

18th May 2009

ASIAN AEROSPACE EXPO AND CONGRESS 2009: THE RIGHT PLACE, THE RIGHT PEOPLE, THE RIGHT VALUE

Future of event in Hong Kong assured with agreement signed with AsiaWorld-Expo as venue for 2011

Asian Aerospace Expo and Congress 2009 in Hong Kong is set to be an outstanding success with an unbeatable combination of strategic location, quality visitor attendance and multiple value benefits for the commercial aerospace industry. The event taking place between 8 to 10 September 2009 at AsiaWorld-Expo, Hong Kong provides access to business opportunities at the very heart of Asia and the gateway to China. With attendance from industry professionals in the commercial aviation sector, maximum productivity is assured for exhibitors and visitors alike. Asian Aerospace's unique three day business-to-business exhibition and congress format also means unbeatable value in spending tight budgets in these tough economic times.

Global aerospace leaders including Airbus, Air France / KLM, Engineering, AMECO, Boeing, Bombardier, COMAC, CFM International, Goodrich, HAECO, HAESL and Lufthansa Technik are committed to significant stand space at the main exhibition hall. Space at Aircraft Interiors Asia, Air Freight Asia and the Asia Pacific Airline Training Symposium has also been in strong demand, as at Asian Aerospace '07. The exhibition halls at AsiaWorld-Expo are not only easily accessible by direct MTR rail link from downtown Hong Kong, but also conveniently located closely to the new static display area.

Reed Exhibitions confirmed its intention to hold Asian Aerospace Expo and Congress 2011 at Asia-World Expo, with an agreement signed today between Preecha S. Chen, President, Reed Exhibitions, Greater China and Allen Ha, CEO, AsiaWorld-Expo.

“ The focus of attention for global economic growth is increasingly turning to the dynamic Asian markets, with visionary commercial aviation companies looking beyond the current recession to position themselves for long-term growth in the region. Developments including the establishment of supply chain for COMAC programmes and the assembly of Airbus A320 aircraft in China perfectly reflect the dynamism in the marketplace. We are expecting up to 3,000 Chinese visitors at the show to discuss product / service procurement, new international joint ventures and supplier relationships,” said Paul Beh, President, Reed Exhibitions – Asia / Pacific. “The signing of 2011 venue signifies Asian Aerospace's commitment for Hong Kong and the venue, AsiaWorld-Expo. Hong Kong offers unmatched access to business opportunities in Asia and China and AWE provides excellent infrastructure for continued developments of this premier aviation event”

“ As the head of Civil Aviation Department (CAD) in Hong Kong, we are definitely very pleased to welcome Asian Aerospace back to Hong Kong after the successful launch of the 2007 event. Hong Kong is a leading centre of international and regional aviation, it provides an excellent platform for the success of a major Commercial Aerospace and Aviation Event like Asian Aerospace. CAD will provide every support to ensure Asian Aerospace 2009 will be a great success and we wish all participants a very fruitful event,” said Norman Lo, Director-General of Civil Aviation, Hong Kong’

“ 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 delegates to Asia’s business capital – one of the world’s leading aviation hubs – Hong Kong,” said Tony Tyler, Chief Executive, Cathay Pacific Airways.

“ We are very pleased to support Asian Aerospace 2009, riding on Hong Kong’s strategic location and Hong Kong International Airport’s World Class facilities. Asian Aerospace 2009 is set to be one of the key events of the year to facilitate networking and promote best practices. We wish Asian Aerospace every success,” said Stanley Hui, CEO, Airport Authority Hong Kong.

“ The Hong Kong Tourism Board (HKTb) is delighted that Hong Kong has been selected as the venue to host the Asian Aerospace for the second time. Not only will this event bring key aviation industry exhibitors and visitors from around the world to our city once again, the return of this leading aerospace and aviation event also affirms Hong Kong’s position as the preferred exhibition destination and business platform in the Asia Pacific region. The HKTb, together with our counterparts in the tourism and related trade, will continue to work closely with Reed, to provide the delegates a remarkable and enjoyable Hong Kong experience,” said Anthony Lau, Executive Director, Hong Kong Tourism Board

“ Asian Business Aviation at Asian Aerospace 2009 is definitely the most important event of the year for AsBAA members. The event will provide an excellent networking platform for the business aviation community to exchange information and discuss the market’s current challenges. The outlook for Asian business aviation continues to be promising. The region’s population, economic activity and the need for executive transportation to cover distances between key locations is tremendous, and I believe the event will help promote industry collaboration and provide a sales opportunity for your clients. We look forward to seeing all of you in Hong Kong this September,” said Chuck Woods, Chairman, Asian Business Aviation Association.

Amongst the new value added features at Asian Aerospace Expo and Congress '09 will be "Asian Business Aviation", a high level networking conference for Corporate/Business/Private Aviation professionals organised by Reed Exhibitions in partnership with the Asian Business Aviation Association (AsBAA). There will also be a repeat of the successful Congress that attracted airline CEOs, heads of China's key government departments, and policy makers in 2007. The master classes included free seminars on issues affecting civil aviation throughout the region. The Congress is once again being organised in co-operation with the Flight Group, which 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 Flight Group is part of Reed Business Information Ltd, a sister company of Reed Exhibitions Ltd.

About the Organisers – Reed Exhibitions

Strongly supported by the world's leading aerospace suppliers, Asian Aerospace has been Asia's premier aerospace event for more than a quarter century. With its focus on commercial aerospace and bearing a new expanded name "Asian Aerospace International Expo and Congress", the event has relocated to the most vibrant, exciting and geographically important city in the whole of Asia – Hong Kong, Asia's World City the established gateway to China.

Organized by the world's leading organiser of trade and consumer exhibitions, Reed Exhibitions, the 15th presentation of Asian Aerospace will be staged from 8-10 September 2009 at the brand new, ultra-modern AsiaWorld-Expo complex, adjacent to, and integrated with, the world-beating Hong Kong International Airport (HKIA).

Following its successful relocation in Hong Kong in 2007, overnight the show became the world's premier commercial aerospace and civil aviation event. Held in-conjunction with Aircraft Interior Expo (AIX), Asia Pacific Aviation Training (APATS) and Air Freight Asia (AFA), Asian Aerospace is a must-attend event for generating new sales leads, creating new business contacts and establishing new partnerships from China and the rest of Asia.