AIR BORNES

SINGAPORE A I R S H O W2020 11-16 Feb

ISSUE 3 / NOV 2019



Trade Visitor Registration – Now Open!

Leverage on our Early Bird Promotion when you register as a trade visitor by 30 November 2019! Registered visitors can also stand to win attractive prizes including a two-night hotel stay in our Pre-Registration Lucky Draw when you register by 31 January 2020!

Secure your trade visitor pass today at www.singaporeairshow.com/register!

IN THIS ISSUE

FOREWORD	1
INDUSTRY UPDATES	2
EXHIBITOR SPOTLIGHT	3
SHOW UPDATES	4 - 5
SITE MAP & FLOOR PLAN	6
NEW INITIATIVES	10
BRAND WITH US	11

Mr Leck Chet Lam Managing Director Experia Events



HIGH HOPES AS SINGAPORE AIRSHOW 2020 LIFTS OFF

Globalisation has swept across the world, allowing people and businesses to be connected through technology, no matter how remotely. It has allowed families to be reunited across borders and promotes global commerce between countries with vastly different cultures, economies and time zones.

Riding on the wingtips of Asia

As we approach the 7th edition of Singapore Airshow, I have been heartened by the unanimously promising outlook of aviation in Asia. In this fastest growth region, the rising demand for air travel is estimated to result in a demand for 17,000 new airplane deliveries (40% of global new deliveries) and services valued at USD \$3.4 trillion over the next 20 years.

This cements Singapore Airshow's continued importance as the gateway to Asia markets, where we have facilitated the participation of many enthusiastic VIP delegations and key industry players over the years in using the platform of Singapore Airshow to network and create partnerships in Asia's aviation and defence ecosystem.

Trailblazing the technological sensations of tomorrow

At Singapore Airshow 2020, technology and innovation take centre stage. Key industry players are looking ahead to embrace technology disruptors, showcasing a range of electric, hybrid, unmanned and artificial intelligence technologies.

Business Forums will tackle Next Generation MRO in a digital world and the effects of new OEM business models on suppliers and manufacturers, while What's Next@ Singapore Airshow, now in its second

iteration, is the platform for startups to take their businesses to the next level, connecting them with their potential customers and product end-users.

Developing the talent pipeline

Singapore Airshow 2020 seeks to support the next generation of aviation talent. With our Aero Campus and the inaugural Astronaut Al Worden Endeavour Space Camp Challenge 2020, we hope that more will come to know the astronomical potential of the aerospace industry, be inspired by pioneers such as Alfred Worden to take up interests in science, technology, engineering and mathematics (STEM), and bring to life the future of flight.

Driving sustainability

Everywhere across the world, climate change is a grave reality that confronts everyone. Industries, including aviation, are mindful of the environmental impact of their businesses. At Singapore Airshow 2020, exhibitors are heading the charge on incorporating environmentally friendly technologies into their products and services, whether through the use of electric or hybrid engines, or through streamlining their manufacturing processes to reduce the resource input required.

We are thrilled to share that Singapore Airshow 2020 will be held under a fully solar-paneled roof, for the first time in the Singapore Airshow's history. We are especially proud to do our part to reduce the carbon footprint, and we look forward to your partnership to combat climate change at this upcoming, and future editions of Singapore Airshow.

Asia is ready to soar, and we can't wait to meet you at Singapore Airshow 2020!

Asia's Phenomenal Growth Story - How Will It Continue?



Asia's aerospace market has had a phenomenal growth story. Over the past two decades, Asia's Air Transport fleet has nearly quadrupled, from 2,600 aircraft to almost 10,000 aircraft. With 30 percent of the aircraft fleet, Asia has surpassed North America and Europe as the world's largest aviation region. Over the future decade, 40% of aircraft deliveries are expected to go to Asia.

AeroDynamic Advisory's 2018 sizing of the global aerospace industry saw Asia representing 16 percent of aerospace activity, showing that the rise in aviation has been followed by growth in aerospace activity.

