

FOR IMMEDIATE RELEASE

First-ever Aviation Business Forums at Singapore Airshow 2010

- *Platform for exhibitors to gain valuable insights and strategies to tap business opportunities in key markets of China, India and the Middle East*

28 January 2010 – Singapore Airshow 2010, Asia’s largest and one of the top three aerospace and defence exhibitions in the world, is taking off in a few days and exhibitors can look forward to the first-ever Business Forums on 3 February 2010 where top aerospace buyers, high-level executives from government agencies and industry leaders share valuable insights and strategies to tap business opportunities in the key markets of China, India and the Middle East.

“At Singapore Airshow, it is all about our promise to deliver opportunities and we are constantly innovating to maximise the value that our participants get from attending the show. The concept of the Business Forums gives key buyers a platform to share on market trends and developments with exhibitors. These forums will also be interactive as our exhibitors can engage the speakers during the Q&As at the end of every session. Through this exchange, industry players can better understand the needs of buyers in these key markets, opening the door for more business opportunities moving forward,” says Mr Jimmy Lau, Managing Director of Singapore Airshow & Events (SAe).

At the China Aviation Business Forum, participants can get an overview of the future of MRO development in China. Speakers will also cover growth and opportunities in the commercial aviation market, as well as development strategies and operational challenges in the airline industry. Speakers at the forum would include top level representatives from Air China, China Southern Airlines, and Commercial and Aircraft Corporation of China (COMAC).

Participants at the Middle East Aviation Business Forum will get a market outlook of the region and know more about its aerospace supply chain. Topics covered will include the growth path of Middle Eastern airlines and plans for a sustainable aerospace industry in Abu Dhabi. The forum will feature speakers from the Arab Civil Aviation Commission (ACAC), IATA Middle East & North America (MENA) Regional Office, PRTM and the Abu Dhabi Airports Company (ADAC).

The India Aviation Business Forum will feature welcome remarks by Dr T.C.A Raghavan, the High Commissioner of India in Singapore. Speakers will share an outlook of the Indian aviation market; update on aviation regulatory and legislative frameworks; as well as elaborate on business opportunities in airport infrastructure. Participants will also get to know more about procurement trends and requirements in the Indian defence market. Speakers include representatives from the Ministry of Civil Aviation, Association of Private Airports Operators, Society of Indian Aerospace Technologies & Industries (SIATI), and the Department Defence Production Ministry of Defence.

“The first-ever Business Forums at this year’s show will focus on China, India and the Middle East as these markets are growing in importance. Through these forums, exhibitors can gain a deeper understanding of these markets and leverage on this knowledge to explore new opportunities and grow their businesses,” says Mr Lau.

Please refer to Appendix A for details on the Business Forums.

For more information on Singapore Airshow 2010, please visit www.singaporeairshow.com.sg

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About Singapore Airshow

The Singapore Airshow is Asia's largest and one of the top three aerospace and defence exhibitions in the world. First held in 2008, the Singapore Airshow is an international biennial event which serves as a global marketplace and networking powerhouse for the world's aviation community. Singapore Airshow also features a series of high level conferences dedicated to leading players in the global aviation industry - Singapore Airshow Aviation Leadership Summit (SAALS) and the Asia-Pacific Security Conference (APSEC). Singapore Airshow is organised and managed by Singapore Airshow & Events Pte Ltd (SAe).

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