



# SINGAPORE AIRSHOW 2016

## ASIA'S BIGGEST FOR AVIATION'S FINEST

16 – 21 FEBRUARY 2016 • CHANGI EXHIBITION CENTRE

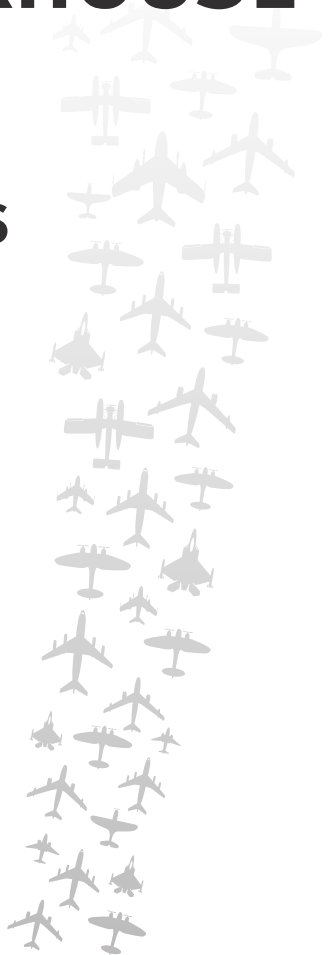


# SHOW THE WORLD WHAT YOU'RE MADE OF

ASIA'S LARGEST AEROSPACE AND DEFENCE EVENT



## THE NETWORKING POWERHOUSE WHERE AVIATION'S FINEST CONVERGES



**O**ver the past decade, the economies of the Asia Pacific region have been accelerating upwards. Expansion has been fuelled by the thirst for growth in this region, offering the aerospace and defence industry a thriving territory for the next twenty years. Opportunities abound for aerospace manufacturers, MRO companies, and general aviation and defence players alike with the region's soaring demand for air travel and increased military spending.

Well poised at the heart of the Asia Pacific region, the Singapore Airshow has won recognition as a global marketplace and neutral platform for aerospace industry representatives around the world to do business, network, discover the latest innovations and exchange ideas to spur developments across the industry.

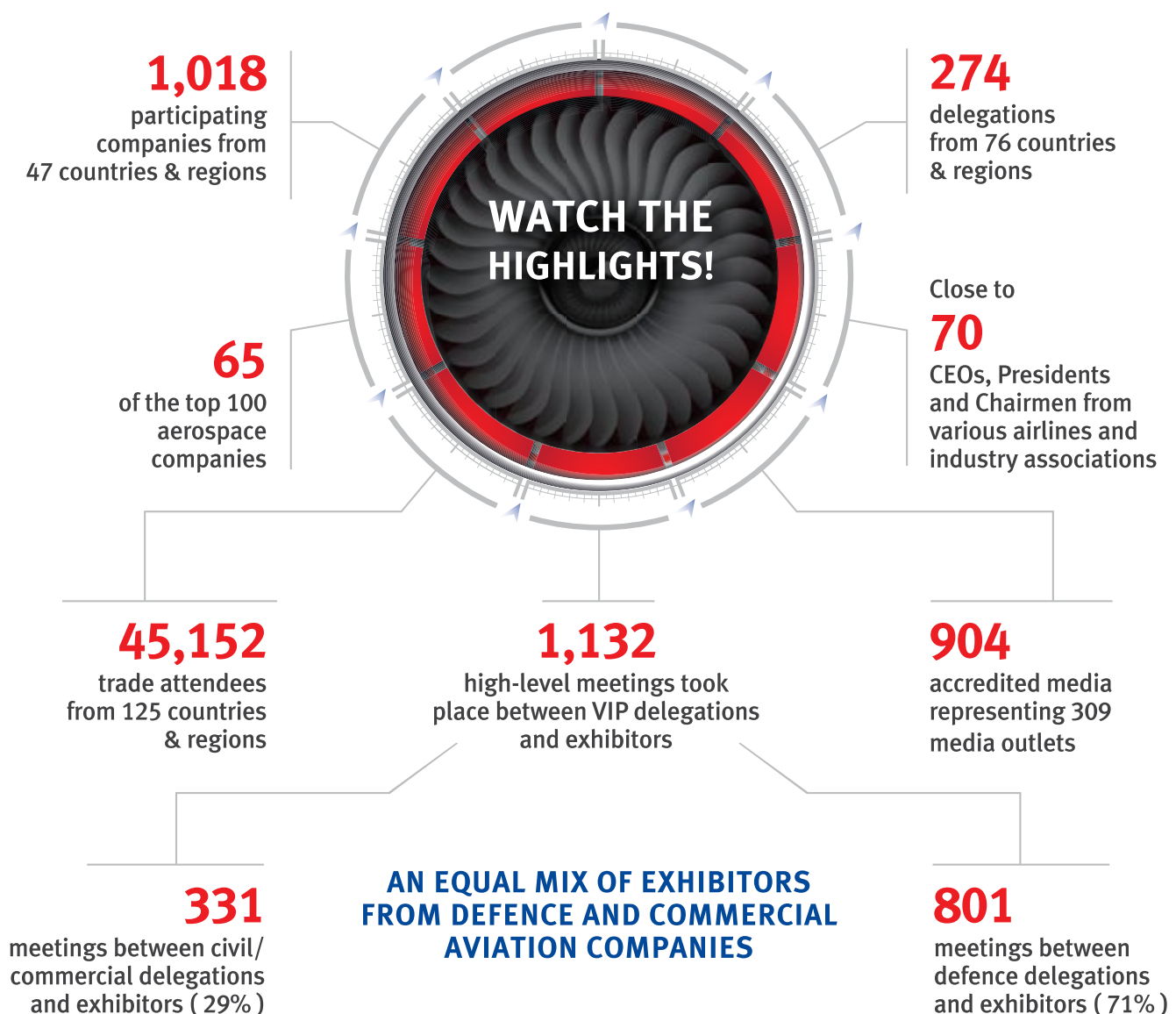
The show also demonstrates its thought leadership in civil and military aviation through its extremely successful high-level conferences; namely the Singapore Aviation Leadership Summit and the Asia Pacific Security Conference.

