

LIMA 2007

INTERNATIONAL AEROSPACE AND AVIATION CONFERENCE

FLYING TO GREATER HEIGHTS
PARTNERING FOR A NEW ERA

3RD AND 4TH DECEMBER 2007
LANGKAWI | MALAYSIA

Jointly organised by



in conjunction with



The world of aerospace has become an intricate matrix of transnational partnerships with supply chains that stretch around the planet in search of low costs, high quality and speed. The leaders of this global enterprise join together in search of ways to align these disparate elements into an efficient, well-oiled, global operation. The burgeoning markets of the Asia-Pacific offer outstanding and unprecedented opportunities and with the economies of this region are growing at a dramatic rate, demand for commercial and defense-related aviation as well as aerospace technology has never been greater.

Malaysia as the host nation (Langkawi island is in the north-eastern part of Malaysia) is also a stable and strategically positioned platform from which to launch a major marketing or promotional push into the Southeast Asian region and the Asia-Pacific.

Lima 2007 International Aerospace and Aviation Conference is designed to stimulate new ideas and set an agenda for global industry leadership and growth.

This event will establish a venue for idea-exchange and learning among global technology, business and operations leaders. The emphasis is on two key elements for success in today's increasingly global marketplace:

- ♦ Establishing workable international alliances that operate efficiently and effectively
- ♦ Managing an increasingly complex supply chains that cross numerous country borders, cultures and industrial networks.

It will appeal to a wide range of aerospace management at all levels of the supply chain in every industry sector - commercial - military space.

- ♦ Chief Executives
- ♦ General Managers
- ♦ Engineering/Program Executives
- ♦ Supply Chain Leaders
- ♦ Manufacturing Manager
- ♦ Operations Directors
- ♦ Business Developers
- ♦ Chief Scientists and Technologists
- ♦ Financial and Planning Executives
- ♦ Industry leaders from all supply chain levels including:
 - ♦ Aviation
 - ♦ Space
 - ♦ Original Equipment Manufacturers (OEMs)
 - ♦ Components and Equipment Suppliers
 - ♦ Service Suppliers
 - ♦ Information Technology/Consulting Firms

Why should my company attend?

- Get the latest aerospace business outlook from the industry experts
- Meet with leading aerospace companies
- Learn how to survive and prosper in a changing global marketplace and the pros and cons of globalization
- Grow your company contacts at the multiple networking sessions
- Understand how new technologies will affect your business
- Discover how to find, train and retain a dynamic workforce
- View exhibits and meet with Aerospace industry representatives

This year's event will look at developments and opportunities as well as providing a fascinating insight into the investment potential of the region and it will be a unique networking forum attended by the leading figures in the industry from around the world. Can you afford not to be there?

Day One, Monday 3rd December 2007

- 8.30 am - 9.00 am Arrival and Registration of Participants/Welcome Coffee and Tea.
- 9.00 am - 10.00 am **OPENING SESSION**
- ◆ **Tan Sri Kamaruzzaman Shariff**, Chairman, World Aerospace Sdn Bhd.
 - ◆ **Dato' Dr. Michael Yeoh**, Chief Executive Officer, ASLI.
- Opening Keynote Address – “Positioning Malaysia as a Regional Aerospace Hub”**
- ◆ ****The Hon. Dato' Seri Mohd Najib Tun Abdul Razak**, Deputy Prime Minister of Malaysia (invited)
- 10.00 am - 10.30 am Morning Refreshments/Informal Business Interaction.
- 10.30 am - 11.30 am **CEO FORUM – Where is the World of Aerospace Heading: New Aircrafts, New Routes, New Opportunities**
- 11.30 am - 12.30 am **AIR FORCE CHIEFS PANEL – The Changing Military Landscape: New Drivers of Air Power**
- 12.45 pm - 1.45 pm Lunch.
- 2.00 pm - 3.15 pm **BUSINESS SESSIONS**
- The World of MRO – New Markets, New Technologies, New Opportunities**
- ◆ What's ahead for the MRO marketplace – trends and challenges.
 - ◆ The challenge of developing the military MRO business.
 - ◆ What are the best practices? New technologies in MRO?
 - ◆ How to capitalise on new opportunities?
- 3.15 pm - 4.30 pm **Business Opportunities for Malaysian Companies and SME's in the Aerospace Sector**
- ◆ An update on Malaysia's Aerospace Blueprint – new market opportunities.
 - ◆ How can small players/SME's participate in and benefit from the Aerospace Industry.
 - ◆ What are pitfalls to avoid? Risks to manage?
 - ◆ What are key success factors?
- 4.30 pm - 5.00 pm Afternoon Refreshments/Visit to LIMA Exhibition.

