

**FOR IMMEDIATE RELEASE**

## **Singapore Airshow 2012 Wraps Up Trade Days with Record Value of Deals Announced**

*Singapore Airshow 2012 reaffirms its position as the platform of choice for industry leaders, government and military delegations to network and conduct business*

**SINGAPORE, 17 FEBRUARY 2012** – Singapore Airshow 2012, Asia’s largest and one of the three most important aerospace and defence exhibitions in the world, wrapped up the trade segment of the six-day event with a record value of deals announced worth over US\$31 billion. Major announcements include contracts for Boeing, Airbus, Pratt & Whitney, CFM and ATR. This represents a threefold increase over the total value of deals announced in 2010 and reaffirms Singapore Airshow’s position as a must-attend event in the global aerospace and defence industry calendar.

Over four trade days, Singapore Airshow 2012 played host to some 900 exhibitors from 50 countries and 266 delegations from 80 countries who flew into Singapore to network, establish partnerships and forge new deals.

In all, some 38,000 trade visitors from 119 countries visited the show during the first three trade days, compared to some 35,000 in 2010. Of these, over 30% were from overseas. Some 70% of exhibitors at Singapore Airshow 2012 have already reaffirmed their plans to exhibit at the next airshow in 2014, underscoring the relevance of Singapore Airshow as an essential platform for them to reach out to their key markets, especially the emerging markets in Asia.

Katy Padgett, Manager, Communications, Pratt & Whitney, said: “We are pleased with our experience at the Singapore Airshow. It continues to be a great platform for us to reach out to the aviation community in the Asia Pacific region. As an industry leader, it is critical for us to have a significant presence at major airshows around the world and the Singapore Airshow ranks high on our priorities.”

“The Singapore Airshow was an important opportunity for UK companies in the Aerospace and Defence sectors to promote their capabilities and identify potential joint venture opportunities. We were very pleased with the organisation and the opportunities to network with the overseas delegations,” said Adam Thomas, Senior Government spokesman for UKTI's Defence and Security sector.

Mr Jimmy Lau, Managing Director of Experia Events, said: “We are delighted that deals worth over US\$31 billion were announced at Singapore Airshow 2012, surpassing the US\$10 billion worth of deals announced in 2010. This reaffirms Singapore Airshow’s position as the platform of choice for aviation industry representatives from around the world, targeting the Asia-Pacific markets, to come together, forge new partnerships, conduct business and conclude deals. We are appreciative of the ongoing support of our exhibitors, who continue to find value in showcasing their innovations and technologies at Singapore Airshow. We look forward to delivering an even better experience for our exhibitors and visitors at the next event in 2014”.

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](http://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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