Every two years, high-level government and military delegations, as well as senior corporate executives around the world attend the Singapore Airshow to forge partnerships and seal deals in this region. As Asia's largest Airshow, this is the place to be for leading aerospace companies and budding players eager to make their mark in the international aerospace and defence market!



# BEST PERFORMANCE DELIVERED IN 2014

**US\$32 BILLION** WORTH OF DEALS ANNOUNCED





# WHY EXHIBIT?

**D**elivering premium results to world-class exhibitors, the Singapore Airshow is one of the most important aerospace and defence exhibitions in the world!

Strategically located within gateway hub to multi-billion dollar business opportunities in the Asia Pacific.

Attracts corporate budget which draws attendance of high-level corporate individuals and quality visitors.

Neutral platform with strong participation of industry, government and academia.

Congregation of Asia's largest international network of senior commercial, government and defence delegations.

## TOP FIVE OBJECTIVES FOR EXHIBITING

- Meet Existing & New Customers
- For Corporate Branding
- Introduce New Products, Technologies or Services
- Market Development
- Increase Sales Revenue

**100% of the exhibitors achieved their objectives!**



**OVER 70%**  
of exhibitors  
reaffirmed plans to  
**RETURN IN 2016**  
right after  
Singapore Airshow 2014

**95%** of exhibitors made new contacts at the show

**95%** of exhibitors were satisfied with the number of visitors at their booth

**99%** of exhibitors were satisfied with the event

**99%** of exhibitors were satisfied with the quality of visitors at their booths

**More than half of the Exhibitors received orders or potential orders at the show!**

\*Information was compiled from the Singapore Airshow 2014 Exhibitors Survey

## REACH OUT TO THE WORLD AND MARKET TO A GATHERING OF THE FINEST IN GLOBAL AVIATION

### WHO SHOULD EXHIBIT?

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

## HEAR IT FROM OUR EXHIBITORS!



“ We had the opportunity to meet up with a lot of people besides showcasing our products. The networking aspect of the show was very good. We had visits from Ministers and Chairmen of various big companies in Singapore and from the region. It has been very fruitful for us. ”

**Mr Jean-Noël Stock**

*CEO /Country Director*

*Thales Solutions Asia Pte Ltd*



“ We are very pleased with the visitors whom we were able to meet here at the show, mostly CEOs from airlines all over the world. Singapore Airshow is really an international hotspot in Asia Pacific for us to connect with our airlines customers, suppliers and stakeholders. ”