Key Drive to Asia's Growth

Most of the growth has been in MRO. Singapore has become a key global hub for MRO, distribution and customer support. The spinoff of Singapore Airlines Engineering company (SIAEC) in the 1990s, its subsequent 20+ joint ventures with OEMs who needed to establish regional service

centers, is a key part in this, as is the rise of ST Aerospace.

Similarly, China has developed a vibrant MRO sector. The subsidiaries of its major airlines have become leading global aircraft MRO providers, and numerous OEMs have invested locally to better serve the region, resulting in some world-class MRO facilities. China's drive for self-sufficiency will continue to broaden and deepen the in-country MRO facilities. Other players are also emerging as MRO cluster candidates to keep up with the demand growth.

Evolving Growth Strategies

Within manufacturing, many investments went to Asia as the supply chain globalized in the 2000s - Japanese suppliers got significant roles on the 787, and dozens of aircraft/engine/component OEMs established their manufacturing presence and final assembly lines in the region.

Asia has and will continue to grow its role in the aerospace supply chain, as there is a drive among OEMs to improve productivity, remain close to the region's customers, and access talent on a global basis. However, the past decade has brought changes in OEM supply chain strategies that will create challenges for the region's stakeholders.

- Low cost labor is becoming less important as a focus shift from technology innovation to process innovation is resulting in lower labor content.
- Regional supply chains are developing, as prime OEMs have greater preference for component manufacturing coming closer to their production line.



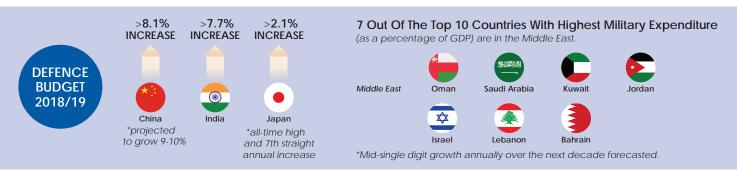
- Geopolitics is playing a greater role thanks to increasing tariffs and a stronger focus on IP protection.
- OEMs are pursuing selective vertical integration and increasingly seek to control the design and intellectual property of a system, while outsourcing component production.

Given these trends, Asian stakeholders may need to refine their aerospace manufacturing growth strategies. Asia as a region has a palette of strengths to build on, including an increasingly developed industrial sector, superb infrastructure, a growing educated workforce, and worldclass position in selected technologies (artificial intelligence, etc). It will also be the largest market for commercial aerospace for the foreseeable future. Ultimately, well-coordinated national strategies such as the ones that drew investments in the first place, may be the key to attracting more aerospace activity in the future.

Contributed by:

Jonas Murby Principal, AeroDynamic Advisory

AEROSPACE & DEFENCE MARKET OUTLOOK



Record Participation From Japan!



Fukuoka Aircraft Industry Network is the manufacturing companies cluster based in Fukuoka Prefecture of Japan. We perform various kinds of processes such as machining/sheet metal processing and surface modification treatment, thermal treatment so on. We have successfully introduced in Robotics and Auto Mobile Industry, supplying to Yaskawa Electric Corp. and Toyota, Nissan. We engage in improving of technics and organizing for management system with local government institutions. So, we offer assured quality and reliability, sophisticated technical processing to you.



There are a number of aerospace companies in Mie Prefecture, Japan. Chubu region including Mie Prefecture is also designated as "Special Zone to Create Asia No.1 Aerospace Industrial Cluster". Mie Prefectural Government is delighted to have showcases of two excellent aerospace companies who have the experience, innovative technology and capacity to deliver what you need: KITAOKA Industrial, Inc. and SINFONIA TECHNOLOGY., LTD.

Come and meet us at our booth.

HIOKI

Hioki E.E. Corporation develops and manufactures electrical measurement instruments that are made in Japan. Many customers who work in aerospace already use our products. In this exhibition, we will display not only our products that are already being used such as RESISTACE METERS but also the POWER ANALIZERS and CURRENT SENSORS. These all have excellent specs for power electronics measurement. In addition, we will display data acquisition equipment for inverter measuring in anticipation of electric airplane.



