

FOR IMMEDIATE RELEASE

Singapore Airshow looks to biggest ever showing in 2012

Asia's largest and one of world's top three aerospace and defence event concludes its participation at the Paris Airshow with stellar results

28 June 2011 – Experia Events, the organisers of the Singapore Airshow 2012, capped its successful participation at the 49th International Paris Airshow by securing deals exceeding SGD 3 million at the Le Bourget exhibition centre in Paris, France. The event also saw the Experia Event's team secure two additional National Pavilion reservations from Italy and Mexico – bringing the total number of country pavilions to 21 – with Spain also indicating strong interest. To date, 90% of the total exhibition space at Singapore Airshow 2012 has already been taken up.

With over seven months to go before the Singapore Airshow 2012, Experia Events is ahead in terms of booked exhibition space compared to the end of Le Bourget in 2009. The support demonstrated at the Paris Airshow by the exhibitors reinforces the strategic importance of Singapore Airshow as Asia's largest and one of the world's top three aerospace and defence event in the global industry calendar.

Mr Jimmy Lau, Managing Director of Experia Events, organisers of the Singapore Airshow 2012 said: "We are very satisfied with the results from our participation at the Paris Airshow this year. During the past week, we managed to build and further strengthen our existing relationships with key stakeholders, policy makers and leading players of the aviation industry."

The Paris Airshow provided Experia Events an opportune platform to cultivate business relationship and network with existing and new partners within the aviation industry. The airshow also offered the opportunity to meet with potential exhibitors who are keen to venture into the robust growth of the Asian market with an avenue for them to springboard into this region which is forecasted to drive the rapid expansion in the Aerospace and Defence industry and their related services.

The Singapore Airshow, with the theme 'Building Businesses' will offer a myriad of opportunities to its exhibitors and trade attendees when it returns from 14 to 19 February 2012 at the Changi Exhibition Centre. The event which has the highest attendance of foreign government and international delegations will continue to provide an enhanced platform for visitors to exchange ideas and best-practices through

activities such as high-level strategic conferences, business forums and procurement networking forums.

###

About Singapore Airshow

Singapore Airshow is organised and managed by Experia Events and 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).

For more information, you can 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 aerospace and defence exhibition and one of the top three in the world, and IMDEX Asia, the leading international maritime defence exhibition in Asia. Its expertise and track record also extends to the government and lifestyle sector, through key events such as the Singapore International Water Week, World Cities Summit and ScreenSingapore.

Formerly known as Singapore Airshow and Events Pte Ltd (SAe), Experia Events aims to diversify its range of strategic events globally.

- Ends –

For further enquiries, please contact:

Mariam Rahman

Experia Events Pte Ltd
Senior Communications Executive
Contact: Tel: +65 6542 8660 ext 141;
Mobile: +65 9853 9267
Email: sitimariam@experiaevents.com

Andrew Ang

Hill & Knowlton (SEA) Pte Ltd
Account Manager
Contact: Tel: +65 6390 3345;
Mobile: +65 9791 4268
Email: andrew.ang@hillandknowlton.com.sg