

3rd March 2009

REED EXHIBITIONS STRATEGICALLY COMMITTED TO THE FUTURE OF COMMERCIAL AIR TRANSPORT IN ASIA-PACIFIC

Asian Aerospace 2009 participation a must for companies with long-term vision on the world's most dynamic region

Reed Exhibitions is strategically committed to the future of commercial aviation in the dynamic Asia-Pacific region, with Asian Aerospace once again set to attract the world's leading aerospace, aircraft interiors, air freight and training companies to Hong Kong on 7th-10th September 2009. 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.

Global aerospace leaders including Airbus, Boeing, Bombardier, CFM International, Goodrich, Lufthansa Technik and SR Technics are committed to large stands at the main exhibition hall, whilst space at Aircraft Interiors Asia, Air Freight Asia and the Asia Pacific Airline Training Symposium has 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 very close to the new static display area.

"Visionary commercial aviation companies looking beyond the challenges of current economic downturn are positioning themselves for the long term, with the dynamic Asian markets including China, India, Japan, Korea, Singapore, Taiwan and Vietnam offering the most exciting opportunities," said Richard Thiele, Global Head of Sales for Reed Exhibitions' Aerospace & Aviation Group. "Not only do these markets offer enormous sales potential compared to other global markets, but also the stated intention of Commercial Aircraft of China (COMAC) to design and produce new commercial airliners, helicopters, business jets and eventually engines potentially opens the door to a host of new international joint-venture and supplier relationships."

Asian Aerospace '09 will also include 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 to Reed Exhibitions Ltd.

"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," said Tony Tyler, Chief Executive, and Cathay Pacific Airways.

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.

For more information, please contact:

Richard Thiele
Head of Global Sales
Aerospace & Aviation
International Sales Group
Reed Exhibitions
Tel: +44(0) 208 910 7821
E-mail: Richard.thiele@reedexpo.co.uk

Anthony Phillips
Euro Asia Communications
Singapore
Tel: +65 6235 3400
E-mail: aphillips@ecomms.com.sg

About the Organisers

Strongly supported by the world's leading aerospace suppliers, Asian Aerospace has been Asia's premier aerospace event for the past 25 years. With its renewed 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.