AC Ishikawa is the Aircraft Industry Cluster in Ishikawa Prefecture of Japan. We provide aircraft components like Aircraft Fuselage Parts, Engine Parts (AGB, Case), Equipment Parts (Landing Gear Parts, Hydraulic Actuator, Gear), Interior Parts (Lavatory Parts).

Our Nadcap scope includes Materials Testing, Heat Treating, Non-destructive Testing (Penetrant Testing, Magnetic Particle Testing), Surface Enhancement (Shot Peening), Chemical Processing (Chromium Plating, Passivation, Anodize and Hard Anodize, Nital Etch, Painting), Conventional Machining as a Special Process (Grinding of Coatings).



MISASHI Co.,Ltd.

Misashi Co., Ltd was established in 1938 manufacturing parts for various industrial machines.

Not content with successfully providing high quality parts, we also continue extending our business across industrial sectors worldwide in order to meet their constantly changing needs. In 1985, we started manufacturing aircraft jet engine parts.

Our focus on manufacturing jet engine parts to meet the increasing demand from the aerospace industry has been particularly successful, and it has become the core part of our operation.



SUSANOO corporate group is the cluster of Shimane prefecture for aiming for the aircraft business.

Our cluster consists of seven companies - One is the material testing company; the others are manufacturing companies.

We have about 600 machining equipment and machining methods that can support several size variations of products (from milli-size-small parts to meter-size large parts.)

We have a rich history of machining and highlevel technical skill in difficult -to- cut materials that are Nickel-alloy, titanium alloy etc.



Kitaoka Industrial Inc is the manufacturer for Monocrystalline Diamond Tools.

Established in 1964, Kitaoka Industrial Inc has devoted themselves to research and develop the advanced applications of monocrystalline diamond in various industrial fields especially hard machining materials and offered wireless tools and parts. Monocrystalline diamond tools such as Centre Drills, End Mills, 3D Gauge Head, Scribe Wheels, Nozzles and etc. To find a new application of diamond tools for hard machining materials.



Industry Network Co., Ltd. brings innovative technology to the whole world. We promise to revitalize industry through manufacturing and ICT. Japanese Technology, more particularly precision technology in the Shinshu Suwa area is one of the best in the world.

With this technology we fulfil our mission in society, industry, universities, research institutes and advanced development research.

Our main products are Multirotor Engine Drones, Talsitter VTOL UAV Drones, Al Robots, Agriculture and Forestry Robots and Climbing Robots



NICKEL ALLOYS & MORE

Osaka Stainless is Japan's No.1 Stockist and supplier for Nickel Alloys and leading supplier for Special Stainless Steel in Round and Hexagonal Bars.

We stock 15 Nickel Alloy Grades and 27 Stainless Steel Grades in Round Bar from φ1mm up to 350mm.

By utilizing our strength of "No MOQ", "Reliable Traceability", "Prompt Response" and "Quick Delivery", we export to more than 30 countries worldwide.





SINFONIA TECHNOLOGY CO., LTD. founded in 1917, offers a wide range of aerospace products. In the aerospace industry, all electronic components are required to have ultra-high quality, reliability, and stability. SINFONIA meets these demands with rich experiences, proven technologies and passion.



Gain Strategic Insights From The Thought Leaders In The Aviation Industry

Strategic High Level Conversations

SINGAPORE AIRSHOW AVIATION LEADERSHIP SUMMIT 2020 (SAALS) (BY INVITATION ONLY)

9 & 10 FEBRUARY 2020 (SUN & MON), PAN PACIFIC SINGAPORE

While the growth of aviation has created economic and social benefits, the future of aviation will be confronted with several challenges, such as ensuring the safe passage of an increasing number of aircraft in the skies, mitigating the impact of air transport on the environment and surrounding communities, and sustaining profitable growth.

Themed 'Enhancing Aviation's Value for Tomorrow', SAALS 2020 will focus on addressing the aviation community's need to enhance the value of aviation so as to create the conditions for a sustainable future growth.

