

OVERNIGHT SUCCESS

Overnight the show became the world's premier commercial aerospace and civil aviation event. Purely focused on the world of civil and commercial aviation and committed to being a business-to-business only event, Asian Aerospace received the support of the General Administration of Civil Aviation of China (CAAC).

To ensure value for exhibitors and visitors alike, the organisers created a series of shows-within-a-show by integrating with other major regional industry events:

- Aircraft Interiors Expo Asia
- Air Freight Asia
- Asia Pacific Airline Training Symposium (APATS).

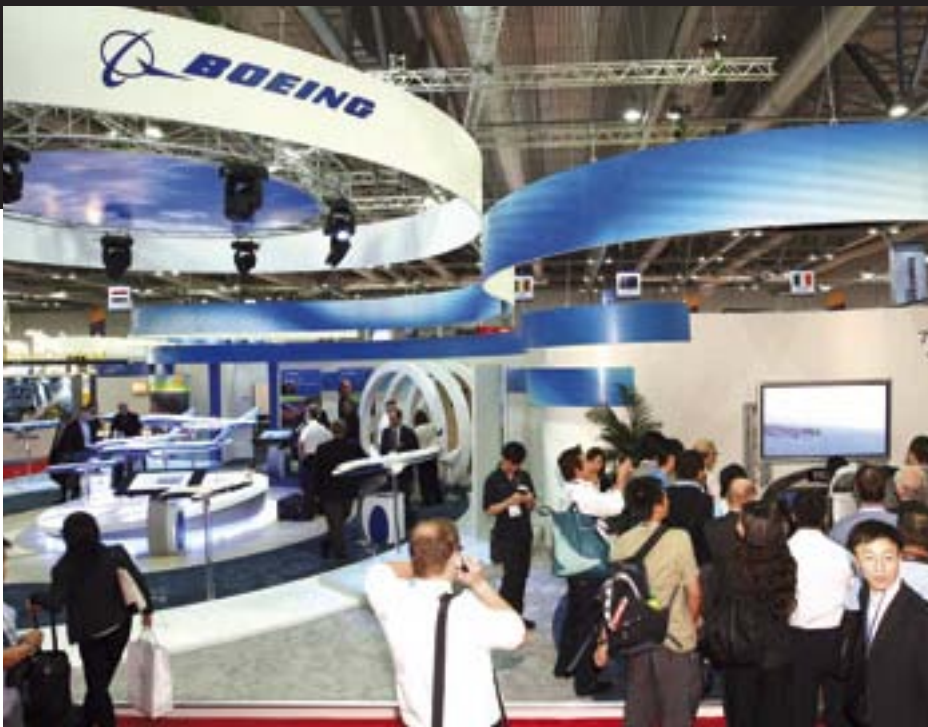
Asian Aerospace 2007 brought together key global suppliers with Asia's important buyers and influencers from airlines, business aviation, MROs, training, airfreight/cargo, finance and the wider aviation regulatory communities.

THE RESULT:

575 exhibitors
10,000 sq metres of net exhibition space
11,527 visitors from 69 countries
154 airlines and 2000 airline representatives.

575
exhibitors **2,000**
airline
representatives*

*All stats from Asian Aerospace 2007



1,000
conference delegates

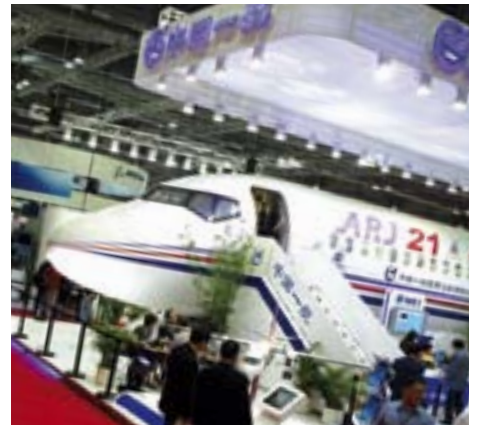


...BOOK NOW!



The area is growing and Boeing will be here and bringing our quality customers to talk about an array of products and opportunities. The show was a great success for Boeing

LARRY DICKENSON
BOEING AIRCRAFT COMPANY



AIMING FOR THE TOP

Now building from that, Reed Exhibitions has unveiled Asian Aerospace International Expo and Congress 2009, to be held at AsiaWorld-Expo September 7-10 (the Congress will begin on Monday September 7, the Expo on Tuesday September 8).

The show will be bigger and better and clearly sets out to consolidate its position as the world's number one commercial aerospace and civil aviation event.

Supported by the Hong Kong government, the exhibitors, contractors and delegates are promised a warm – and efficient – welcome from the minute they arrive at Chek Lap Kok International airport until they leave.

In a survey among exhibitors, more than 80% suggested they would be participating in the 2009 event – and many

increasing their space. This means the event will expand into TWO additional halls – and will remain trade only.

A number of conferences and specialist events such as master classes and network events will also take place.

