



FOR IMMEDIATE RELEASE

Singapore Airshow 2014 Wraps Up Trade Days with Deals Worth US\$32 Billion

With its biggest edition to date, the show reaffirms its position as the platform of choice to do business in the Asia-Pacific and beyond

SINGAPORE, 14 FEBRUARY 2014 – Singapore Airshow 2014 wrapped up the trade segment of the six-day event with deals announced worth US\$32 billion, surpassing the value of deals announced in 2012. Major announcements include contracts for Airbus, Embraer, Boeing and Rolls-Royce. This reinforces Singapore Airshow’s standing as one of the most important aerospace and defence exhibitions in the world.

Singapore Airshow 2014 played host to over 1,000 exhibitors from 47 countries and 279 delegations from 72 countries. In all, over 40,000 trade visitors from 125 countries visited the show during the first three trade days, compared to some 38,000 in 2012. Of these, 33% were from overseas. 72% of exhibitors from this year’s Airshow have already reaffirmed their plans to exhibit at the next Airshow in 2016, underscoring the relevance of Singapore Airshow as an essential platform to network and seize opportunities in key markets in the Asia-Pacific and beyond.

The U.S. was the feature country at Singapore Airshow 2014, marking its largest presence at the show with 163 U.S. companies, including 111 in the U.S. Pavilion. U.S. Ambassador to Singapore, Kirk Wagar, said: “The U.S. was delighted to be Feature Country, the first-ever such designation, at the Singapore Airshow. We would like to thank the Government of Singapore, Experia Events, Kallman Worldwide and all of those involved in the Feature Country effort. The largest number of U.S. companies exhibited this year, 163, and they are reporting a very successful Airshow. A large delegation of high level U.S. officials had numerous productive bilateral meetings with our counterparts throughout the region. Last but not least, U.S. military

and commercial aircraft provided for the show, including the V-22 Osprey, C-17, P-8, Boeing 787, Gulfstream 650 and many others received enormous interest from Airshow visitors.”

Tom Kallman, president and CEO of Kallman Worldwide, the U.S. representative of the Singapore Airshow coordinating the U.S. participation and organising the U.S. Pavilion, said, “This has been the greatest Singapore Airshow for Kallman Worldwide and our pavilion. The visitors here are serious about seeking American technology, quality—and potential partners. These are the customers that change business for our exhibitors—and the reason so many American businesses of all sizes come to this show.”

Sean Lee, Airbus spokesman in Asia said: “We were very pleased with this year’s show. In addition to presenting the A350 XWB for the first time, we announced orders valued at almost US\$ 15 billion, as well as the establishment of a new joint venture training centre with Singapore Airlines. We were also pleased with the quality of visitors to the show, which included senior airline management representatives from across the region. This year’s event has demonstrated once again that Singapore remains the premier air show in this region, attracting an international visitor profile.”

This year’s show featured increased participation from Japan, with the Japan External Trade Organisation (JETRO) featuring various aerospace companies. Mr Masaya Hasebe, Managing Director of JETRO Singapore, said: “Based on the feedback from our exhibitors, there have been many enquiries from potential partners, so we expect our exhibitors have been successful at Singapore Airshow. The show attracts a large number of high-quality visitors and presents a great deal of business opportunities for Japanese SMEs.”

“We are delighted that the US\$32 billion of deals announced at Singapore Airshow 2014 represents an increase in the value of deals from 2012. We have also recorded strong visitor figures from an even larger number of countries, underscoring Singapore Airshow’s standing as the preferred platform for high-level government delegations and industry leaders to come together, network, address challenges facing the aerospace industry and do business, all in one convenient location,” said Mr Jimmy Lau, Managing Director of Experia Events.

Singapore Airshow 2016 will be held from 16 to 21 February at Changi Exhibition Centre.

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About Singapore Airshow

Singapore Airshow, organised and managed by Experia Events, is Asia's largest and one of the most important aerospace and defence exhibitions in the world and serves as a global marketplace and networking powerhouse for the world's aviation community. Singapore Airshow also features a series of strategic conferences dedicated to leading players in the global aviation industry – Singapore Airshow Aviation Leadership Summit (SAALS), Asia Pacific Security Conference (APSEC) and A*STAR Aerospace Technology Leadership Forum.

For more information, visit: www.singaporeairshow.com.sg

About Experia Events Pte Ltd

Experia Events specialises in organising and managing exhibitions and conferences of strategic interest, fostering industry development and thought leadership. It has built a strong portfolio in aerospace and defence with the highly successful Singapore Airshow, Asia's largest and one of the three most important aerospace and defence exhibitions in the world, and IMDEX Asia, the leading international maritime defence exhibition in Asia. Its expertise also extends to the government and lifestyle sector, through key events such as the inaugural ScreenSingapore, the Singapore International Water Week and World Cities Summit.

With a sound track record underscoring its aspirations to stage events that influence, Experia Events aims to diversify its range of strategic events globally.

For more information, visit: www.experiaevents.com

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