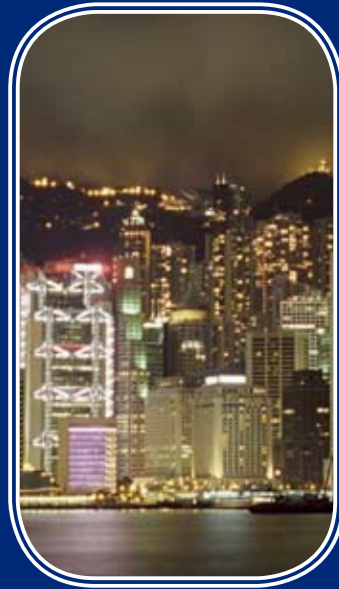
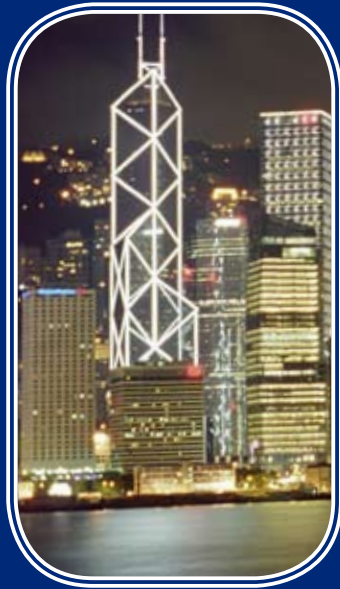


8~10 March, 2011

**AsiaWorld-Expo,
Hong Kong**

**The right place.
The right people.
The right value.**



ASIAN AEROSPACE

INTERNATIONAL EXPO AND CONGRESS **2011**

Organised by

 **Reed Exhibitions**
励展博览集团

www.AsianAerospace.com

The complete destination package

Located at the very heart of Asia, and the gateway to China, Hong Kong's Asian Aerospace is the world's only B2B event dedicated to the whole supply chain of the commercial aerospace and aviation industries. Through this event, suppliers can capitalize on exceptional networking opportunities by forging new partnerships with government officials, senior company executives, engineers and R&D directors from within the aerospace industry. This, together with synchronous co-located events like Asian Business Aviation and Air Freight Asia, means that when you are at Asian Aerospace you are in the right place, with the right people, for the right value.

With the strong support of the world's leading aerospace suppliers, Asian Aerospace is the continent's premier event. In 2009, the event drew over 12,600 attendees, 2200 airline representatives and over 340 members of the media. Additionally, a record-breaking 1978 aerospace and aviation professionals from Mainland China took part in the show.



What to look forward to at Asian Aerospace 2011

The right place.

More than half of the world's population lives within a five-hour flight of Hong Kong. For this reason, Asian Aerospace boasts massive potential, with China the jewel in the regional aviation industry's crown. As a special trading partner for China, Hong Kong is ideally placed to tap into the vast pool of Chinese customers and monitor the prevailing trends on the Mainland.

Maintenance, Repair and Overhaul (MRO)

Growing in stature

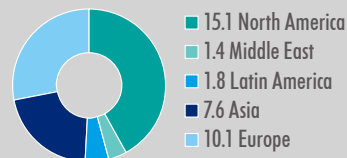
Aviation MRO is a well established industry in the West. However, with Asia's increasing economic might and growing fleet size, many organizations across China, and the rest of East Asia, are rapidly building up their skills base in the field of aviation maintenance.

No surprise that Asia is emerging as an important hub for MRO, given the labor-intensive nature of MRO services. In recent years, China has been able to corner a significant share of the Asian MRO market. This has primarily been achieved by setting up dedicated industrial zones for aviation-related manufacturing and MRO activities and providing incentives to companies operating in these spaces. The market in Asia is estimated to grow at a CAGR of 7.4% by 2014 and be valued at around USD 15.4 billion.

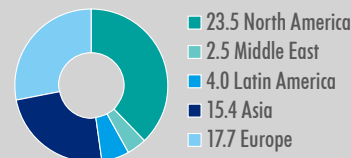
Asian Aerospace offers delegates to its MRO seminar the chance to be part of informative, engaging discussions that tackle the key issues in MRO today. By visiting Asian Aerospace you not only get to engage with carefully selected panels of key figures from the international MRO community, you can also make contact with a versatile array of MRO-related exhibitors at the show.



2004 GLOBAL COMMERCIAL MRO MARKET:
US\$36 Billion



2014 PROJECTED GLOBAL COMMERCIAL
MRO MARKET: US\$62.2 Billion



What exhibitors say



COMMERCIAL AIRCRAFT CORPORATION OF CHINA LTD (COMAC)

REPRESENTATIVE

Asian Aerospace is the right platform for connecting with the major aerospace and aviation players from around the world.