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



Insightful Business Forums



NEXT GENERATION MRO IN A DIGITAL WORLD

12 FEBRUARY 2020, 10.30AM - 12.30PM

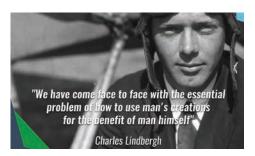
Will the impending prevalence of next-generation aircraft drive a wave of new aviation technology in the MRO industry? There is much hype on the leveraging of terabytes of valuable data produced by e-enabled aircraft to improve operational performance and customer experience. There is also much promise in using big data analytics, blockchain technology, AI and robotics to support predictive maintenance. However, their application is never straightforward. Our experts will cut through the hype and weigh in on the real-world potential and challenges to integrating these emerging technologies in the MRO industry.



CHANGING THE GAME FOR MANUFACTURING (NEW!)

12 FEBRUARY 2020, 2PM - 4PM

Aircraft manufacturers are ambitiously evolving their business models to gain a greater share of the industry's profit pool. As they pursue new approaches to design, manufacturing, supply chain and services, OEMs are significantly changing the landscape for manufacturing across the globe. What does this mean for suppliers in Asia? What are the challenges and opportunities? How does one differentiate in this new context? How can countries attract investments to be part of the vertical integration pursued by OEMs?



LINDBERGH INNOVATION FORUM (NEW!)

13 FEBRUARY 2020, 10.30AM - 12.30PM

Lindbergh Innovation Forum debuts at the Singapore Airshow 2020 to propel technology development in Asia's aviation industry. Organised in partnership with the Lindbergh Foundation, a name that is synonymous with the transformation of flight, this global platform will feature inspiring and provocative presentations by leading edge innovators. Expect to learn about leading edge concepts that will dramatically change the future of flight, and key breakthroughs that will dramatically change of conception of an aircraft. Be there to learn how these changes will affect us all!

SECURE A SEAT AT THE BUSINESS FORUMS TODAY!

\$\$75 per person, per forum (Exhibitor Concession Rate) \$\$100 per person, per forum (Standard Rate)

WHAT'S NEXT START UP SHOWCASE



What's Next @ Singapore Airshow 2020 is a launch-pad for aspiring entrepreneurs to showcase their revolutionary innovations and solutions to potential buyers, partners and corporates in the aerospace, aviation and defence sectors. Faced with shifting priorities and a looming digital revolution, the aerospace and defence industries must evolve quickly to keep up with next-generation technologies. To meet their need for speedy innovations, industry leaders are turning to start-ups which are more agile in adopting new technologies for solutions to tackle key industry challenges.

Start-ups that are shaping up the future of aerospace and defence with products or solutions on artificial intelligence, blockchain, autonomous systems, cybersecurity, big data and additive manufacturing should seize the chance to showcase and pitch their innovations to our panel of industry leaders and corporate customers.

To register or for more information, please contact us at sales2020@singaporeairshow.com.

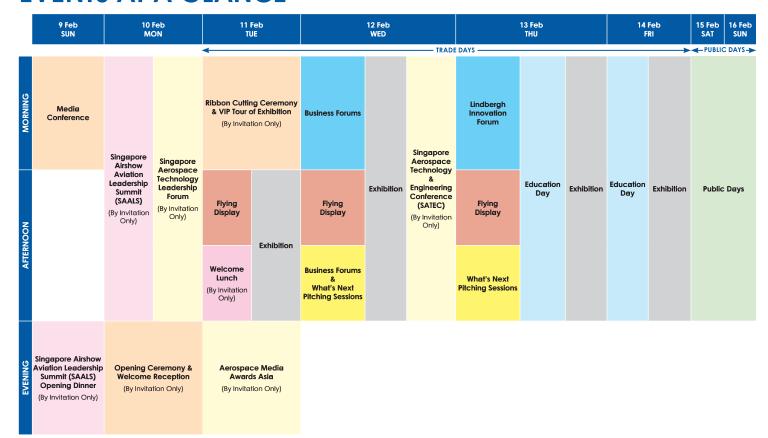
ASTRONAUT AL WORDEN ENDEAVOUR SPACE CAMP CHALLENGE 2020



