

AAD 2008 PROMOTED AT LEADING INTERNATIONAL DEFENCE EXHIBITION



At the recent launch of the South African Defence Industries Directory (SADID) at the Defence Services and Equipment (DSEi) exhibition in London on 11 September, the AAD show director utilized the opportunity to further promote AAD 2008 which will take place from 17-21 September 2008 at the Air Force Base Ysterplaatt, in Cape Town.

Addressing an audience comprising of members of the international defence media, captains of industry, representatives of the DOD and the dti, as well as of the Office of the High Commission in London, Simphiwe Hamilton (Show Director of AAD) referred to the reputable status which the SA defence technologies, products and equipment enjoy in the international marketplace.



Over the past few years the South African defence-related industry has risen to the challenges of not only developing such indigenous technologies but has also joined hands with major international players exhibiting their products with their international business partners at DSEi 2007.



Maintenance and refurbishment of aircraft and ground support equipment is of world class standards and more and more local as well as international general aviation companies and operators are satisfying their needs to have their aircraft serviced and maintained by South African companies. AAD 2008 is a continuation of the very successful AAD series and is set to become an even bigger success.

The planning is gaining momentum and a number of service provider contracts have already been allocated. Exhibitors at exhibitions of this nature are normally inundated with promotional and advertising requests from various media sources.

Apart from the AAD Newsletters which are produced in-house, the other official AAD publication which will be endorsed by the AAD organizers, is the AAD 2008 Show Catalogue. The Show Catalogue will be produced by AFS Studio (Pty) Ltd. And exhibitors are requested to contact Mark Mansfield at shocat@aadexpo.co.za for more information regarding the submission of their company/product profiles and for obtaining information regarding advertising options and other promotional opportunities.



A dedicated AAD organizer team is planning this event and interested parties are invited to contact them for information.

The organizers of AAD had the opportunity to interact with a large number of potential exhibitors at DSEi and the many meetings and interviews with interested parties will serve to enhance the stature of AAD as a world class general aviation and defence-related exhibition.