BOEING

ROBERT LAIRD, SENIOR VICE PRESIDENT,
CHINA AND ASIA SALES, COMMERCIAL
AIRPLANES

The venue for the Asian Aviation Expo made it easy to meet and visit with valued customers. The combined cargo, interiors and training shows at the Expo increased our customers' participation and gave us greater opportunities to network. We are looking forward to returning in March 2011.

PANASONIC AVIONICS CORPORATION

NEIL JAMES, EXECUTIVE DIRECTOR,
CORPORATE SALES AND PRODUCT
MANAGEMENT

We've just opened a new regional office in China and it was important for us to be here among our airline customers. We met all the right people. The first day of the show was particularly nice and busy.

The right people.

Asian Aerospace is an exclusive industry gathering for all sectors of the commercial aerospace and civil aviation market. Airline buyers and sellers, MRO providers, business aviation, training and simulation suppliers, airport management executives, freight services, freight forwarders and shippers, aircraft and engine manufacturers, government departments, spare parts and components providers are among the key industry representatives who attend the exhibition. Only confirmed trade visitors gain access to the show. Our selective invitation and admission process guarantees you spend your time rubbing shoulders with targeted members of the industry elite.

Aviation training and conferences



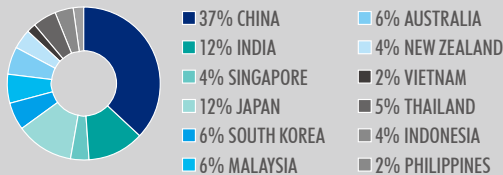
The knowledge you need. When you need it.

In 2008, the Asia Pacific pilot training market size was worth almost USD 10 billion. This is a CAGR of around 11%. With Asia remaining unscathed by the worst of the economic crisis and China's continued economic growth, this figure should only grow.

Asian Aerospace 2011 will feature training and conferences that cater to this growing demand, with particular focus on pilot training and aircraft maintenance and airworthiness, as well as airline cabin and support services. This, in light of the forecast that China will require 50,000 pilots over the next 20 years.

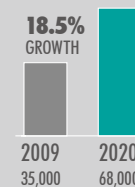
The importance of pilot training and maintenance training to the aviation sector is one of which the show's organizers are fully aware. For this reason, Asian Aerospace 2011 will feature a dedicated conference geared towards comprehensively exploring these two training sectors. Alongside the conference will be a training pavilion featuring a wide range of exhibitors, many of them leaders in their fields, showcasing the latest in aviation training products and services.

TOTAL NUMBER OF PILOTS (ASIA PACIFIC) 2008



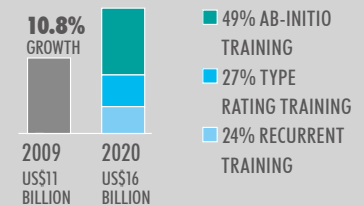
SOURCE: FROST & SULLIVAN

PILOT FORECAST (ASIA PACIFIC) 2009~2020



SOURCE: FROST & SULLIVAN

PILOT TRAINING REVENUE FORECAST (ASIA PACIFIC) 2009~2020



SOURCE: FROST & SULLIVAN

What visitors say

AIRBUS

DAVID VELUPILLAI, PRODUCT MARKETING DIRECTOR, EXECUTIVE & PRIVATE AVIATION—CDJ

China is a growing business jet market, so being able to showcase the Airbus A318 Elite at Asian Aerospace helped us to connect with many potential customers. Once clients see for themselves the wider, more comfortable cabin that the Airbus ACJ family offers, they are invariably convinced of its merits. This is why being at shows like Asian Aerospace is key.

ASA GROUP HOLDINGS LTD, HONG KONG

SIMON P. WAGSTAFF BEM, CHAIRMAN AND CEO

I'm a big fan of Hong Kong and the location was perfect. We absolutely, 100%, had to be here. There was a lot of networking out at the static park and I can see the show in 2011, in terms of business aviation, is going to be even bigger.

CEBU AIR, INC.

MICHAEL S. SHAU, VICE PRESIDENT, AIRPORT SERVICES & ADMINISTRATION

Asian Aerospace is a great event for us to get face time with the suppliers we need to improve our operations. It's also a chance to develop a greater presence in the global market.

SKYSTAR AIRWAYS CO. LTD.

SUTTIMAS SANGMAS, TECHNICAL DIRECTOR
I came to Asian Aerospace to find MROs (Maintenance, Repair, and Operating Supplies) and repair stations. Mission accomplished.

The right value.

