

AIR BORNE 2020

SINGAPORE AIRSHOW NEWSLETTER

ISSUE 2 / JUN 2019



SINGAPORE AIRSHOW 2020, ITS RAISON D'ÊTRE STRONGER THAN EVER

IN THIS ISSUE

FOREWORD	1
INDUSTRY UPDATES	2
FLY ABOVE EXPECTATIONS @ SINGAPORE AIRSHOW 2020	4
EVENTS AT A GLANCE	5
FLOOR PLAN & SITE MAP	6
ROTORCRAFT ASIA & UNMANNED SYSTEMS ASIA 2019	10
BRAND WITH US	11

Mr Leck Chet Lam
Managing Director
Experia Events



As we draw closer to the Singapore Airshow 2020 (SA 2020) that will be staged next February, I just had to pause and reflect on its significance. Right from its genesis, the Singapore Airshow has been a purposeful journey for Experia Events; and I am sure its raison d'être also permeates strongly among many of our partners who made it all happen too. For us, the Singapore Airshow is built on five key pillars that continue to drive our purpose in the upcoming SA 2020:

Collaborating to address issues and create opportunities

The aviation industry is at its most challenging times; viable business models are now under threat as a result of disruption such as supply chain integration. Yet, it is also in disruption that new ideas and technologies emerge to enable the industry to progress. Against such a landscape of change and complexities, the only way forward is to galvanise all stakeholders, and together find viable solutions: this is exactly the rationale for the Singapore Airshow Aviation Leadership Summit (SAALS) and Business Forums that gather thought-leaders for crucial conversations aimed at propelling the industry forward. At SA 2020, we can look forward to engaging in topics like Next Gen MRO and the Next Era for Commercial Aerospace.

For the first time at SA 2020, the Lindbergh Foundation will present the Lindbergh Innovation Forum to discuss breakthrough innovations and leading edge concepts that are shaping the future of flight.

Cultivating networks and partnerships

Collaboration begins with effective relations and mutual understanding. SA 2020 is all about expansive networking opportunities that we bring to stakeholders through our customised Exhibitor-

Delegation Meetings and Hosted Buyers Programme. The former initiative focuses on pre-scheduling and planning meetings that help to establish networks and connect business opportunities around the world. While the latter is designed to connect exhibitors with top quality buyers who are seeking to procure specific products or forge strategic partnerships.

Driving innovation

One of SA 2020's mission is to promote and facilitate innovation and development. Recognising that budding start-ups and revolutionary technologies are disrupting businesses across all sectors, we introduced What's Next in 2018. Following the successful inaugural, we present the What's Next platform once again in SA 2020; for promising start-ups to interact with industry leaders, share ideas and establish new businesses.

Building a future

The aviation/aerospace industry needs a constant infusion of new blood to achieve continuity and sustainability. Our Education Day will host students to talks and experiential visits, and present exhibits to provide them with insights to careers in the aerospace, aviation and defence sectors.

Celebrating our enduring partnerships

Finally I would like to thank our long standing partners that have made Singapore Airshow the international success it is today – the Civil Aviation Authority of Singapore, Defence Science and Technology Agency, Economic Development Board, International Air Transport Association, Ministry of Transport, Republic of Singapore Airforce, Singapore Exhibition and Convention Bureau and of course our exhibitors who have returned edition after edition. I am glad to note that we are already 85% booked for SA 2020.

