

Asian Aerospace 2009 Launches Asian Aerospace Club China

*The dedicated community platform to create networking and knowledge building
for the burgeoning Chinese civil aviation market*

(Beijing, 8 September 2008) With a year before the world's most anticipated commercial aerospace and civil aviation trade exhibition and congress opens in Hong Kong, Reed Exhibitions, the organisers of Asian Aerospace 2009 (AA 2009), announced the launch of a dedicated community building program – “Asian Aerospace Club China” (AA Club China) - for global suppliers to engage with buyers from the Chinese industry.

The dedicated AA Club China initiative is a year-round membership community set up by the organisers of Asian Aerospace, to create a networking and knowledge-building platform for the commercial aviation professionals in China to engage with like-minded individuals and suppliers keen to share information regarding their products, services and technologies. While membership is complimentary, the program is only available to qualified professionals and contracted exhibitors at AA 2009.

The AA Club China is a value creation extension of the now-proven refreshed B2B trade event platform to a yearlong engagement cycle, both on an online and offline basis. The relocation of Asian Aerospace to Hong Kong in 2007, after over 25 years in Singapore, marked a significant shift. Instead of the mixed commercial and defense air show format with public days, Asian Aerospace focuses on creating a professional, business-conducive environment for the commercial aerospace and civil aviation stakeholders to trade, source, network and forge strategic partnerships and alliances. Asian Aerospace is also providing extensive opportunities for participants to gain knowledge and insights through high-level conferences and technical seminars, especially with regard to new technologies and innovation.

The AA Club China charts new milestones for Asian Aerospace and its customers. First, there will be even greater focus on the China marketplace, given the emergence of China as a global commercial aerospace and civil aviation industry stakeholder. There will be a swathe of market and industry intelligence on the buying needs of China. There will be even more opportunities for worldwide suppliers to continually engage with Chinese buyers including at scheduled AA 2009 road shows to key Chinese aviation hubs like Chengdu, Xi'an, Shenyang and Ha'erbin. Second, Hong Kong serves as a gateway to the growing China market - with its need by 2026 for over 3,500 commercial and civil aircraft units and equipment required for the 97 new airports to be built. The AA Club China offers a 24 by 7, online opportunity to engage with qualified professionals from China's commercial aerospace and civil aviation industry.

Preecha S. Chen, President of Reed Exhibitions Greater China, observed, "We have long understood the importance of the Chinese market especially from a long-term perspective, which is why we have focused on presenting China's market opportunities and potential to the world. To create further awareness of China's emerging commercial aerospace and civil aviation industry, as well as the ever-growing importance of Asian economies, Reed Exhibitions has decided to launch the AA Club China initiative a full year ahead of the show. In so doing, we are effectively helping our customers to prepare and communicate better with their targeted audience in China."

The inception of the dedicated community is marked with the soft launch of AA Club China's website (www.airclubchina.com), which also coincides with the pre-registration of visitors to AA 2009. With the support of various leading international and local industry media partners, as well as industry bodies, the website aims to deliver highly engaging content to its members and empower the Chinese civil aviation professionals. The website is also able to facilitate online information exchange and discussions through blogs and forums.

The AA Club China is one of many initiatives the organisers of Asian Aerospace has in store to fulfill its commitment to deliver quality buying communities from Asia, especially China, for its global supplier exhibitors.

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About Asian Aerospace:

Asian Aerospace is the leading B2B platform dedicated to the commercial aerospace and civil aviation industry to meet the widely forecasted groundswell of demand in Asia, particularly from China, for aerospace and aviation-related products and services. Relocated since 2007 in Hong Kong, a premier international aviation hub, Asian Aerospace includes three integrated events, Air Freight Asia, Aircraft interiors Expo and APATS.

***Air Freight Asia** is the leading trade show for buyers and sellers of products and services for the air cargo, logistics and express industry. With over 20 years of history, Air Freight Asia is major component of Asian Aerospace since 2007. For more information, please visit www.airfreightasia.com*

***Aircraft interiors Expo**, the most focused show for interiors and cabin equipment for the Asian market, features companies of all sizes from the major international organizations through to small specialist companies from Asia, Europe and North America. Aircraft interiors Expo is fully integrated with Asian Aerospace since 2007. For more information, please visit www.aircraftinteriorsexpo-asia.com*

***APATS**, the Asia Pacific Airline Training Symposium is the only conference and tradeshow addressing the supply of trained airline personnel, the single most critical issue effecting future airline growth. The ATS series of events in Asia, Europe and North America are the only events specifically for world airline training suppliers and senior training experts. APATS has been a key element of Asian Aerospace since 2007. For more information, please visit www.halldale.com/APATS*

About Reed Exhibitions: The world's leading organiser of trade and consumer exhibitions

Reed Exhibitions excels in creating high profile, highly targeted business and consumer exhibitions to establish and maintain business relations, and generate new business.

Every year we run over 500 events in 38 countries, bringing together over 90,000 suppliers and more than 6 million buyers. With 2,600 employees in 39 offices around the globe, we serve 47 industries worldwide.

Our network of offices and promoters extends to 65 countries. With more market-leading exhibitions than any other organiser, nobody delivers more business contacts than Reed Exhibitions.

For more information, please visit www.reedexpo.com and www.asianaerospace.com

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