

FOR IMMEDIATE RELEASE

Singapore Airshow 2012 attracts record visitorship in its biggest edition ever



Visitors getting up close and personal with aircraft on display at Singapore Airshow 2012

SINGAPORE, 19 FEBRUARY 2012 – Singapore Airshow, Asia’s largest and one of the three most important aerospace and defence exhibitions in the world, drew a record number of trade and public visitors at this year’s edition of the biennial event.

Over the six-day show from 14-19 February, Singapore Airshow 2012 welcomed some 145,000 visitors. Visitorship over the four trade days from 14-17 February stood at nearly 45,000 from 128 countries/regions, with over 30% coming from overseas. Singapore Airshow 2012 also played host to the largest ever number of top level delegations, with 266 from over 80 countries. Tickets for the public day weekend over 18 and 19 February, were completely sold out, and Changi Exhibition Centre, the Airshow site, saw some 100,000 visitors over the two days, thronged the grounds where they were treated to breathtaking aerial displays and had the opportunity to view an impressive array of aircraft in the static display.

The aerial display included show-stopping performances from the Republic of Singapore Air Force (RSAF), the Royal Malaysian Air Force “Smokey Bandits”, the United States Air Force and the Royal Australian Air Force “Roulettes”. Australian pilot Tony Blair of Blair Aerosports

also made his debut appearance in the first stunt aerobatic performance in the history of airshows in Singapore. In addition, visitors had a chance to interact with the aerial display pilots in person during autograph and photo-taking sessions. Singapore Airlines also hosted guided tours on one of their last three remaining Boeing 747-400s, which was here at Singapore Airshow to commemorate the retirement of its B747 fleet.

“Singapore Airshow 2012 has been a success for everyone. We have set a new record for the value of deals announced, as well as the number of visitors on both trade and public days. As a testament to the show’s achievements, over 70% of exhibitors have already reaffirmed their commitment to take up exhibition space in 2014. The response from the record crowd that visited the event over the two public days was also overwhelmingly positive. We are looking forward to the next show and hope to deliver a more enhanced experience for all our visitors in 2014,” said Jimmy Lau, Managing Director of Experia Events, organiser of Singapore Airshow.

Singapore Airshow returns from 11 to 16 February 2014 at Changi Exhibition Centre.

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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, 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 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.

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