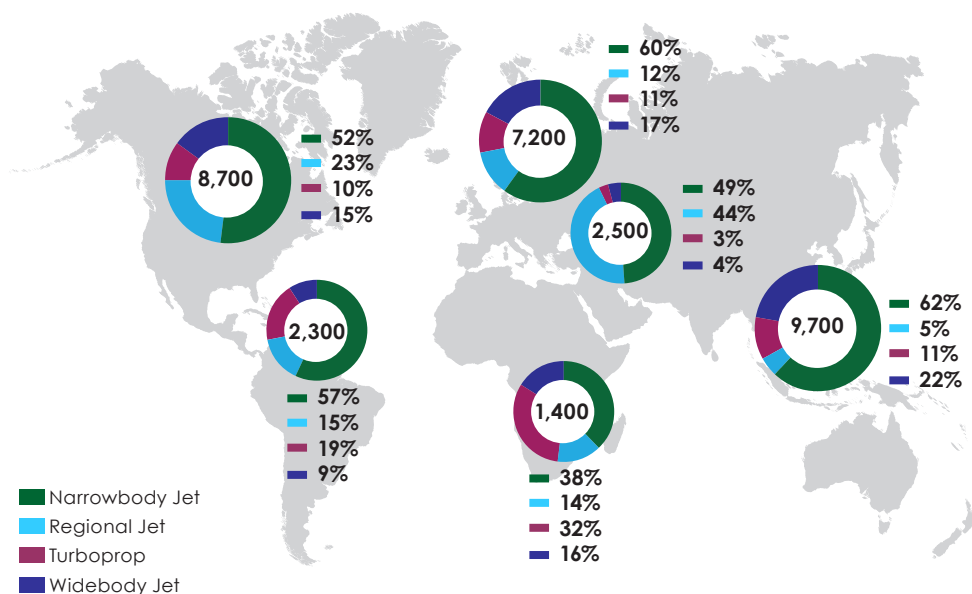
A CLOSER LOOK AT GLOBAL FLEET DYNAMICS

Over the past 25 years, the global fleet has grown at a rate of 4.9%, in tandem with increases in Gross Domestic Product (GDP) and demand for air travel and cargo transport. Today's commercial air transport fleet size is at approximately 32,000 aircraft, with Asia Pacific now accounting for a larger fleet than North America.

While majority of orders are driven by operators either adding to fleets or trying to improve margins by replacing regional jets and turboprops with larger, more profitable aircraft or both, narrowbody jet continues to drive the aircraft delivery globally. Today, narrowbodies account for 62% in Asia Pacific, and over 57% of the overall fleet worldwide.

Zooming into the region, narrowbody jet forms majority of the 10-year aircraft backlog, with the current generation narrowbodies, A320ceo and 737NG, making up over 50% of Asia Pacific's fleet.

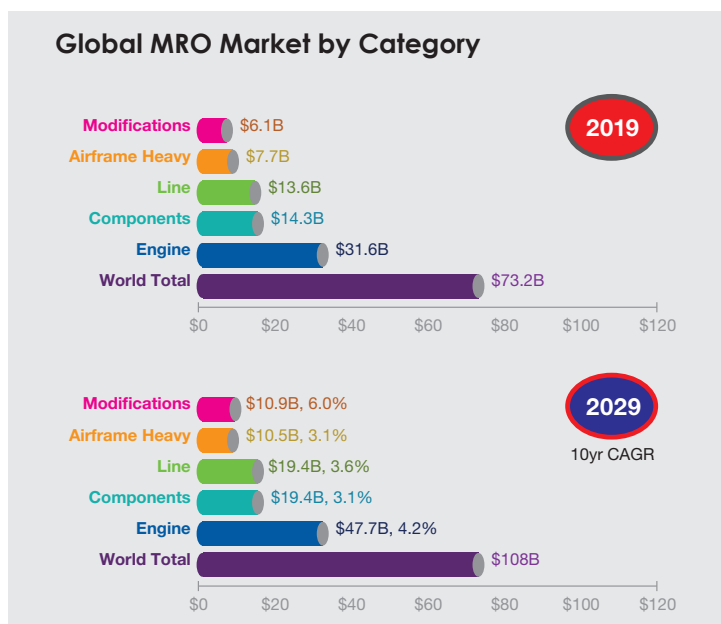
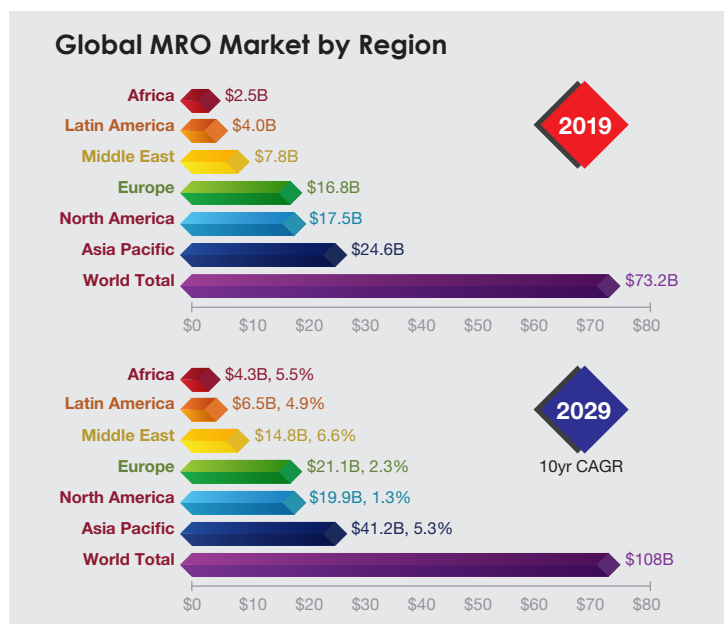
Today's commercial air transport fleet consists of approximately 32,000 aircraft, with Asia Pacific's fleet now larger in size than North America's