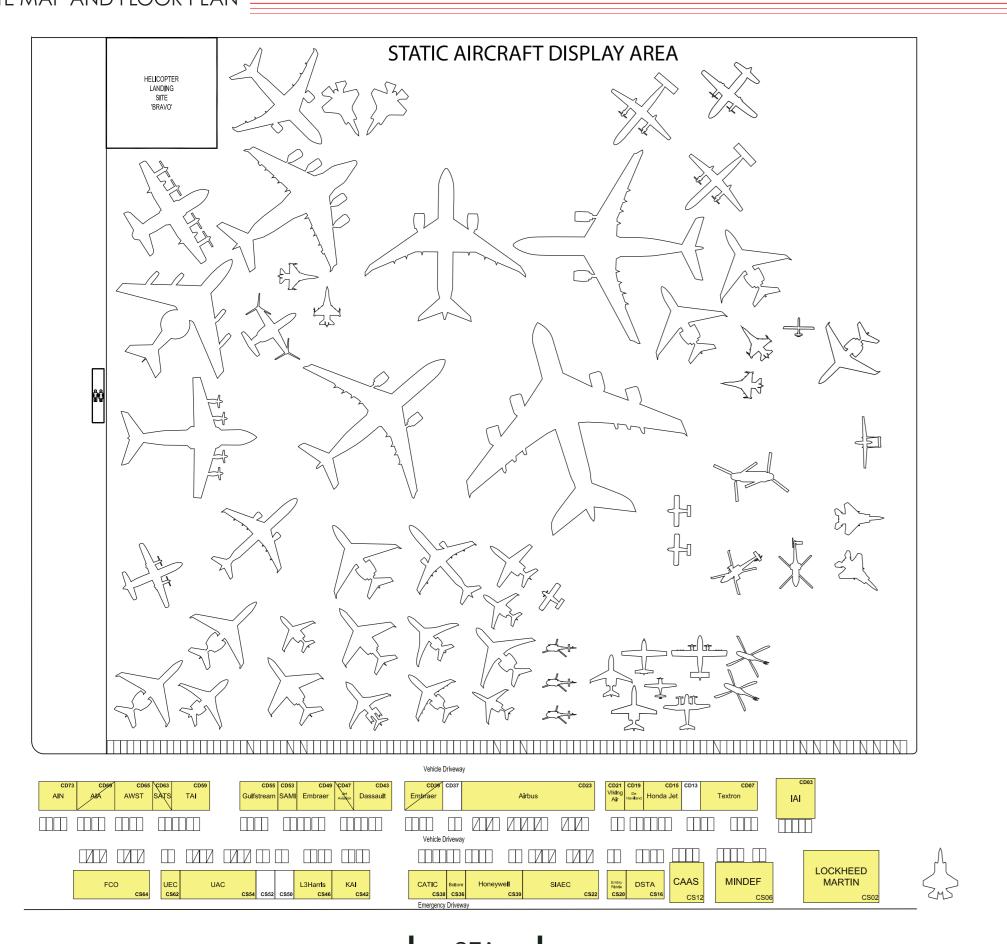
Inspired by the 50th anniversary of NASA's Apollo programme, Singapore Airshow is proud to launch the Astronaut Al Worden Endeavour Space Camp Challenge 2020 in association with USA Pavilion Partner, Kallman Worldwide. The Challenge, open to students aged 15 – 18, aims to foster greater international understanding and cooperation, and inspire the next generation of innovators, explorers, and leaders in the global aerospace community. The winning team, to be announced at Singapore Airshow 2020, will be sent on a fully sponsored week-long camp to America's premier space education centre, Space Camp, in Huntsville, Alabama for a unique educational experience.

Stay tuned for more updates!

