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Bigger and Better Singapore Airshow 2010 delivers 360° of Opportunities!

- *25% increase in the number of country pavilions at next year's show*

15 December 2009 - As preparation gathers speed in the run-up to showtime, Singapore Airshow - Asia's largest and one of the world's top three aerospace and defence exhibitions, is set to scale new heights. Recognised as "Asia's Biggest for Aviation's Finest", Singapore Airshow will see the participation of more than 800 exhibiting companies from over 40 countries.

Notably, 62 of the top 100 global aerospace companies, such as Boeing, EADS, Honeywell, Lockheed Martin, Northrop Grumman and Rolls-Royce will be taking part in next year's show even as more top global aerospace companies come on board such as Mitsubishi Aircraft, developer of the Mitsubishi Regional Jet, together with Liebherr-Aerospace and B/E Aerospace, make their debut at Singapore Airshow 2010.

And reflecting the strong confidence that exhibitors have in the event, more than 85% of the 2008 exhibitors are returning for the 2010 event, many of whom are also coming back in a bigger way.

With Switzerland, New Zealand, Russia and Romania confirming their inaugural presence, the number of country pavilions now stands at 20 - a significant 25% increase compared to 2008. The Singapore Pavilion at next year's show will also see a significant jump in size - with an additional 50% increase in exhibition space. With Singapore Airshow viewed as the event of choice with a proven ROI to exhibitors, and coupled with the support from International Enterprise Singapore (IE Singapore) and SPRING Singapore, local small and medium precision engineering firms in the aviation industry will be making a strong presence in the Singapore Pavilion.

With the region viewed as the "hot spot" for growth in aerospace, Singapore Airshow will continue to play a strategic role in acting as an effective springboard to Asia-Pacific markets.

Mr. Jimmy Lau, Managing Director of Singapore Airshow & Events (SAe) said, "Singapore Airshow is all about our promise to deliver opportunities to our exhibitors, trade visitors, partners and foreign dignitaries. Despite the unprecedented global economic downturn, Singapore Airshow has proven to be one of the most anticipated international aviation shows and is a must-attend event in the industry's global calendar. The upcoming Singapore Airshow 2010 is aimed at enhancing the experience and maximising the value that our participants will get from being at the show. New initiatives like the inaugural Business Forums and the Green Pavilion - where green-minded exhibitors will be showcasing their green initiatives - will be introduced and even more co-located events will be held during show days to further engage our participants."

The Singapore Airshow Aviation Leadership Summit (SAALS) 2010, a collaborative effort of the Civil Aviation Authority of Singapore (CAAS), International Air Transport Association (IATA), Ministry of Transport (MOT) and Singapore Airshow & Events (SAe), is the only event of its kind in the industry that brings together high level participants from regulators, private sector, the government and airline operators. Highlighting the critical challenges faced by the aerospace industry, next year's SAALS will carry the theme "*Battling the Crisis, Shaping the Future*", reflecting the conference's focus on pertinent

issues created by the global economic slowdown ranging from environment, liberalisation and security challenges to salient, strategic trends facing the region.

In addition, next year's Asia Pacific Security Conference (APSEC) 2010 will present excellent opportunities for defence officials, military personnel and aviation industry leaders to exchange views and address concerns relating to '*The Evolution of Military Power in the 21st Century*'. Featuring panel discussions on Asia-Pacific Military Transformation and The Future of Airpower, it will examine the strategic dilemma faced by military organisations in the Asia-Pacific region: Modernisation and transformation amid security issues such as pandemics, 'new' terrorism and environmental disasters. APSEC 2010 is co-organised by the S Rajaratnam School of International Studies (RSIS) and SAe.

Held in conjunction with the Singapore Airshow 2010 is a new conference – "New Challenges in Aerospace Technology & Maintenance Conference (NCATMC)". This conference, jointly organised by the Singapore Institute of Aerospace Engineers (SIAE) and the Republic of Singapore Air Force (RSAF), aims to cultivate the sharing of knowledge and expertise by professionals within the aerospace community.

One of the key highlights at next year's airshow is also the launch of the Hosted Buyer Programme organised by Singapore Airshow, in collaboration with International Enterprise Singapore (IE Singapore) and the Association of Aerospace Industries Singapore (AAIS). The programme aims to bring together key procurement decision makers from global airlines, airports, MRO companies and OEMs/ODMs, seeking to fulfill their buying needs, with leading manufacturers and suppliers.

In addition, exhibitors can also look forward to the first-ever Business Forums at next year's event where top aerospace buyers, high-level executives from government agencies and industry leaders share valuable insights and strategic guidance on how to tap business opportunities in the key markets of China, India and the Middle East.

"With the economy showing signs of a recovery, the long-term outlook for the global air travel market looks set to recover. We are optimistic that the recovery will see a more sustained growth by the first quarter of 2010 when the Airshow is staged and we are well-poised to leverage on these opportunities when the upturn takes off," said Mr. Lau.

For more information on Singapore Airshow 2010, please visit www.singaporeairshow.com.sg

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About Singapore Airshow

The Singapore Airshow is one of the top three aviation events in the world, as well as the biggest aerospace and defence exhibition in Asia. First held in 2008, the Singapore Airshow is an international biennial event which serves as a global marketplace and networking powerhouse for the world 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). Singapore Airshow is organised and managed by Singapore Airshow & Events Pte Ltd (SAe).

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