SPOTLIGHT: GLOBAL MRO MARKET

Today's commercial air transport MRO market demand is approximately US\$73B, growing to US\$108B by 2029 – an annualised growth rate of 3.9%.

Market Outlook



Key MRO Trends

In order to effectively compete and meet shareholder demands:

- Major aircraft OEMs and Tier 1 suppliers continue to consolidate and vertically integrate.
- As global airlines returned to profitability, air carriers began to focus on product quality, ushering in "a new golden age of aircraft cabin interiors".
- The race is on to monetise aircraft operational data!

LEST WE FORGET, MRO IS TEAM SPORT

MRO is the highly complex commercial aviation aftermarket industry that is currently valued at US\$75B and is estimated to grow to over US\$110B within the next decade.

Given the significant numbers, the already-blurred lines of the traditional supplier-customer relationship between manufacturers, Tier 1 suppliers, aircraft operators and MRO suppliers will become further distorted.

The introduction of certain competition-related aircraft operational data services that limit the flow of non-proprietary technical and operational information could become counterproductive.

2018 was a record-breaking year for commercial aviation in terms of safety and reliability, with many carriers consistently achieving technical dispatch rates (TDR) in excess of 99.8%. This is the result of decades of cooperation and collaboration between OEMs, aircraft operators, regulators, and MRO suppliers. Further improvements can only be achieved if all stakeholders continue to share information, experience, and knowledge.

So, while corporate strategists devise schemes to monetise MRO data, a word of caution: we mustn't view one another as potential competitors.

As an industry, we must ensure that the lines of communication among stakeholders stay open, and the pursuit of safety and reliability remains our collective top priority.

A wise man once told me there is no "I" in MRO. Lest we forget, MRO is a team sport.

Contributed by:

Jonathan M. Berger
Managing Director
Alton Aviation Consultancy

For more information, please visit
www.altonaviation.com.

HEAR FROM OUR EXHIBITORS: HOW THESE MRO COMPANIES PUT AIRCRAFT DATA TO WORK



Our Aerobook3 (AB3) solution digitises traditional MRO paperwork to help us achieve greater efficiency and quality. Beyond that, it enables digital data across our global network of facilities to be gathered for analytics purposes so that we can improve the predictability of any aircraft maintenance event, thereby reducing turn time and cost, and raising quality. Such data analytics is currently being carried out in our engine business where engine operating parameters are analysed to help predict future events.

With the newer-generation of aircraft using fly-by-wire technology, the vast amount of data collected from all the aircraft we service as an independent MRO service provider can be analysed to enable better prediction of future events. When all the data sources - from pilot reports to maintenance logs - are linked meaningfully together, which may take some time to materialise, data analytics can help operators increase aircraft availability, improve turnaround times, and achieve fewer maintenance delays and cost savings.

Jeffrey Lam, Deputy President,
ST Engineering Aerospace



Honeywell believes the use of data and connectivity opens the door to better efficiency and safety. By leveraging the latest Industrial IoT capabilities, the data gathered in real-time through our integrated Connected Aircraft solution can be used to reduce delays caused by inclement weather, unexpected maintenance, and other common issues. This also improves flight safety, fuel efficiency, and aircraft reliability.

