

**FOR IMMEDIATE RELEASE**

## **Singapore Airshow Returns in 2016 with Renewed Focus on Driving Global Aviation Industry Trends and Developments**

*Tweet [@SGAirshow](#): #SGAirshow 2016 underscores thought leadership and collaboration to accelerate aviation industry growth*

**SINGAPORE, 25 November 2015** – Singapore Airshow, Asia’s largest and one of the most important aerospace and defence exhibitions in the world, will return for its fifth edition from 16 to 21 February 2016.

Singapore Airshow has been successful in bringing together the largest number of high-level military and government delegations and leading industry players from airlines, airport operators, aircraft manufacturers and related industries from the all corners of the globe. The 2016 edition has received a strong vote of confidence with more than 1,000 participating companies from some 50 countries all confirming their attendance at the Airshow. This constitutes over 90% of exhibition space being taken up before the show, 75% of which are returning exhibitors and industry heavyweights, such as Airbus, Bell Helicopter, Boeing, Bombardier, Embraer, Israel Aerospace Industries (IAI), Pratt & Whitney, Rolls-Royce, ST Engineering, Thales and UTC Aerospace Systems.

The projected growth of Asia’s aircraft fleet size over the next 20 years is phenomenal. According to Boeing, Asia will account for close to 40 percent of new aircraft deliveries whilst North America and Europe will account for 21 percent and 19 percent respectively, making Asia’s fleet size the largest in the world by 2034. This rate of growth emphasises the need for regional investment to support and expand aviation infrastructure including airport and airspace capacity, and the corresponding increase in demand for MRO and other auxiliary services and industries<sup>1</sup>.

This underscores Singapore Airshow’s importance as the strategic platform of choice for key industry players to tap on emerging markets, showcase their latest products and technologies, forge partnerships and be attuned to the needs and development of the industry in the thriving Asia Pacific region.

In addition to mainstay events such as the Exhibition, Static Display, Aerobatic Display, Technology Seminars and Strategic Conferences, the upcoming show in 2016 will showcase new and enhanced segments such as:

### Business Forums

Back by popular demand, the Business Forums will cover four key areas – *Emerging Technologies, Training & Simulation, Asia* as well as the *partnership between companies in France and Singapore*. Together, they focus on the latest developments and business opportunities in the aerospace and aviation markets, providing insights and strategic guidance for attendees to tap on key aerospace growth markets.

---

<sup>1</sup> Boeing Current Market Outlook 2015

### New and Improved Exhibition Zones

- **Training & Simulation Zone:** The scope of the aviation training zone has been expanded to include a military training and simulation section to better meet the needs of the industry, in line with growing global demand for training and simulation.
- **Aerospace Emerging Technologies Zone:** The Aerospace Emerging Technologies Zone will offer exhibitors a platform to showcase their products and offerings in two broad categories – Aerospace Manufacturing and Aerospace IT.

### Feature Country: France

The Feature Country series was first introduced at the Singapore Airshow in 2014 to spotlight on countries which have strong and thriving businesses in the aerospace, defence and aviation sectors. It offers companies exhibiting in the Feature Country pavilion increased exposure through access to specific activities and programmes which includes, for example, specially facilitated meetings with VIP delegations. These companies will be able to leverage the Feature Country platform to better explore and tap into the rich opportunities available in the Asia Pacific market.

France has been chosen as the Singapore Airshow 2016 Feature Country because of its position as one of the major players in the aviation industry. It is a key global aerospace services and products exporter, with an aerospace, defence and security industry worth 47.9 billion euros<sup>2</sup>. French aviation companies have consistently had a strong presence at the Singapore Airshow and will be able to leverage its Feature Country status to chart new heights and showcase their latest technologies and innovations at Singapore Airshow 2016.

### **Driving Thought Leadership**

Singapore Airshow has long been a platform that encourages robust discussion about key issues and challenges facing the industry through its key conferences. Staying ahead of current trends, the 2016 edition will see the return of the Singapore Airshow Aviation Leadership Summit (SAALS), A\*STAR Aerospace Technology Leadership Forum as well as the Singapore Aerospace Technology and Engineering Conference (SATEC 2016). These highly-anticipated strategic conferences will curate discussion topics that are relevant to the current aerospace landscape and serve as a platform for insightful exchange and solutions-based discussions.