The 2007 Congress was described as being the most meaningful event for civil aviation in China with participation from many leading government bodies. In 2009 that work will continue with more access to the sessions throughout the event.

Asian Aerospace 2009 is set to deliver on the promise of business both to and from Asia-Pacific. Companies looking to get real value, through quality visitors and focused civil aviation business, should look no further for return on their investment than Asian Aerospace.

It is THE best platform for business in Asia.

SPONSORSHIP OPPORTUNITIES

- 1) The International Congress – a maximum of 10 sponsors of equal standing – which will include the following benefits:
 - Logo exposure on Congress stage / Congress collateral
 - Logo exposure on www.asianaerospace.com
 - Logo exposure on www.flightglobal.com
 - Privileged access to Airline Business Club

- for hospitality and networking
 - VIP access to Congress and Master Classes for sponsor and customers
- 2) The Airline Business Club – one sponsor throughout the show – open access to VIP visitors, speakers and delegates
 - 3) The Media Centre – the 2007 event attracted over 500 accredited press – the forecast for 2009 would be at least a 50% increase

- 4) The Networking Evening Reception – exposure to all exhibitors, speakers, delegates and VIP visitors
- 5) The Static Aircraft Park Buses – branding on board each bus and at bus stops at AWE and HK Business Aviation Centre



See: sales@asianaerospace.com or asianaerospace.com/sponsorship



The 2009 Asian Aerospace exhibition and Congress looks set to be one of the most important aviation events in the region. Cathay Pacific is delighted to support Asian Aerospace and welcome's delegates to Asia's business capital – one of the world's leading aviation hubs – Hong Kong

TONY TYLER

CATHAY PACIFIC AIRWAYS LIMITED

10 GOOD REASONS TO THINK ASIAN AEROSPACE IN 2009



UNIQUE ASIA-PACIFIC PLATFORM

EXPECT MORE BIG THINGS FROM 2009 EVENT

1 Asian Aerospace is the world's largest single-focused exhibition and congress for the commercial aerospace and civil aviation market with particular emphasis on the Asia-Pacific region. At the 2007 event – the first in Hong Kong – some 11,527 trade visitors from 69 countries attended the show. Almost 90% came from the region with three-quarters coming from Greater China – potentially, the world's biggest civil aviation marketplace. Asian Aerospace 2009 will offer unprecedented access to this booming marketplace.

 For more information see: asianaerospace.com/market

BIZ JET OPPORTUNITIES

THINGS GET MOVING ON THE STATIC PARK

2 Business aviation is growing throughout Asia and the manufacturers used Asian Aerospace 2007 to show off their aircraft on the static park. Just minutes away from the main convention hall, special buses transfer delegates to the airside static park to get 'hands on' views of the latest aircraft available. Manufacturers reported that orders were made as a direct result of visitors

We had a steady stream of high quality visitors coming out to see the aircraft. We were very impressed at the calibre of people we met who were clearly here to do business

JACKIE BERGER
HAWKER BEECHCRAFT

seeing the aircraft on display. The 2009 static park will have greater space available for both fixed wing and rotor craft of all sizes.

 For more information see: asianaerospace.com/businessaviation

ONE-STOP

A ONE-STOP SHOP FOR CIVIL AVIATION

3 With its unique series of shows-within-a-show, Asian Aerospace International Expo and Congress provides a unique one-stop shop for all those involved in civil aviation. Aircraft Interiors Expo Asia features the long-established interiors exhibition for the whole Asia region. Air Freight Asia is the focus for cargo carriers and logistics support businesses, while integration with Asia Pacific Airline Training Symposium (APATS) saw a surge in interest for training requirements.

 For more information see: asianaerospace.com/integratedevents

CHINESE SHOWCASE

RIGHT ON CHINA'S DOOR STEP

4 Hong Kong is within five hours flying time of half of the world's population. The potential for development for the aerospace industry is immense with China as the jewel in the crown. As a special economic zone for China, Hong Kong IS the place to promote business to Chinese customers, and to observe what is new from the mainland Chinese industry. Asian Aerospace has proved to be effective for both buying and selling with China. The event is officially supported by the influential General Administration of Civil Aviation for China (CAAC) which is committed to bringing key delegations to the show.

 For more information see: asianaerospace.com/china

CONVENIENCE

EVENT PRAISED FOR USER-FRIENDLINESS

5 Forget the complicated and frustrating security and registration problems witnessed at other major international shows. Asian Aerospace 2007 was rated excellent by delegates and the 2009 show is set to maintain those standards. A fast-link air-conditioned train runs from the Hong Kong city centre and the international airport right into the Convention Centre's main registration hall. Door-to-door in around 30 minutes. The latest in security technology sees visitors pass through in seconds. No more spending hours in traffic and queuing to get in to the show, Asian Aerospace is meant for business and recognises that time wasted is time lost.

 For more information see: asianaerospace.com/infrastructure

AIRLINE COVERAGE

AIRLINES FLOCK TO AA 2007

6 Some 154 airlines were present at the 2007 Asian Aerospace show at Hong Kong with more than 2000 airline representatives attending the exhibition and the Congress. The visitors included senior executives and top management in procurement, engineering, finance, training and passenger services.