Connectivity and data analytics are the future of the aerospace industry. Aircraft operators are constantly looking for new ways to optimize operational efficiencies while lowering costs, and harnessing the power of data is the way to achieve their goals. We strongly believe that the Connected Aircraft will revolutionize modern-day flying through smart analytics, predictive maintenance and seamless connectivity.

Jia Zhijun, Senior Director,
Honeywell Connected Aircraft Solutions,
Asia Pacific

SINGAPORE AIRSHOW CHALET D58

We will be at Paris Airshow 2019!

Find out our latest initiatives for Singapore Airshow 2020 and talk to us on how you can maximise your participation at the event.

BE WITH US AT THE FOREFRONT OF THE LATEST INDUSTRY TRENDS

STRATEGIC HIGH LEVEL CONVERSATIONS



SINGAPORE AIRSHOW AVIATION LEADERSHIP SUMMIT

9 & 10 FEBRUARY 2020, PAN PACIFIC SINGAPORE **(SAVE THE DATES!)**

Singapore Airshow Aviation Leadership Summit (SAALS) 2018 marked the largest attendance ever, bringing together 328 high-level participants from across the aviation spectrum. Jointly organised by the Civil Aviation Authority of Singapore (CAAS), International Air Transport Association (IATA), Singapore Ministry of Transport (MOT) and Experia Events, SAALS returns in 2020 to engage industry leaders, government officials, regulators, civil aviation authorities, airlines and airport operators in key issues faced by the aviation sector.

Gain immediate recognition as an industry leader and make a lasting impression on the elite audience consisting of top-level government officials and industry decision-makers!

Contact us at sales@singaporeairshow.com to discuss your options to participate as a sponsor of this premier platform.

INSIGHTFUL BUSINESS FORUMS

THE NEXT ERA FOR COMMERCIAL AEROSPACE BUSINESS FORUM **(NEW!)**



The commercial aerospace industry has evolved over the years. With the maturing of this market, it is undoubtedly still poised for continued growth. How has the dynamics of industry players shifted over the years and what does the new business model look like now and in the future?

In partnership with AeroDynamic Advisory, The Next Era for Commercial Aerospace Business Forum will look at industry trends surrounding vertical integration, supplier relationships, the shift towards digital models and the next-gen business model.

Stay tuned for more updates on the forum agenda!

LINDBERGH INNOVATION FORUM **(NEW!)**



Introducing the inaugural Lindbergh Innovation Forum at Singapore Airshow 2020, a series of curated talks by leading-edge innovators in aviation.

Presented by the Lindbergh Foundation, a name that is synonymous with aviation transformation, the Lindbergh Innovation Forum is a global platform that promotes innovation in aviation. This forum will feature inspiring and provocative presentations by aviation trailblazers on leading edge concepts that are shaping the future of flight, and key breakthroughs that will dramatically change our conception of an aircraft. Be there to learn how these coming changes will affect us all.

NEXT GEN MRO BUSINESS FORUM



The MRO market remains an area that drives high interest within the industry, with record high OEM backlog and M&A activity in MRO providers and OEM supply chain.

Jointly organised with Alton Aviation Consultancy, this forum will gather MRO experts, key international aerospace buyers, government agencies and industry leaders to discuss about current trends and opportunities in the Asia Pacific region, and share their insights on the strategies to address challenges facing the industry.

This is one forum you can't afford to miss!

SHAPING THE FUTURE OF FLIGHT

WHAT'S NEXT @ SINGAPORE AIRSHOW



Returning in 2020, What's Next @ Singapore Airshow is a launch-pad for start-ups to showcase their revolutionary innovations and solutions to potential buyers, partners and corporates in the aerospace, aviation and defence sectors, bringing a spotlight to budding entrepreneurs amidst the industry giants.

SINGAPORE AIRSHOW AERO CAMPUS



The Singapore Airshow Aero Campus offers student groups from upper secondary and tertiary educational institutions an opportunity to immerse themselves in the exciting developments of the aerospace and aviation industry. Showcase your brand and plant a nurturing seed in the minds of the aspiring aviation professionals of tomorrow.

INTELLIGENCE PARTNERS

We are pleased to welcome Alton Aviation Consultancy and AeroDynamic Advisory as the Intelligence Partners for Singapore Airshow 2020!