### Singapore Airshow Aviation Leadership Summit (SAALS) 2016

With the theme of “Aviation Tomorrow: Managing New Challenges, Realising New Potentials”, SAALS 2016 will focus on new ideas and emerging technologies, while presenting new challenges for the sector and providing new opportunities and enablers to further drive the success of global aviation. SAALS 2016 will include keynote speeches from high-level government representatives, as well as panel discussions that will examine new developments in aviation and the role regulatory frameworks play in supporting these innovations and allowing the industry to deliver its full potential in a sustainable manner.

---

<sup>2</sup> GIFAS Press Release on French aerospace, defence and security industry 2013 results ([https://www.gifas.asso.fr/sites/default/files/video/cp\\_28\\_avril\\_2014\\_en\\_anglais.pdf](https://www.gifas.asso.fr/sites/default/files/video/cp_28_avril_2014_en_anglais.pdf))

Three key areas of discussion at SAALS 2016 include:

- The future of the Global Air Hub model
- The evolving role of drones in aviation and their impact on the industry
- The way forward for reaching a Global Agreement on Aviation Emissions at the 2016 ICAO Assembly

Singapore's Prime Minister Mr Lee Hsien Loong will be the guest-of-honour at the opening dinner of SAALS 2016. SAALS is jointly organised by the Civil Aviation Authority of Singapore (CAAS), Experia Events, International Air Transport Association (IATA) and the Singapore Ministry of Transport (MOT).

#### Aerospace Technology Leadership Forum 2016

The Agency for Science, Technology and Research (A\*STAR) will be hosting the Aerospace Technology Leadership Forum 2016, the fourth of its series, during the week of the Singapore Airshow 2016. The Forum will bring together the Chief Technology Officers and thought leaders of the aerospace industry to share their views on the latest technological developments.

Referencing the theme "Technological Perspectives for the Future", speakers will share insights on meaningful near to mid-term technologies that may be implemented to enhance existing product lines, and key technologies that aerospace companies are keen to explore given a longer time horizon.

#### Singapore Aerospace Technology and Engineering Conference (SATEC 2016)

SATEC is the premier aviation conference that is held in conjunction with the Singapore Airshow. It is a platform for researchers, aviation operators and practising aviation engineers to present and discuss key developments and advancements in aerospace technology and engineering. SATEC 2016 is themed "Innovation in Aerospace" and the discussions will centre on the development and implementation of new technologies in the aviation industry. SATEC is jointly organised by Singapore Institute of Aerospace Engineers (SIAE) and Air Engineering and Logistics Department (AELD) of the Republic of Singapore Air Force (RSAF).

Leck Chet Lam, Managing Director of Experia Events, said, "Singapore Airshow continues to be a catalyst for growth in the global aerospace and defence industry; providing a robust platform for engagement, interaction and dialogue. We are constantly calibrating our programme offerings to reflect key industry trends and create a dynamic environment for each participant."

"This is evident in Singapore Airshow's holistic programme line-up for 2016 that includes the enhanced Training and Simulation Zone and the Aerospace Emerging Technologies Zone as well as partnering France as the 2016 Feature Country and the France-Singapore Business Forum to open doors of partnership between Singapore and France. This enables industry stakeholders to drive future growth trends and leverage key initiatives for further collaboration and development for the global aerospace industry."

## **About Singapore Airshow**

Singapore Airshow, a marketplace and networking powerhouse for the world's aviation community, is a must-attend event in the global aerospace and defence calendar. Organised and managed by Experia Events, the biennial event is also a platform for high-level conferences dedicated to leading players in the global aviation industry with the Singapore Airshow Aviation Leadership Summit (SAALS) as well as co-located events – the A\*STAR Aerospace Technology Leadership Forum and the Singapore Aerospace Technology and Engineering Conference (SATEC).

For more information, visit [www.singaporeairshow.com](http://www.singaporeairshow.com).

## **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 aerospace and defence event, as well as key events such as IMDEX Asia, Asia Pacific's flagship maritime defence show and Rotorcraft Asia, the premier dedicated event for the global civil helicopter industry. Experia Events' expertise also extends to the government and lifestyle sectors, through key events such as the World Cities Summit, Singapore International Water Week and CleanEnviro Summit Singapore.

With a proven 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](http://www.experiaevents.com).

## **For further enquiries, please contact:**

### **Marilyn Ho**

Experia Events Pte Ltd  
Director, Communications  
Tel: +65 6595 6130  
Email: [marilynho@experiaevents.com](mailto:marilynho@experiaevents.com)

### **Kevin Foo**

Hill+Knowlton Strategies  
Tel: +65 6390 3320  
Mobile: +65 9099 9119  
Email: [kevin.foo@hkstrategies.com](mailto:kevin.foo@hkstrategies.com)