**Mr Philippe Prost**

*Head Of Exhibitions & Conferences*

*Airbus Group*



“ The logistics for our participation went very smoothly and the show was very professionally executed. We have not seen a more efficient event in another place before. ”

**Mr Anders Dahl**

*Vice President*

*Head of Saab Singapore*

*Saab Singapore Pte Ltd*

“ I think we have more than achieved what we have set out to do. The turnout was good and the number of visitors who came to our booth was overwhelming. It was definitely something beyond our expectations! ”

**Mr Ng Kim Hung**

*Managing Director*

*Yusen Logistics (Singapore) Pte Ltd*

“ We met a lot of top officials from various air forces in the Asia Pacific region. We were able to continue our negotiations which started earlier and present our products to them. We are 100% sure that we will be taking part in Singapore Airshow 2016. ”

**Mr Arcady Gurtovoy**

*Deputy Chief of Marketing and External Relations*

*IRKUT Corporation*

“ I have met a number of people including those who are not directly involved in aeronautics. We found out that in some other ventures, we could do things together. This is an added bonus. ”

**Mr Thierry Voiriot**

*CEO*

*Rellumix*

“ Our companies were very happy with the industry meetings. We also met up with various government officials from Ministries and local agencies such as the Economic Development Board of Singapore, which was very positive for us. ”

**Mr Cédric Post**

*Deputy Director in charge of*

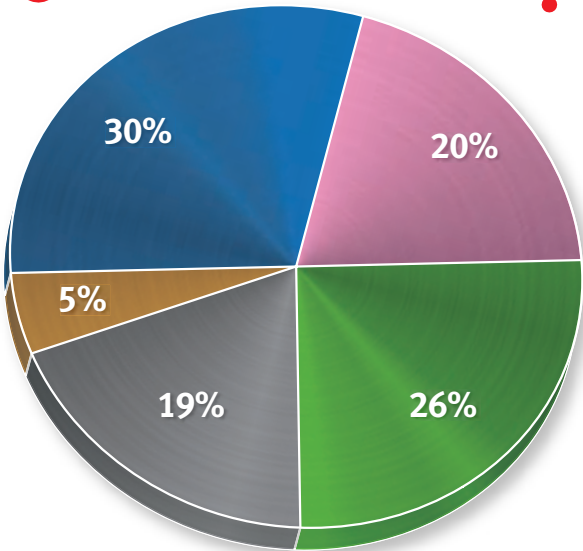
*International Development*

*French Aerospace Industries Association (GIFAS)*





# WHO ARE OUR VISITORS?



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

## 2014 TRADE ATTENDEES BY REGION

- South East Asia (excluding Singapore) — 30%
- Asia Pacific / Oceania — 26%
- Americas — 20%
- Europe — 19%
- Middle East / Africa — 5%

Note: 69% of the total trade attendees were from Singapore.

## TOP 6 COUNTRIES WITH HIGHEST NUMBER OF TRADE ATTENDEES



United States  
17%



Indonesia  
10%



Malaysia  
10%



China  
5%



Japan  
5%



Thailand  
5%

## WHAT ARE OUR TRADE VISITORS INTERESTED IN?

Majority of the trade visitors were interested in aircraft parts, engines, avionics, systems, MRO, business & general aviation as well as fixed and rotary aircraft and airframes.



