

A graphic consisting of two curved lines that cross each other, with two blue arrows pointing upwards and to the right from the top right of the intersection.

SINGAPORE
A I R S H O W

19 Feb - 24 Feb 2008

Unveiling Innovation

Introduction

- **Singapore Airshow and Events Pte Ltd**
- **Incorporated in October 2005**
- **Joint Partnership by Civil Aviation Authority of Singapore (CAAS) and Defence Science Technology Agency (DSTA)**
- **Venue for 2008 Singapore Airshow will be at a new 30-hectare site at Changi North**

Introduction



- Incorporated in October 2005

Artist Impression of New Exhibition Site



World Class Purpose-Built Exhibition Hall

- 40,000sqm fully air-conditioned hall purpose-built for Airshow
- 90,000sqm static area within walking distance of the exhibition hall and chalets
- A viewing deck for visitors to enjoy the aerobatics and flying displays
- Land plots for 200 chalets can now oversee aircraft static park
- 2000-lot car park that will allow more parking space on-site
- On-site registration and security checks will now take place before sterilized zone
- A mobility park for demonstration of unmanned vehicle systems and land defense equipment
- More open areas where spectators can watch the air displays

Artist Impression of New Exhibition Site



Event Highlights

- **Aerobatic Display**
- **ATW Airline Achievement Awards**
- **High Level Conferences**
 - **Global Air Power Conference**
 - **International Defence Procurement Conference**
 - **Singapore Airshow Aviation Leadership Summit**
 - **C4I Asia Conference**
- **Mobility Park**
- **Special Pavilions**
 - **Airport Pavilion**
 - **Land Defence Pavilion**
 - **Global Space Technology Convention**
- **Special Events**
 - **Changi Airport T3 dedication/opening**
 - **Golf Tournament**

Conference Schedule

SINGAPORE AIRSHOW 2008 - KEY EVENTS

| Day | Sunday | Monday | | | Tuesday | Wednesday | Thursday |
|-----------|--|--|---|---|---|---|---|
| Date | 17-Feb-08 | 18-Feb-08 | | | 19-Feb-08 | 20-Feb-08 | 21-Feb-08 |
| Morning | ASEAN Air Chief Conference (40 pax) | Global Air Power Conference (GAPC) (400 pax) | Singapore Airshow Aviation Leadership Summit (150-200 pax) Raffles City Convention Centre | IDPC - International Defence Procurement Conference (300 pax) | Singapore Airshow 2008 Opening Ceremony (600 pax) | Global Space and Technology Convention (200pax) | Global Space and Technology Convention (200pax) |
| Afternoon | | | | C4I Asia Conference (300 pax) | | | |
| Evening | Singapore Airshow Aviation Leadership Summit Opening Dinner (400 pax) Raffles City Convention Centre | Singapore Airshow Welcome Reception (2000 pax) | | | | | |

* Events schedule may be subject to changes

Exhibit Profile

- Air Traffic Control Equipment
- Aircraft (Fixed & Rotary)
- Aircraft Maintenance
- Airport Terminal Solution & Services
- Airside Equipment & Services
- Armament
- Avionics and Unmanned Technologies
- Battlefield Management
- Business Aviation
- Cargo Equipment/Services
- Chemicals
- Communication Equipment & Services
- Engines
- Ground Support Equipment
- Imaging & Surveillance
- Land Vehicles & Equipment
- Missiles & Weapon Systems
- MRO Services
- Ordnance
- Paints & Coatings
- Parts & Components
- Radar Systems
- Repair and Overhaul Aircraft Systems
- Research & Development Agencies
- Satellites & Space Systems
- Simulators and Training Equipment & Services
- Software Development
- Trade Agencies
- Leasing and Financing

Visitor Profile

- **Airlines**
- **Airport Operators**
- **Civil Aviation Authorities**
- **Corporate/Private Aircraft Operators**
- **Freight Forwarders**
- **Maintenance Organizations**
- **Ministries of Defence & Transport**
- **Tri Services (Air, Land & Sea Forces)**
- **Worldwide High Ranking Government & Military Delegations and C-Level Corporate Executives**

Top Reasons Why You Should Exhibit

- **One of the top three commercial and defence aviation Airshow in the world**
- **Strategic location in gateway hub to multi-billion dollar business opportunities in the Asia Pacific**
- **Attracts corporate budget which draws high level corporate individuals and quality visitors**
- **Neutral platform with strong participation of industry, government and academia**
- **Offers Asia's largest international network of senior government and military delegations**

Our Key Exhibitors....

