



SINGAPORE AIRSHOW 2008 POST SHOW REPORT

The inaugural Singapore Airshow was held from the 19 - 24 February 2008 at a brand new show site at Changi North. The new venue, coupled with a purpose-built exhibition hall, beautiful sea-front and greater accessibility was a hit among trade visitors who had nothing but positive feedback for the inaugural Show. On the whole, the Singapore Airshow was greeted with tremendous support from industry players and was a resounding success, thereby cementing its position as a must-attend event on the global aviation calendar.

Some quick facts about Singapore Airshow: -

- ◆ the event attracted over 800 exhibiting companies
- ◆ 59 of the 100 top aerospace companies participated
- ◆ 43,827 trade attendees from 112 countries
- ◆ 959 journalists representing 305 media outlets
- ◆ 90,000 guests over two public days
- ◆ the event has a comprehensive mix of exhibitors from defence (50%) and civil aviation (50%) companies
- ◆ 40% larger than the previous airshow in Singapore

Singapore Airshow 2008 also attracted the largest delegation groups with 240 government and international delegations visiting over the 4 trade days. Among the visiting aviation industry leaders were 21 airline CEOs as well as the heads of the International Air Transport Association (IATA) and the International Civil and the International Civil Aviation Organisation (ICAO).

The show closed on a high note with over USD13 billion in sales of aircraft and related equipment announced during show days. In addition, a further USD2.6 billion was also generated from contracts for facilities and other services, demonstrating the surging growth of the region's aviation industry at Asia's largest-ever trade event. The success of Singapore Airshow 2008 is evident from the strong show of support from exhibitors. 70% of them have already confirmed bookings for the Airshow in 2010.

Exhibitors Views

Major exhibitors at Singapore Airshow also expressed their satisfaction with the organization of the event.

"The first Singapore Airshow has been a great success. It provided an excellent opportunity for us to engage with our customers and strengthen our relationships across the region. We commend the organizers for developing this brand new state-of-the-art show site and look forward to even bigger and better things from this show in the future".

*Mark Hooper
Managing Director
International Corporate Communications
Boeing*

"EADS is very pleased to be a part of this first edition of the Singapore Airshow, which has been very efficiently organised by DSTA and CAAS. Asia is a vital market for us and it has been our constant endeavour to establish and strengthen our ties with this dynamic market. Singapore offers tremendous opportunities for the growth of the regional aviation industry. The Singapore Airshow has not only helped us in meeting our customers and partners from Singapore, Asia and the across the world, but has also been a platform to explore future partnerships within the aviation and aeronautical industry in this region."

*Bernard Buisson
Managing Director, Singapore
EADS*

"This has been a good show for ST Engineering. We have received many positive comments about our products and capabilities on display, both indoor and outdoor. The Singapore Airshow has proven to be a successful platform for ST Engineering to engage its customers and reach out to the international audience."

*Patrick Choy
Executive Vice President, International Marketing
ST Engineering*