\* Information was compiled from the Singapore Airshow 2014 attendance report

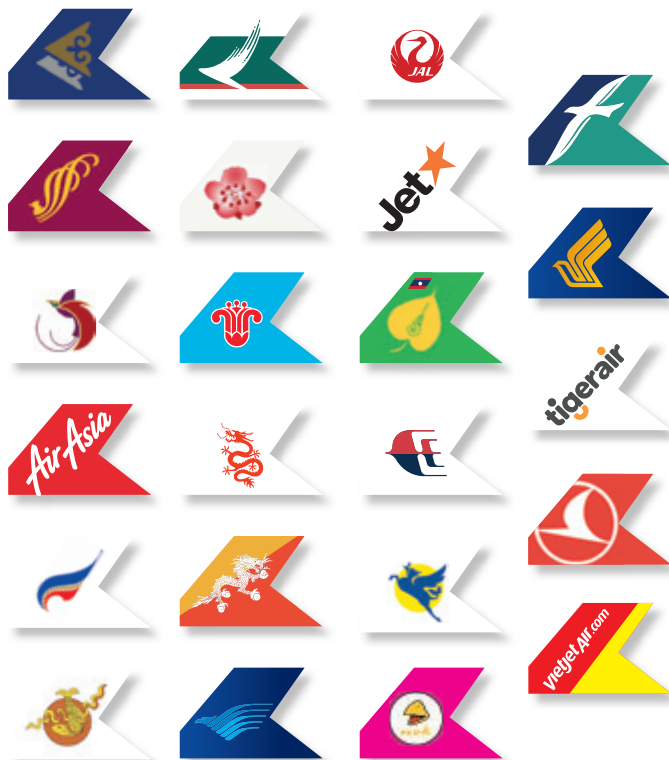


# THE PERFECT PLATFORM TO CONNECT WITH THE TOP ECHELON IN THE AEROSPACE INDUSTRY

**SINGAPORE AIRSHOW 2014 IS HONOURED  
TO HAVE HAD THE ATTENDANCE OF:**

## CHIEFS OF AIR FORCE AND COMMANDERS

- Chief of Air Force, Italian Air Force
- Chief of Air Force, Republic of Singapore Air Force
- Chief of Air Force, Royal Australian Air Force
- Chief of Air Force, Royal Malaysian Air Force
- Chief of Air Force Department, Ministry of National Defence, Lao People's Democratic Republic
- Chief of Air Staff, Bangladesh Air Force
- Chief of Djibouti Air Force
- Chief of Staff, Japan Air Self Defense Force
- Chief of Staff, Republic of Korea Air Force
- Chief of the Air Staff, Indian Air Force
- Commander, Mongolian Air and Air Defence Force
- Commander, Pacific Air Forces, United States Air Force
- Commander, Royal Air Force of Oman
- Commander, Royal Bahraini Air Force
- Commander, Royal Brunei Air Force
- Commander, Royal Cambodian Air Force
- Commander, Royal Saudi Air Force
- Commander, Swiss Air Force
- Commander, Tunisian Air Force
- Commander-in-Chief, Royal Thai Air Force



## TOP AIRLINE MANAGEMENT

- Air Astana President
- Air Mandalay Group Chief Executive Officer
- Air Niugini Chief Executive Officer
- Air Niugini Chairman
- AirAsia Berhad Chief Executive Officer
- Bangkok Airways Public Company President
- Bhutan Airlines Chairman
- Bhutan Airlines Chief Executive Officer
- Cathay Pacific Airlines Chief Executive
- China Airlines Chairman
- China Southern Airlines Chief Executive Officer
- Dragonair Chief Executive Officer
- Drukair Chairman
- Drukair Chief Executive Officer
- Garuda Indonesia President & Chief Executive Officer
- Jetstar Asia Airways Chief Executive Officer
- Lao Central Airlines Chief Executive Officer
- Malaysia Airlines Group Chief Executive Officer
- Myanmar Airways International Chairman
- Nok Airlines Chief Executive Officer
- SilkAir Chief Executive Officer
- Singapore Airlines Chief Executive Officer
- Tiger Airways Holdings Group Chief Executive Officer
- Turkish Airlines President & Chief Executive Officer
- Vietjet Air Chief Executive Officer

... to name a few.

## OTHER HIGH-LEVEL GUESTS INCLUDE

- Chiefs of Defence
- Ministers for Defence
- Ministers for Transport
- Directors General of Civil Aviation Authorities
- CEOs of Airport Authorities

... and many more!



# EVENT HIGHLIGHTS



## AEROSPACE AND DEFENCE EXHIBITION

An international marketplace set in the region of growth, the Singapore Airshow is **Asia's largest aerospace and defence event** where top aerospace companies from around the world gather to showcase their latest in technologies, solutions and developments. In 2014, 1,018 companies participated in the show from 47 countries and regions. The United States marked its largest presence at the show as the Feature Country with 163 U.S. companies, capitalising on Singapore's standing as Asia's aviation hub to promote its aerospace and defence capabilities, as well as generate sales leads in the Asia Pacific region.



