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**REED EXHIBITIONS PARTNERS WITH AsBAA to BRING BUSINESS AVIATION TO ASIAN AEROSPACE SHOW**

Reed Exhibitions today announces the partnering with Asian Business Aviation Association (AsBAA) to launch a new event '**Asian Business Aviation**' as a valued addition to its Asian Aerospace Show, scheduled for September 8-10, 2009 in Hong Kong. The new partnership will facilitate a networking platform and dedicated conference for the business aviation fraternity at this popular Show which joins the world's top buyers and service suppliers in the aviation industry with Asia.

Although a relatively new entity in Asia, and despite the world economic turndown, 2008 was a record year for the business aviation market, especially in Mainland China. Accurately predicted by industry experts, Asia's aviation market has experienced substantial growth over the past ten years and continues on an upward trend.

Business aviation demand in China remains high with an increase in jet sales and charters throughout the region. No longer just projecting a positive corporate image, modern day jet transport is often seen as a 'time maximizer' demonstrating significant cumulative returns, flexibility benefits, and subsequently leading to improved overall corporate performance.

Tourism (primarily casino activity) attracts millions of visitors from China and Hong Kong to Macau each year. By 2006, gambling revenues from the casino boom had exceeded those from Las Vegas. Undoubtedly, this has become a key driver for the growth of jet operators such as Jet Asia. Some 80% of the new orders being placed for business jets are for private use.

A large number of aircraft management companies have set up bases in Asia and offer regular routes from their US. and EU bases. At most major airports, VIPs can enjoy specialized services including: customs expedition, immigration and quarantine (usually without leaving the aircraft) and ground transportation - all with increased security and anonymity.

Despite existing cultural differences and remaining bureaucratic complications, the gap between East and West is closing with improved airport infrastructure, enhanced routing and largely 'good service' throughout the region. Excessive import duty and VAT on the Mainland currently remain challenges, but this is changing alongside the rapid growth and increased government awareness and interest in the industry.

Additional and gradual improvement in regional maintenance includes: FAA-approved MROs (Maintenance, Repair, Overhaul) through Metro Jet in Hong Kong, Jet Aviation in Singapore, Beijing and Kuala Lumpur and Beijing-based Ameco, an Air China, Lufthansa Airlines joint venture (1989) for larger aircraft maintenance, additionally offering training, logistics, engineering and tooling calibration for China's aviation industry.

"Asian Business Aviation at Asian Aerospace 2009 is definitely the most important show of the year for AsBAA members. The Show 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.

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### **About AsBAA**

Re-emerging after a two-year dormancy in 2004, AsBAA's (Asian Business Aviation Association) main objective is to foster a positive professional environment for business aircraft throughout the Asian region. Although it has proven itself quite effective since its re-inception demonstrating aircraft contribution to regional economic growth, it still strives to promote a 'general education' of the industry.

The AsBAA's organizational structure is modelled after the National Business Aviation Association (NBAA) based in the United States. Nonetheless, it takes on a more 'educational role' as direct lobbying approaches often utilized in the U.S. would conflict culturally with the Asian concept of 'guanxi' or 'relationships', which require a more 'time-centred' approach.

The AsBAA provides a range of memberships including: corporate, business, service and associate and does not restrict membership to the region. Some current members include: China, Taiwan, Hong Kong, Macau, Japan, North Korea, South Korea, the Philippines, Laos, Cambodia, Vietnam, Thailand, Malaysia, Singapore and Myanmar, the U.S., Australia and Germany.

### **About Asian Aerospace**

Organised jointly with Reed Exhibitions, Asian Aerospace (recently renamed as 'Asian Aerospace International Expo and Congress') will run its 15<sup>th</sup> presentation from September 8-10 2009 in Hong Kong, SAR China at the brand-new Asia-World Expo complex, located adjacent to the Hong Kong International Airport (HKIA).

Asia's premier aerospace event for the past 25 years serves as a 100% B2B networking platform, and combines the global, commercial aerospace and civil aviation business community with a distinct focus on Asia (the Asia-Pacific region).

Continually setting the standard for global aerospace events and set to attract the world's leading aerospace, aircraft interiors, air freight and training companies, Asian Aerospace is the region's largest networking event not to be missed by those (decision makers, buyers, suppliers, specifiers and engineers) in the realm of Asia Pacific's aerospace community. With China at the heart of the world's most dynamic and fastest growing region, Asian Aerospace represents a unique "one stop shop" opportunity to develop strategic relationships for commercial aviation companies with long-term vision.