Asian Aerospace 2011 will be the place to make the most of the industry's emerging opportunities. Not only can attendees network with the "who's who" of the aviation industry at exclusively organized social events during the three-day show, they can keep abreast of industry developments at targeted congresses, symposiums and training seminars. Asian Aerospace's integrated events represent the total package.

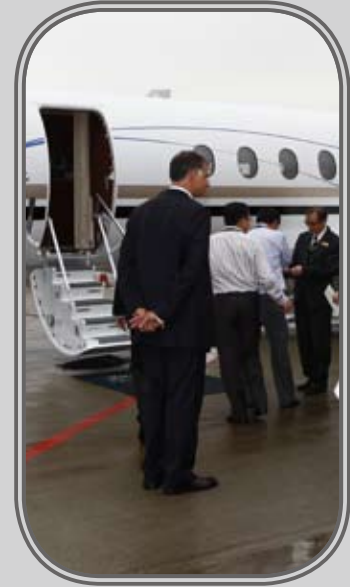
Asian Business Aviation (ABA)

Connecting you with the business aviation industry elite

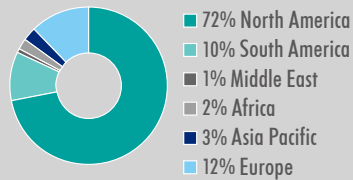
As an event held concurrently with Asian Aerospace, Asian Business Aviation serves as a channel through which you can network with, and gather information from, the world's top buyers and service providers in the business aviation sector. The ABA focus—the exhibition, static displays, exclusive parties, conferences—is the perfect center point for those wishing to develop fresh opportunities in China and across Asia—the world's fastest-growing market in business aviation.

Another key facet of ABA will be the chance to engage with over 5,000 attendees, all of them keen to explore the synergy between business aviation and business development. Bombardier, a market leader in the business aircraft industry, predicts that the market across Hong Kong, Macau, Taiwan and Mainland China will grow by as many as 2,100 new aircraft over the next 20 years; while China alone is expected to generate orders for 300 new business jets over the next decade.

Asian Aerospace 2009 was an unbeatable combination of strategic location, booming visitor attendance and multiple value benefits.

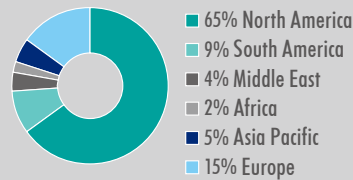


BUSINESS FIXED WING FLEET GLOBAL POPULATION 2008



SOURCE: FROST & SULLIVAN

BUSINESS FIXED WING FLEET POPULATION GLOBAL FORECAST 2018

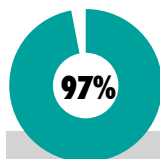


SOURCE: FROST & SULLIVAN

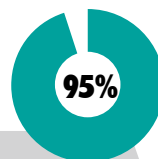
ROYAL JORDANIAN AIRLINES

CAPT RAMZI ZAWAIDAH, HEAD OF FLIGHT OPERATIONS

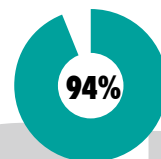
I am very pleased with the results of my visit to this show. I got the chance to meet many major manufacturers and suppliers. AA is an ideal platform for meeting key players in the aerospace and aviation industry. The Diamond VIP services put up by the organisers made my visit a very pleasant one. I'm already looking forward for the 2011 show.



97% of visitors said they achieved their commercial objectives at Asian Aerospace 2009.



95% of visitors believe this event is fully representative of the aviation industry.



94% of visitors who agree that the exhibition is important for their businesses.

ASIA PACIFIC

Asian Aerospace Congress

2009 witnessed yet another successful edition of the Asian Aerospace Congress. Over 300 industry leaders from across the spectrum of international aviation took part in the three-day event and engaged delegates on key, industry-related issues. The 2011 AA Congress is set to continue the trend of giving major players in the commercial aerospace and civil aviation sector a platform to engage and inform congress attendees on important issues. It represents a not-to-be-missed opportunity for exhibitors and delegates to network, exchange ideas and share business experiences. The panel discussions are sure to feature many engaging issues and stimulate lively debate.

Aircraft interiors and inflight services



Bright skies ahead

Despite the recent economic woes affecting the world, the outlook in the long term for the Asia Pacific aviation industry has never been brighter. According to a report by Frost & Sullivan, the airline revenue forecast for the Asia Pacific region for the period 2009~2020 will rise from US\$130 billion in 2009 to US\$270 billion in 2020. During the same period, Asia Pacific is expected to dominate about 40% of the global airline revenue by 2020.

