



For immediate release

Shenyang City to host Asian Aerospace Congress

(Beijing, 15 April 2009). The Shenyang Municipal Government announced it would host the Asian Aerospace International Congress – Shenyang (AA Congress–Shenyang) from 7-9 July 2009. Together with the Civil Aviation Authorities of China (CAAC), the Aviation Industry Corporation of China (AVIC), the China Council for the Promotion of International Trade (CCPIT) and China Southern Airlines (CZ) as co-organizers, the Shenyang Municipal Government has appointed Reed Exhibitions (RX), CCPIT Sub-Council of Shenyang (CCPIT Shenyang) and the Shenyang National Aviation and High Technology Industrial Base (SNAHTIB) as the managers.

At an event to launch AA Congress-Shenyang, Vice Mayor Mr Yang Ya Zhou, on behalf of the Shenyang Municipal Government, described the pro-investment policies toward cultivating a vibrant commercial aerospace and civil aviation manufacturing community. Mr Yang observed, “Unbeknownst to many overseas, Shenyang is the cradle for the aerospace industry in China. Shenyang is not only the natural gateway into the rapidly developing northeast region of China, the first businesses in the aerospace and aviation sector were founded in Shenyang in part due to the proximity to abundant natural resources like iron. Shenyang is already home to industry leaders such as Airbus, Boeing, GE, Embraer, Bombardier and AVIC that have benefitted from the specialized aerospace and aviation engineering training offered by the tertiary institutions in Shenyang. We hope with the State Council approved SNAHTIB entering into full swing from this year onwards, more aerospace and aviation bellwethers would discover the rich suite of benefits in setting up operations in Shenyang.”

Mr Yang called for the industry’s support and involvement in the inaugural AA Congress-Shenyang. “We are delighted to be able to collaborate with Reed Exhibitions, the world’s largest event organizer including the long-established Asian Aerospace, on this congress. We are confident that by leveraging the world-class standards typical associated with events organized by Reed Exhibitions and the resources of Asian Aerospace, AA Congress-Shenyang will be an ideal networking platform for the global industry to become acquainted with Shenyang. The congress will also facilitate the exchange of ideas and building of relationships, as well as enable businesses to uncover new commercial opportunities in Shenyang.”

Mr Preecha S Chen, President Reed Exhibitions Greater China, remarked, “This is the first time we have extended the Asian Aerospace brand into mainland China. It comes at a particularly exciting time when the sector has recently been liberalized in China with significant changes to the landscape with the consolidation of AVIC and the formation of COMAC. China will be the largest aviation market globally. By bringing AA Congress to Shenyang, we create an opportunity for our international customers to understand more intimately the diverse



and hopefully uncover the plentiful opportunities across the massive Chinese market. We have decided on Shenyang as our first foray after careful evaluation of the competitive landscape and researching the market potential. The strong support from the Shenyang Municipal Government and other entities were also instrumental. In the current challenging business environment, we believe AA Congress-Shenyang will facilitate international businesses keen to expand their presence in Asia, especially China. Further, the pro-investment climate and policies in Shenyang will enhance the city's attractiveness as an aerospace and aviation manufacturing base. Supported by extensive customer research of potential delegates, AA Congress-Shenyang will focus on the core themes of manufacturing, MRO, engine technologies and the application of new advanced materials in aerospace and aviation manufacturing.”

Mr Yang concluded, “The congress will present a unique opportunity for international players to discover first-hand investment opportunities and gain first-mover advantage in this relatively new regional market. We are confident that the congress will grow from year-to-year and become the leading congregation point for the aviation industry in Northeast China. The presenters from CAAC, AVIC, COMAC, and CZ will sketch out their plans and vision for the burgeoning northeast China region. Other presenters from international markets and leading global companies will focus on new technologies and innovations. Collectively, these elements will provide a conference program like no others in China. This is an exciting development. We look forward to the industry's strong support for and participation at AA Congress-Shenyang.”

AA Congress-Shenyang will be held at the Marvelot Hotel in Shenyang from 7-9 July 2009. For more information about, including registering for, the event, please visit www.aashenyangcongress.com.

About Shenyang

Shenyang has consecutively over the past two years been listed in the top ten of the 100 leading Chinese cities. Further, Shenyang has been ranked as one of the top ten most competitive Chinese cities. Shenyang is widely recognized as the heart of and entry point into the northeast region. For more than 50 years, Shenyang had helmed the heavy industries in China. Leveraging the Chinese government's policy toward reinvigorating older industries, Shenyang has entered the fray of automotive and aerospace manufacturing. In particular, with the support of many tertiary institutions dedicated to research and development as well as commercialization of such R&D for the aerospace manufacturing sector (specifically, fuselage design, engines, and aeronautical engineering), Shenyang has scored many firsts in these areas. It is therefore well-poised to take the pole position of aerospace/aviation manufacturing hubs in China.

About Asian Aerospace Shenyang Congress 2009



Organized in Shenyang Marvelot hotel from July 7-9, 2009, the inaugural Asian Aerospace Shenyang Congress will gather 300 high-profile commercial aerospace and civil aviation executives to network, acquire knowledge and discover investment and development opportunities. The Congress is organized by CAAC, AVIC, China Southern Airlines and CCPIT China and managed by Reed Exhibitions, CCPIT Shenyang and Shenyang National Aviation High-Technology Industry Base. The Congress will focus on issues such as highly performing materials, Chinese aviation situation and trends, emerging technologies, sustainability as well as MRO and engine technologies.

About Asian Aerospace

Asian Aerospace is a 100% B2B platform where the global Commercial Aerospace and Civil Aviation business community meet in Asia. Asian Aerospace, a business conducive networking event located in the heart of Asia, Hong Kong, is specially formatted for decision makers, buyers, engineers and specifiers from airlines and airport operators to meet with suppliers of airframe, engines, avionics, aircraft interiors and solutions providers for MRO, training and air logistics. Encompassing Aircraft Interiors Expo (AIX), Air Freight Asia (AFA) and Asia Pacific Training Symposium (APATS), Asian Aerospace is a must-attend event for generating new sales leads, creating new business contacts and generating and establishing new partnerships from China and the rest of Asia. The 25th edition of Asian Aerospace will be held on 8-10 September 2009 in Asia World Expo, Hong Kong.

About the China Council for the Promotion of International Trade (CCPIT), Shenyang sub Council

Established in May 1952, China Council for the Promotion of International Trade (CCPIT) comprises VIPS, enterprises and organizations representing the economic and trade sectors in China. It is the most important and the largest institution for the promotion of foreign trade in China. The aims of the CCPIT are to operate and promote foreign trade, to use foreign investment, to introduce advanced foreign technologies, to conduct activities of Sino-foreign economic and technological cooperation in various forms, to promote the development of economic and trade relations between China and other countries and regions around the world, and to promote the mutual understanding and friendship between China and peoples and economic and trade circles of all nations around the world, in line with law and government policies of the People's Republic of China.

For more information, please visit www.ccpit.org

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 470 events in 37 countries. In 2008 Reed brought together over seven million industry professionals from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 38 fully staffed offices. Reed organises a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 470 events serves 44 industry sectors, including: Aerospace &



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Working closely with professional bodies, trade associations and government departments

Reed ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field. Reed Exhibitions is part of Reed Elsevier Group plc, a FTSE-100 company and world-leading publisher and information provider. In 2007, Reed Elsevier made an adjusted profit before taxation of £998 million on turnover of £4,584 million.

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