 For more information see: asianaerospace.com/airlines

This is a great location, accessible to all parts of the world and central to Asia-Pacific. It represents the region well

BERT CRUICKSHANK
BOMBARDIER REGIONAL AIRCRAFT

BUSINESS-CENTRIC

STRICTLY-BUSINESS TO-BUSINESS

7 Forget about fighting your way through picnicking families, don't worry about valuable presentations being marred by the sound of a military fastjet – Asian Aerospace 2009 is about business.

Only confirmed trade visitors can gain access – many through invitation from government or industry networks. So while numbers may not compare with the family showcase events at populist shows around the world, the quality of visitors does.

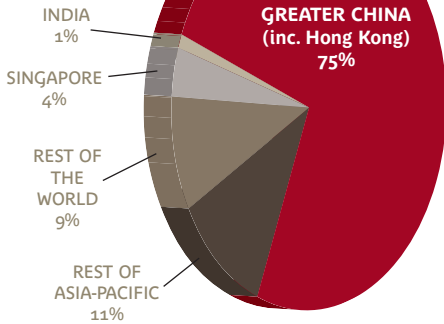
Exhibitors at 2007 constantly reported that the level of business was higher than expected, the calibre of visitor influence greater than expected and the whole event a worthwhile show.

Asian Aerospace 2009 is building on that to ensure the show remains the premium commercial aerospace and civil aviation event in the world's fastest-growing market. The only flying will be when manufacturers or operators use the ample opportunities to take potential customers on demonstration flights.

 For more information see: asianaerospace.com/visitors

VISITOR ANALYSIS

BY REGION



Asian Aerospace 2007 proved an excellent platform for SR Technics to meet with new and established industry contacts. The show programme of knowledge sharing and social networking events also offered several great opportunities to initiate new business discussions. We look forward to Asian Aerospace 2009

ROBERT PACE
SR TECHNICS





5 hours

Hong Kong is within five hours flying time of half of the world's population



30 mins

to get from the convention to the city

154
airlines in attendance



It was critical for us to be here and show what we are and what we can do. We create supply lines with the supply chain, and it was exciting to meet new customers we can go forward with

RAM MENEN

EMIRATES SKY CARGO

FLIGHT GROUP SUPPORT

CONGRESS/ASSOCIATION WITH LEADING AEROSPACE PUBLISHER

8 Thanks to the ongoing association with Reed's sister organisation, the Flight Group, the Asian Aerospace 2009 event will include a repeat of the successful Congress that attracted airline CEOs, heads of China's key government departments, and policy makers. The master classes included free seminars on issues affecting civil aviation throughout the region. Flight Group includes the weekly *Flight International* magazine, the monthly *Airline Business* magazine, the world's number one aviation news website www.flightglobal.com and the specialist ATI (Air Transport Intelligence) online premium data and news service. The award-winning *Flight Daily News* will also be covering the exhibition and Congress.

 For more information see: asianaerospace.com/Congress

HONG KONG'S ATTRACTIONS

WHERE DOING BUSINESS IS A PLEASURE

9 As Asia's world city, Hong Kong has much to offer the Asian Aerospace exhibitors and delegates. More than 25 million tourists visit the many attractions of this cosmopolitan city each year – yet despite these numbers and the vibrant shopping, restaurant and club scene, Hong Kong is still a place of immense natural beauty with spectacular scenery.

From the delights of fresh oysters in a restaurant on the Peak – where you can look down at the spectacular view of world-famous Victoria Harbour – through to the Stanley Market, where you can imagine the former colonial expatriates bartering for Chinese handicrafts. Hong Kong has it all.

Top restaurants and hotels for hosting customer and supplier meetings, a safe environment and a rapid transport system that can move you from the convention centre to the heart of the city in less than 30 minutes.

 For more information see: asianaerospace.com/hongkong

SPONSORSHIP

BRAND AWARENESS

10 With the number one aviation Congress attracting top level delegates from government and industry it is no wonder that sponsorship at the Asian Aerospace event allows companies huge opportunities to be seen. Already, major organisations both global and regional are partnering the world's leading exhibition organiser to make the event a success. Opportunities for sponsorship in 2009 range from the *Airline Business* networking lounge, to the structured masterclasses or even the media centre. In 2007 there were 575 exhibitors and 521 media representatives from 21 countries giving wide exposure to the event and its partners. The 2009 show is too good an opportunity to miss with its hosted buyer programmes and special tours for airline and industry VIPs. It is the place to be noticed.

 For more information see: asianaerospace.com/sponsorship

Three months after being at Asian Aerospace we signed a major contract to teach aviation English to Chinese pilots. We will definitely be at Asian Aerospace 2009

FINIAN CONNOLLY

EDGEWATER COLLEGE, IRELAND

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INTEGRATED
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Aircraft EXPO
8 - 10 SEPT 2009



OFFICIAL CARRIER:
CATHAY PACIFIC