Expecting a rise in GDP rates across Asia, especially China, India and Vietnam, airlines face intense competition and liberalization and are creating greater differentiation in their interiors strategy. Cabin interiors will be shaped by the evolving emerging market segments of Asia's millions as they enjoy rising prosperity. In Mainland China, the expected rise in affluence and mobility will lead to higher expectation. These factors will force airlines to have greater segmentation inside the cabin, attention to the design as well as a suitably connected cabin.

At Asian Aerospace 2011, airline executives will present the latest designs, inflight entertainment, connectivity and passenger services. An engaging strategy forum will identify key trends that will shape the cabin and airline businesses in Asia.

ASIAN PACIFIC AIRLINE REVENUE FORECAST 2009~2020



SOURCE: FROST & SULLIVAN

GLOBAL RPK GROWTH IN BILLIONS 2009~2020



SOURCE: FROST & SULLIVAN

AISA PACIFIC EXPECTED TO DOMINATE ABOUT 39% OF GLOBAL AIRLINE REVENUE BY 2020

AA 2011 industry support and endorsements



INTEGRATED EVENT



OFFICIAL CARRIER



VENUE



SUPPORTED BY



What makes Asian Aerospace a must-not-miss event?

- Over 500 quality exhibitors showcasing the latest products and services in the commercial aerospace and civil aviation sector.
- The presence of over 2,200 airline representatives from 154 airlines from around the world. These include senior executives in procurement, engineering, finance, training and passenger services.
- A world-class congress where exhibitors and delegates engage with key influencers in global commercial aerospace and civil aviation and have the chance to take part in stimulating panel discussions.
- Specialized conferences running in tandem with the exhibition.
These conferences recognize the growing importance of aerospace manufacturing, MRO, aviation training, business aviation and aircraft interiors in Asia Pacific's commercial aerospace and civil aviation industry.
- An impressive Static Display Area in the Hong Kong Business Aviation Center featuring cutting-edge business jets and helicopters.
- Face time with international policy makers, government officials and official delegations.
- The largest delegation of visitors and exhibitors from China to an international exhibition held outside the mainland.



Contacts

To join us at the world's largest dedicated commercial aerospace and civil aviation exhibition, please contact

China

Sarah Geng
Tel: +86 21 5153 5172
sarah.geng@reedexpo.com.cn

France

Adeline Desages/Stephanie Ferey
Tel: +33 1 41 90 46 70
adesages@reed-export.fr
sferey@reed-export.fr

Germany, Austria

Susanne Figaj
Tel: +49 211 5562929
Susanne.Figaj@reedexpo.de

Australia

Robbie O'Rourke
Media Vision (Aust) Pty Ltd
Tel: + 613 9749 8428
Email: robbie2@mediavisionaust.com.au

Italy

Guido Gaule
Tel: +39 0243517052
guido.gaule@reedexpo.it

Japan

Takako Nakazono
Tel: +81 3 5575 7510
t.nakazono@reedbusiness.jp

South Korea

Sunny Moon
Sun International
Tel: +82 32 437 5765
Fax: +82 32 437 5785
sunnymoon99@gmail.com

Netherlands

Frank Jansen
Tel: +31 79 353 1356
FJA@fme.nl

Russia Federation

Alexander Velovich
Tel: +7 499 615 7028
velovich@mail.ru

Spain/ERSI, S.L

Betty Morido
Tel: +34 91 559 8464
ersi@ersi.es

Switzerland

Carl Ziegler
Tel: +41 43 288 18 88
c.ziegler@t-link.ch

UK, Ireland, Norway, Finland, Denmark, Sweden, South Africa

Stephanie Roane
Tel: +44 (0)20 8910 7978
stephanie.roane@reedexpo.co.uk

United States, Canada

Mary Ellen Guerrlich
Tel: +1 203 840 5342
mguerrlich@reedexpo.com

Kurt Rauner

Tel: +1 203 840 5821
krauner@reedexpo.com

Rest of the world

David Lim
Tel: +65 9680 5251
david.lim@reedexpo.com.sg

Richard Thiele

Tel: +44 208 9107821
richard.thiele@reedexpo.co.uk

Reed Exhibitions

The world's leading organizer of trade and consumer events.

Asian Aerospace has been Asia's premier aerospace event for the past 25 years. Asian Aerospace takes place in the commercial hub of Asia — Hong Kong. With its geographic proximity to Mainland China, and one-stop accessibility to the rest of the world, Asia's premier "World City" is the ideal venue for ambitious shows with a global reach.

Reed Exhibitions is the world's leading events organizer, with over 470 events in 37 countries. In 2009, Reed brought together over seven million industry professionals from around the world, generating billions of dollars in business. Reed portfolio of events serves 44 industry sectors.

Working closely with professional bodies, trade associations and government departments, Reed ensures that every event is targeted to meet each industry's needs.