AeroDynamic Advisory is an aerospace consulting firm specializing in strategy & growth, MRO, transaction support, customer satisfaction, and economic development. With decades of experience and work that is underpinned with proprietary IP and analytics, AeroDynamic Advisory is trusted by leading aviation and aerospace companies for their independent and objective perspective. It contributes to the collective market understanding through conference presentations, focused surveys, and white papers.

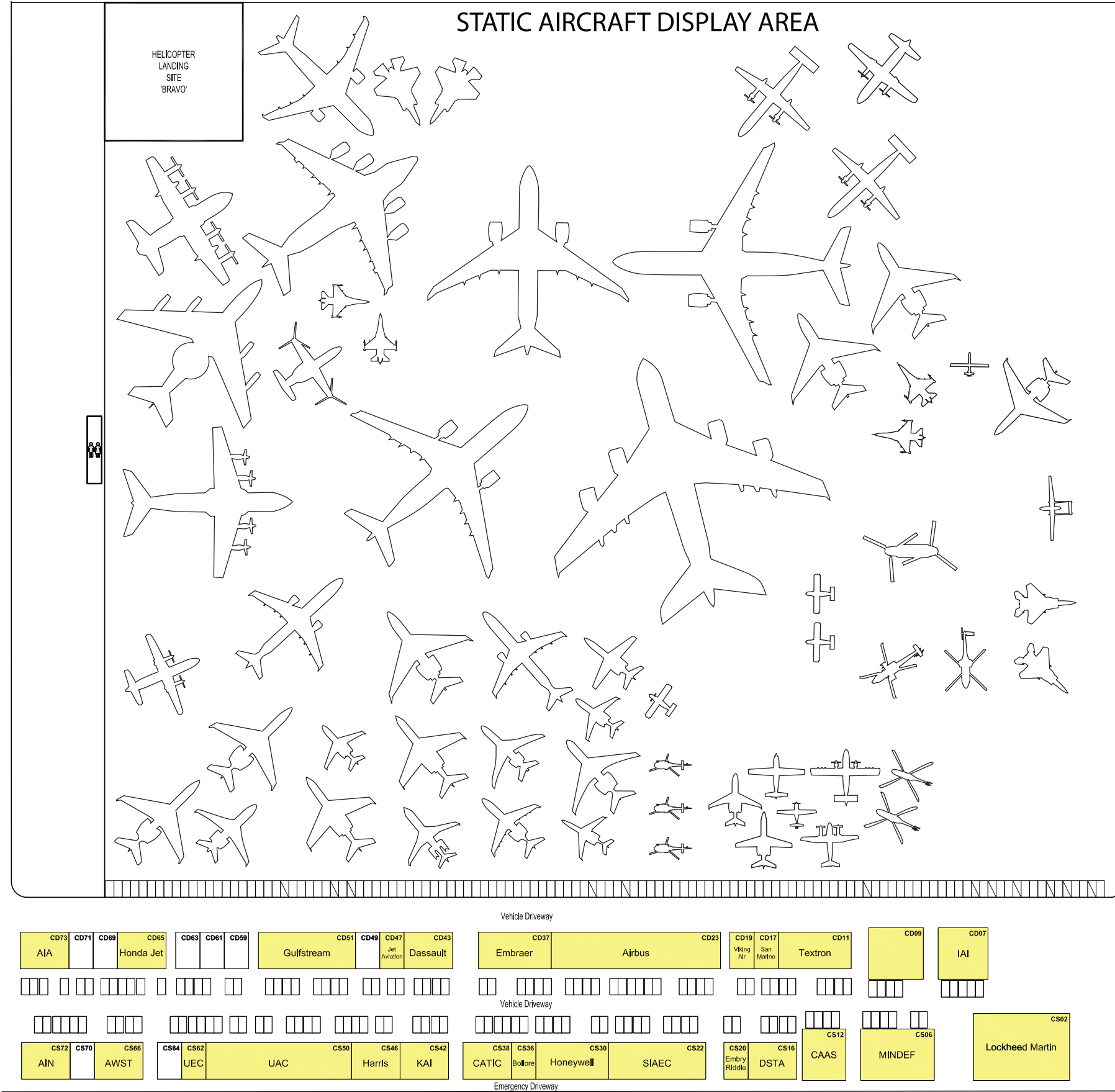


Alton Aviation Consultancy is a global advisory firm dedicated to serving the aviation and aerospace industries. Its engagements span the entire value chain to include commercial, financial and technical aspects; from strategy and business plan development to operational improvement and implementation support. Clients include airlines, OEMs, MRO and other service providers, lessors, lenders, and the broader financial and investment community.