Day Two, Tuesday 4th December 2007

- 9.15 am - 10.15 am **The Future of Flying – Looking to the Future**
- ◆ What are the new trends and developments in civil aviation.
 - ◆ How will airlines fare in the 21st Century? How will airlines evolve?
 - ◆ The role of airports in shaping the future of aviation.
 - ◆ Will increased security and fear of terrorism dampen outlook for aviation?
 - ◆ Traffic and air transport development.
- 10.15 am - 10.45 am Morning Refreshments/Informal Business Interaction.
- 10.45 am - 11.45 am **LCC's – The Route to Future Growth in Asia Pacific**
- ◆ How low-cost carriers transform the Asia-Pacific aviation market.
 - ◆ Servicing the growing demand for air travel in Asia-Pacific.
 - ◆ Growth in the China and India markets.
 - ◆ Will LCC's survive the competition? Business models for success.
- 11.45 am - 1.00 pm **TRANSPORT MINISTERS' ROUNDTABLE – Future of Air Transport in ASEAN: Is Open Skies Possible and Desirable?**
- 1.00 pm - 2.30 pm **Closing Lunch & Special Luncheon Address – “Balancing Security & Prosperity in Asia”.**

REGISTRATION FORM

Please register me for
**LIMA 2007 INTERNATIONAL AEROSPACE
AND AVIATION CONFERENCE**
"Flying to Greater Heights, Partnering for a New Era"
3rd and 4th December 2007 * Langkawi, Malaysia

Dr/Mr/Ms : _____

Position : _____

Tel : _____ Fax: _____ E-mail: _____

Organisation's Name : _____

Mailing Address : _____

_____ Post Code: _____

Approving Manager's Name : _____

Position : _____

Human Resources/Training Manager : _____

Tel : _____ Fax: _____ Email: _____

(This registration form may be duplicated for additional delegates)

Bankdraft/Cheque No. _____

Bank _____ Amount _____

Please indicate the nature of your business:

natural resources construction/engineering properties
 manufacturing communications & IT insurance/
healthcare
 services & retail financial consultancy

education

Others, please specify _____

No, I cannot attend this conference but please keep me
updated by sending me additional information as it becomes
available on the following topics:

Marketing Manufacturing Service IT

Finance Personnel Management

Others, please specify _____

PRINTED PAPERS (Please do not remove this label)

If undelivered please return to:

Asian Strategy & Leadership Institute

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POSTAGE PAID
PEJABAT POS BESAR
KUALA LUMPUR
MALAYSIA
NO: WP 0301

LICENCE AJL: 93589

VITAL INFORMATION

YOUR INVESTMENT FOR THE CONFERENCE

Full Registration Fees: **RM 1800 per person**
USD 500 per person

Note: All fees are inclusive of luncheons, refreshments and conference materials

VENUE

Langkawi, Malaysia

PAYMENT

The fee must be paid in **advance** of the event. Walk-in delegate with payment will be admitted on space availability basis. Cheque and bankdrafts should be crossed and made payable to **Asian Strategy & Leadership Incorporated Sdn Bhd.**

FOR PRIVATE SECTOR

The organiser reserves the right to stop a registered delegate from taking part in the event if no proof of payment can be presented. This only applies to registered delegates who have NOT paid the registration fee PRIOR to the event date.

FOR GOVERNMENT OFFICIALS

A Local Order or letter of approval to participate must be presented before the conference.

SUBSTITUTION/CANCELLATION

Substitution is allowed for a registered delegates. Please note that all payments must be made prior to the event proper. For cancellations, a refund minus 10% service charge will be sent to the said delegates if cancellation is received in WRITING by **19 November 2007**. No refund will be made for cancellation received after **19 November 2007**.

REGISTRATION

Send/fax this entire form (or a photocopy) to:

✉ **MAX SAY / AHMAD EHSAN**

ASIAN STRATEGY & LEADERSHIP INCORPORATED SDN BHD (260460 D)

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**Crossed cheques should be made payable to
Asian Strategy & Leadership Incorporated Sdn. Bhd.**

Register Today! Call or Fax to Max Say / Ahmad Ehsan at ASLI, Tel: (603) 2093 5393 ext. 213/233 Fax: (603) 2093 3078 / 2094 8461 / 2094 8625