## STRATEGIC HIGH-LEVEL CONFERENCES



Singapore Airshow Aviation Leadership Summit (SAALS) is the only event of its kind in the industry that brings together high-level participants from regulators, private sector, the government and airline operators to address a wide range of hot topics from environment liberalisation and security challenges to salient strategic trends facing the region.



Asia Pacific Security Conference (APSEC) gathers distinguished speakers and high-level delegations from around the world to participate in discussions on shaping peace and security worldwide. Since its inception in 2002, the conference has grown to be an important event for defence officials, military personnel, academics, analysts and industry leaders globally.

## BUSINESS FORUMS

Presented by key aerospace buyers, government agencies and industry leaders, the **Business Forums** aim to provide insights and strategic guidance to tap business opportunities in the key aerospace growth markets. At the 2014 event, business forums focusing on China, the United States and the rest of Asia provided trade attendees insights into the procurement trends, strategies and opportunities of doing business in these markets.



## TECHNOLOGY SEMINARS

Scheduled at different time slots over the 4-day event, the **Technology Seminars** are great opportunities for exhibitors to showcase their latest and most innovative technologies to a captive audience right within the exhibition hall.





## VIP DELEGATION PROGRAMME

The Singapore Airshow VIP Delegation Programme facilitates meetings between exhibitors and the VIP delegations. It is one of the key success factors in the event's growing prestige and established position among the top Airshows around the world.

In 2014, a total of **1,132 high-level meetings took place between VIP delegations and exhibitors**. The show played host to 274 delegations from 76 countries and regions, and close to 70 CEOs, Presidents and Chairmen from various airlines and industry associations.



## AEROSPACE EMERGING TECHNOLOGIES ZONE ( NEW! )

The aerospace and defence industry is increasingly using emerging technologies, such as additive manufacturing, 3D printing, radio-frequency identification (RFID), aviation IT (i.e. Big data, cloud, in-flight streaming, smart cabin management system), augmented reality and human-computer interaction etc., to achieve cost efficiency and increase productivity. Echoing this evolving trend in the industry, Singapore Airshow will feature a new **Aerospace Emerging Technologies Zone** at the 2016 edition. This new zone will offer the perfect platform for technology providers to develop new partnerships with businesses and governments from around the world!

## BUSINESS AVIATION ZONE ( NEW! )

The new **Business Aviation Zone** will offer a unique opportunity for the entire spectrum of the business aviation market to showcase their products and services to top business leaders, entrepreneurs, wealth creators and other purchase decision-makers who are already attending the event! Exhibitors in this zone can opt to host their guests in either the hospitality chalets or the speciality gazebos, with an added choice of displaying their aircraft at the static aircraft display area.



## TRAINING & SIMULATION ZONE

In recognition of the fast-growing simulator and training market in the Asia Pacific region, the 2014 event inaugurated the new Aviation Training Zone. This is an ideal platform for the targeted showcase of education, training and simulation technology for pilots, flight-deck and cabin crew, aerospace and maintenance engineers and technicians, air traffic controllers and military personnel. Well-received by visitors and exhibitors alike, this specialised zone will again be featured in 2016 as the **Training & Simulation Zone**.

## AEROBATIC FLYING DISPLAYS

The Singapore Airshow 2014 featured the biggest number of **aerobatic flying display** teams and the Republic of Singapore Air Force's Black Knights made a return with new designs on their F-16C Fighting Falcon jets. The Republic of Korea Air Force's Black Eagles took the audience's breath away with their highly synchronised stunts while the TNI-AU Jupiter Team performed graceful manoeuvres across the Republic's skies. Visitors to the 2014 show were also given a visual treat with the silent flight of the A350, the powerful handling of the RAAF's F18 and USAF's F-16, the versatility of the MV-22 Osprey, the manoeuvrability of the YAK-130, as well as the magnificence of the C-17 Globemaster III.



## STATIC AIRCRAFT DISPLAY

With the **Static Aircraft Display Area** situated just beside the main exhibition hall and the rows of hospitality chalets, visitors could easily view the impressive array of advanced avionics in fighter cockpits, tour the plush cabins of luxury jets and get inside the holds of transport giants. At the 2014 show, amongst the close to 70 commercial and military aircraft on display were the Airbus A350, Gulfstream G650, Sukhoi Superjet 100, YAK-130, MV-22 Osprey and Super Heron HF.