Bellwethers:

- Airbus
- ATI
- BAE Systems
- Bell Helicopter
- EADS
- Embraer
- Finmeccanica
- Gulfstream
- Honeywell
- Lockheed Martin
- Northrop Grumman
- Pilatus
- Rafael
- Raytheon
- Rolls Royce
- SAAB/Gripen
- ST Engineering
- The Boeing Company
- Volvo Aero

16 Country Groups:

- Australia
- Austria
- Belgium
- Canada
- France
- Germany
- India
- Israel
- Italy
- Korea
- Middle-East
- Netherlands
- Singapore
- Taiwan
- UK
- USA

***95% of Exhibition Space
Booked as of 2 Jan 2007***



Our Partners

- **Official Partners:**

Airline



Broadcast Media Partner



Media Partner



Newspapers



- **Supporting Partners:**

Publications



- **Supported by:**



Airport Pavilion

- **A dedicated section within the Singapore Airshow – to showcase:**
 - **Airports and aviation hub services**
 - **Terminal construction, installations, interiors and services**
 - **Airside construction, installations, technical systems, ground support equipment and services**
 - **Innovative airport technologies and services**
 - **Information technology, security technology and other innovative terminal & airside technologies**

Airport Pavilion Exhibit Profile

- **Construction** : Planning & Consultancy, Architecture & Design, Terminal Interiors, Construction & Building Materials
- **Operations** : Baggage, Cargo, Aircraft & Passenger Handling, Catering & Airfield Operations
- **Technology** : IT & Software, Communications, Passenger Information, Simulation & ATC, Security, Other Technical Installations
- **Services** : Aviation Hub Services, Airports, Airport Maintenance, Ground Support & Handling, Management Services

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Airport Pavilion Visitor Profile

- **Director-General of Aviation & Senior Representatives of Civil Aviation Authorities**
- **Airport Operators and Air Traffic Chiefs**
- **Ministry of Transport Officials**
- **Senior Airport Operation Managers**
- **Contractors, Consultants, Planners, Operators & Investors**
- **Airport Systems Integrators, Maintenance & Support Services**
- **Senior Airlines Officials**

Integrated Land Defence Pavilion

- **The Asia Pacific defence market**
 - **“ The Asia Pacific region has in recent years become the world’s largest markets for arms... ”**
– *Institute of Defence and Strategic Studies, Nanyang Technological University, 2006.*
 - **Asia Pacific accounted for more than US\$40 billion worth of arms purchases during the first half of this decade and is expected to double that spending in the next half, making it the world’s largest defence market.**

Integrated Land Defence Pavilion

- **A special feature and dedicated section within the Singapore Airshow to showcase:**
 - **Land Defence/security integrators and contractors**
 - **Land Defence products, equipment and supporting manufacturers**
 - **Land Defence services and technology providers**
 - **Consulting and other security services**
- **Feature both indoor and outdoor displays, plus a landscaped mobility park for live demonstrations**

Land Defence Pavilion Visitor Profile

- **Tri-services chiefs and supporting staff**
- **Ministry of Defence officials**
- **Official delegations from more than 45 countries**
- **Defence industry's Chief Executives and industry leaders**
- **Defence buyers, planners and consultants**

Land Defence Pavilion Exhibit Profile

- **Armaments and Ammunitions**
- **Weapon Systems**
- **Battlefield Support and Management**
- **Network-centric Products and Systems**
- **Communication Equipment and Systems**
- **Imaging, Radar and Surveillance Equipment**
- **Land Vehicles and Support Equipment**
- **Unmanned Vehicle Systems**
- **Training and Simulation Systems**
- **Software Development**
- **Security Consulting and Services**

Marketing Programme

- **Airport and Aviation Awards**
- **Hosted buyers' programme (Key Buyers/Specifiers)**
- **Networking Programme**
 - **Business Forum and Round-Table Meetings**
 - **Shared hospitality chalet facilities**
 - **Golf Tournament**
 - **Site Visits (e.g. CAAS Terminal 3)**
- **Publicity campaign**
 - **Advertisements and editorials in key trade publications**
 - **Direct Mail Campaign (print & online)**
 - **Personalised Invitations to Director-Generals, Senior Civil Aviation Officials & Transport Ministry Officials**
 - **Monthly Online Newsletters**