

AAD 2008 EXHIBITOR INFORMATION SESSION

The first of two planned Africa Aerospace and Defence(AAD)2008 exhibitor information sessions was held at the Air Force Base Waterkloof on 10th October. The purpose of this information session was to inform exhibitors on the current status regarding the planning for AAD 2008.



The South African Aerospace Maritime & Defence Industries Association (AMD), together with its partners the Commercial Aviation Association of Southern

Africa (CAASA), Armscor and the Department of Defence (DOD), is privileged to be the lead partner for AAD 2008 and is committed to ensure that this exhibition will be a resounding success.

Being one of a kind, AAD is fully supported by the SA Government and in particular the DOD, the Department of Trade and Industry (DTI) as well as the Department of Transport (DoT). AAD provides the opportunity for industry to showcase its products and services in the commercial and general aviation, aerospace, landward and maritime environments.

One of the major changes from previous exhibitions has been the decision by the AAD partners not to again appoint an independent show organizer. Instead it has been decided to strengthen the AAD organizers office and take in-house responsibility for sales, marketing and general organization of the exhibition. A number of independent contractors have already been appointed as service providers.

A special effort is being made to accommodate SMME's and to this effect, negotiations with the DTI are on track to assist SMME's with their AAD participation.

Information regarding the various service providers, the proposed exhibition layout, chalet line and details relating to exhibitor contracts were conveyed to exhibitors. In addition, the exhibitors were also briefed on the marketing initiatives and media communications strategies.

A similar exhibitors briefing is planned for sometime during July 2008 when details regarding participating companies/groups, trade visitors, delegations as well as the exhibition program will be communicated.