



**FOR IMMEDIATE RELEASE**

### **Singapore Airshow 2012 – Returning for the best**

*Asia's largest and one of world's top three aerospace and defence exhibitions promise to deliver more business opportunities for industry players as the show scales greater heights in 2012.*

**22 March 2011** – The biennial Singapore Airshow, set to return for its third edition from 14 to 19 February 2012, aims to reinforce its role as the choice platform for industry players to build relationships and explore valuable business opportunities by providing an engaging and holistic experience to all participants.

Mr Jimmy Lau, Managing Director of Experia Events commented, “With the burgeoning growth of the aviation industry in the Asia Pacific region, Singapore Airshow acts as the region’s conduit for the gathering of leading industry players and thought leaders to discuss pertinent industry issues and to facilitate insightful information exchanges. The show also provides participants with a gamut of networking and procurement opportunities through various activities, acting as a choice platform to build and strengthen relationships among key industry players.”

Although the show is more than 11 months away, almost 80% of Singapore Airshow 2012 exhibition space has already been confirmed, underscoring its importance in the global aviation calendar.

Returning exhibitors for Singapore Airshow 2012 include major industry leaders like Airbus, Boeing, EADS, Finmeccanica, Raytheon, Rolls Royce, Lockheed Martin, Northrop Grumman, ST Engineering and MTU. As a reflection of their positive experiences in the last show, IRKUT, B/E Aerospace will be expanding their exhibition space. Daimler and Ryca will be joining the event as first time participants in the land defence expo.

With the theme, ‘Big Show, Big Opportunities’, Singapore Airshow 2012 is primed to be a strategic platform for invaluable networking opportunities and to showcase the latest in technology and innovation, tailored to respond to the ever-changing market demands.

Participants will also be able to maximise their experience through business forums, procurement networking forum and high-level strategic conferences that bring together the strategic thinkers and leaders from government, military, industry and academia. The Asia Pacific Security Conference and Singapore Airshow Aviation Leadership Summit in particular will provide opportune platforms for interaction amongst military and security policymakers, analysts and global technology thought leaders alike to facilitate top-level discussions and address salient trends facing the industry and the region.

Reflecting the pulse of the industry, the Singapore Airshow will be introducing a new component – Land Defence Expo - specially designed for land defence and Special Forces contractors, manufactures, as well as technology and service providers to showcase their latest products and innovations. Happening in



conjunction with Singapore Airshow, the Land Defence Expo underlines the significance of high-tech land-based defence products and technologies in meeting the demands of today's national defence strategies. The growth of this industry is highlighted by Frost & Sullivan's prediction that the industry is estimated to reach US\$9.4 billion by 2016, almost doubling the 2009's figure of US\$5.4 billion.

With a multitude of exhibits and programmes where key decision makers and aviation leaders meet, Singapore Airshow 2012 will provide participants with the experience of a global marketplace at one convenient location.

### **Singapore Airshow**

Singapore Airshow is Asia's largest and one of the world's top three aerospace and defence exhibitions. The show serves as a marketplace and strategic networking platform that provides an engaging and holistic experience for the world's aviation community, including key political and military leaders.

Singapore Airshow also features a series of high level conferences dedicated to leaders in the global aviation industry – Singapore Airshow Aviation Leadership Summit (SAALS) and the Asia Pacific Security Conference (APSEC).

Experia Events Pte Ltd (formerly Singapore Airshow & Events Pte Ltd) is the organiser of Singapore Airshow.

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

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