EVENTS AT A GLANCE

	9 Feb SUN	10 Feb MON	11 Feb TUE	12 Feb WED	13 Feb THU	14 Feb FRI	15 Feb SAT	16 Feb SUN
			TRADE DAYS				PUBLIC DAYS	
MORNING	Media Conference		Ribbon Cutting Ceremony & VIP Tour of Exhibition (By Invitation Only)	Business Forums	Lindberg Innovation Forum			
AFTERNOON		Singapore Airshow Aviation Leadership Summit (SAALS) (By Invitation Only)	A*STAR Aerospace Technology Leadership Forum (By Invitation Only)	Flying Display	Flying Display	Education Day	Exhibition	Public Days
			Exhibition	Exhibition	Singapore Aerospace Technology & Engineering Conference (SATEC) (By Invitation Only)	Exhibition	Exhibition	
			Welcome Lunch (By Invitation Only)	Business Forums & What's Next Pitching Sessions	What's Next Pitching Sessions			
EVENING	Singapore Airshow Aviation Leadership Summit (SAALS) Opening Dinner (By Invitation Only)	Opening Ceremony & Welcome Reception (By Invitation Only)						

Information is correct as of May 2019, and is subject to change.
For updated information, please refer to www.singaporeairshow.com/trade nearer to the event.



★ BRAND NEW ★
ENTRANCE/EXIT

SECURE YOUR SPOT AT SINGAPORE AIRSHOW 2020



Exhibition Hall	
Raw Space (minimum 36sqm)	S\$ 1,550 per sqm
Standard Shell Scheme	S\$ 1,700 per sqm
Outdoor Exhibition Area	
Outdoor Space at SADA (minimum 36sqm)	S\$ 1,000 per sqm
Hospitality Chalets	
Single Storey (70sqm)	S\$ 95,000
Double Storey (140sqm)	S\$ 190,000
Aircraft Display (Static Aircraft Display Area)	
Up to 3 tonnes	S\$ 6,000
3.1 tonnes to 10 tonnes	S\$ 8,000
10.1 tonnes to 25 tonnes	S\$ 10,000
25.1 tonnes to 40 tonnes	S\$ 12,000
40.1 tonnes to 60 tonnes	S\$ 18,000
60.1 tonnes and above	S\$ 22,000
Registration Fee	
	S\$ 1,000

- Note:
1. The registration fee is inclusive of exhibitor badge and trade invitation entitlements, logo placement and listing in the Official Trade Directory and website.
 2. Only exhibitors and chalet holders have the exclusive opportunity to display their aircraft at the Static Aircraft Display Area.
 3. For display of UAVs and aircraft mock-ups, outdoor space rates shall apply.
 4. All prices are quoted in Singapore Dollars (S\$) and additional GST charges will be applicable for Singapore-based exhibitors.

ROTORCRAFT ASIA AND UNMANNED SYSTEMS ASIA 2019 WAS A RESOUNDING SUCCESS!

The second edition of Rotorcraft Asia and Unmanned Systems Asia received exceptional response, garnering participation from the breadth of leading industry companies and experts, regulators and top executives from the rotorcraft and unmanned systems industries.

Over 3,500 trade attendees from 62 countries visited the three-day event to explore the latest innovations, forge strategic partnerships and engage in high-quality discussions at the Rotorcraft Asia Conference and Unmanned Systems Asia Conference.



**UNMANNED
SYSTEMS ASIA 2019**

**ROTORCRAFT
ASIA 2019**

OF WORLD-CLASS KEYNOTES AND THOUGHT LEADERSHIP

Held in conjunction with the 7th World Civil Aviation Chief Executives Forum (WCACEF) and welcomed aviation leaders – Director Generals and senior-level civil aviation authorities, from across the globe.



