

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

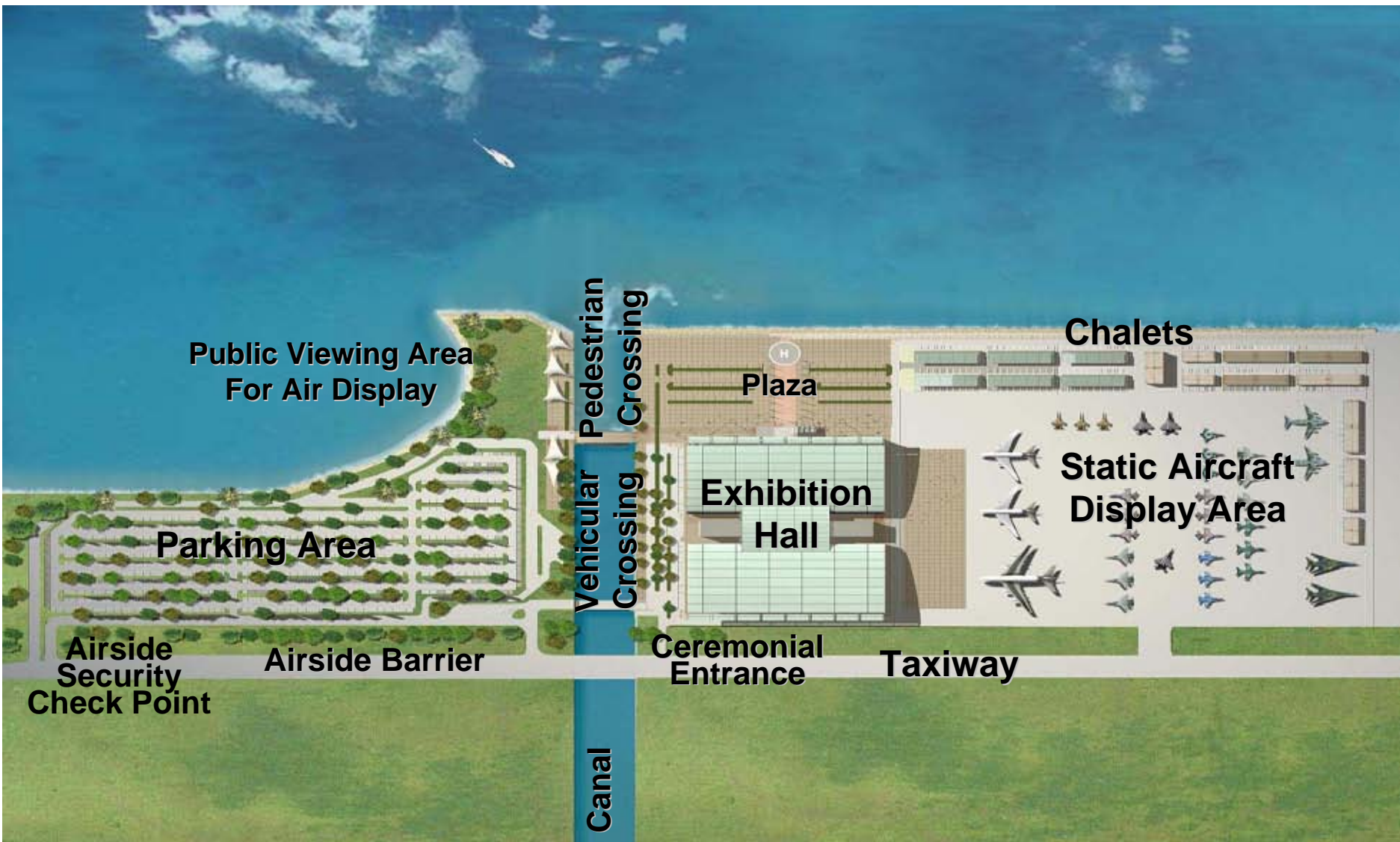
- **Singapore Airshow and Events Pte Ltd**
- **Incorporated in October 2005**
- **Joint Partnership by Civil Aviation Authority of Singapore (CAAS) and Defence Science Technology Agency (DSTA)**
- **Venue for 2008 Singapore Airshow will be at a new 30-hectare site at Changi North**

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)					

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**