EVENTS AT A GLANCE



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





- 1. Floor plan updated as of 9 October 2019.
- Information on this floor plan is correct at the time of print and subject to change without prior notice.
 Exhibition and chalet floor plan is for illustration purposes only. (NOT TO SCALE)
 Aircraft layout is for illustration purposes only. (NOT TO SCALE)

SECURE YOUR SPOT AT SINGAPORE AIRSHOW 2020



S\$ 1,550 per sqm
\$\$ 1,700 per sqm
S\$ 1,000 per sqm
\$\$ 95,000
S\$ 190,000
\$\$ 6,000
\$\$ 8,000
S\$ 10,000
S\$ 12,000
S\$ 18,000
S\$ 22,000
S\$ 1,000

- 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.



Set Your Sights On Our New Initiatives



IMMERSE YOURSELF IN THE SINGAPORE EXPERIENCE

Tantalise your senses with the Uniquely Singapore flavour at this brand new outdoor zone located near the Static Aircraft Display Area! The zone will feature a series of local brands offering local cuisine, home-grown designed or made products as well as Singapore themed installations and attractions at the upcoming airshow.

For more information, please contact Ms Theresa Gan at theresagan@experiaevents.com.



DOING OUR PART TO REDUCE CARBON FOOTPRINT

As part of our efforts to work towards a sustainable future, Singapore Airshow will be held under a fully solar panelled roof for the first time since its inception!



AEROSPACE MEDIA AWARDS ASIA 2020

In conjunction with Singapore Airshow 2020, the Aerospace Media Awards - Asia will be presented in Singapore on the evening of 11 February 2020 to celebrate excellence in aerospace journalism and publishing in Asia.

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

Experience A Whole Lot More With Your Singapore **Airshow Badge!**

AIRSHOW PRIVILEGES

Our Singapore Airshow 2020 attendees are in for a treat! Enjoy exclusive deals and rewards on dining, shopping, hotel stays, local attractions and many more for the month of February 2020. Simply present your trade pass at participating partners or quote a special promotion code for online purchases to tap on our full suite of privileges.





Entertainment

& Hotels

Sign up to participate in Asia's largest aerospace and defence event today. For more information, contact us at sales2020@singaporeairshow.com

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Connects globally in 100+ countries

Battery lasts up to 15 hours

Connects up to 5 mobile devices

HERE'S HOW TO GET YOURS:

- 1. Download the 'YogoFi' mobile app to place your order
- 2. Use the respective promo codes:
 - For 1 Day Passes (SGD \$8): AIRSHOW1
 - For 14 Day Passes (SGD \$69): AIRSHOW14
 - For 90 Day Passes (SGD \$139): AIRSHOW90

3. Pick Up Options:

- Within Singapore: Free delivery to hotel OR collect from the Yogofi Counter at the show
- Outside of Singapore: International Delivery to your home or office (additional charges apply)

4. Convenient Return Options:

- Return to the Yogofi Counter at the show OR
- Drop it off before your flight in the SingPost Mailbox at Changi Airport

Terms & Conditions apply.

Find out more at Yogofi.com/SingaporeAirshow2020

Propel Your Brand Forward With Us



SINGAPORE AIRSHOW WEBSITE

Place a digital advertisement on our website and capture the eyes of thousands as they browse through our website daily. Pick your desired digital advertising spot and enjoy constant brand visibility across various sectors of the aviation industry all year round!

BANNERS & BILLBOARDS

Maximise your brand visibility and be one of the few brands to reach and impress our elite audience as they make their way around the show! Available in a variety of sizes at various strategic locations to suit your needs, our on-site billboards and banners are sure to capture the attention of our elite audience.



GIANT LED SCREENS

Monopolise all attention when you place your commercials on our giant LED screens that are scattered across the venue 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.



SPECIAL SPONSORSHIP PACKAGES

Entitlements / Tier Levels	Gold (Valued at \$\$ 55,000)	SILVER (Valued at \$\$ 26,000)	BRONZE (Valued at \$\$ 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!
SALES2020@SINGAPOREAIRSHOW.COM



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