Keynote address by Mr Henrik Hololei, Director-General for Mobility and Transport, European Commission, at the Unmanned Systems Asia Conference



Regulating an Evolving UAS Environment by Civil Aviation Authority of Singapore (CAAS), European Union Aviation Safety Agency (EASA), and Federal Aviation Administration (FAA)

FUELING THE NEXT GROWTH AREAS

Underscoring its positioning as the key strategic platform to culminate the region's immense potential in the future of vertical lift, Rotorcraft Asia and Unmanned Systems Asia 2019 debuted the Urban Mobility Showcase and What's Next Start-Up Showcase.



Urban Mobility Showcase, Asia Pacific's first platform dedicated to showcasing cutting edge eVTOL developments and innovations



What's Next pitching session, a platform for start-ups to share their business ideas and offerings to investors, accelerators and corporate partners

2019 STATISTICS

1 CLOSE TO
**100 EXHIBITING
COMPANIES**
FROM SOME 23
COUNTRIES

2 MORE THAN 3500
TRADE ATTENDEES
FROM 62 COUNTRIES,
OF WHICH 27%
ARE FROM OVERSEAS

3 SOME
**370 MEETINGS
FACILITATED**
BY THE ONLINE BUSINESS
MATCHING PLATFORM

4 CLOSE TO
**40 MEDIA
REPRESENTATIVES**
FROM 24 MEDIA OUTLETS,
OF WHICH MORE THAN
60% ARE INTERNATIONAL

MARK YOUR CALENDAR!
WE'LL BE BACK ON 30 MARCH – 1 APRIL 2021

PUT YOUR BRAND IN FRONT OF AVIATION'S FINEST



SINGAPORE AIRSHOW WEBSITE

Go digital and reach out to an international audience! Pick your desired online advertising spot on one of our most popular advertising platforms and enjoy constant brand visibility across various sectors of the aviation industry all year round.



GIANT LED SCREENS

Monopolise all attention when you place your commercials on our giant LED screens as visitors check the screens for daily show updates and highlights. Be it within the exhibition hall or outdoor, your brand is guaranteed to be seen or heard by all of our visitors.

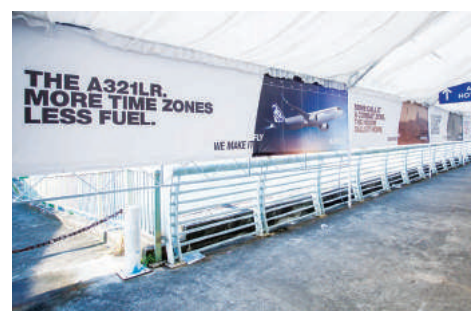


FLYING CONTROL TOWER

Maximise your brand presence when you sponsor the highest point on-site. The flying control tower is visible from anywhere on the show ground making it the most prominent and effective space to build your brand visibility at the event.

BILLBOARDS AND REGISTRATION GATEWAY

Impress upon the visitors at the first touchpoints of the event! You can expect maximum visibility from branding at the billboards along Aviation Park Road and on the pedestrian bridge, the only route leading to the exhibition hall.



SPECIAL SPONSORSHIP PACKAGES

Entitlements / Tier Levels	Gold (Valued at S\$ 55,000)	SILVER (Valued at S\$ 26,000)	BRONZE (Valued at S\$ 18,000)
Full Page Full Colour, Run-of-Page Advertisement in the Official Trade Directory	✓		
A-signboard at the Static Aircraft Display Area	✓	✓	
Rotating Leaderboard Digital Banner (Show Website – Homepage)	✓		
Rotating Vertical Digital Banner (Show Website – Exhibitor Listing)	✓	✓	
Rotating Box Digital Banner (Show Website – Other pages)	✓		✓
Logo Feature on Sponsors' Acknowledgement Board and Show Website	✓	✓	✓
Logo Feature in the Exhibitors Club	✓		
Logo Feature in the VIP Club	✓	✓	✓
Special Package Price	S\$ 20,000	S\$ 10,000	S\$ 5,000

CONTACT OUR SALES TEAM TODAY!
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