



FOR IMMEDIATE RELEASE

Singapore Airshow 2012 announces strategic conferences and Business Forums

Global thought leaders and industry players to gather at Singapore Airshow's upcoming conferences and forums to discuss key issues and procurement opportunities in the aerospace and defence industry.

22 September 2011 – The Singapore Airshow, one of the top three aerospace and defence shows in the world, will once again gather leading industry players, thought leaders from the government, military, aviation and academia, for strategic, high-level conferences and business forums at next year's event.

Held in conjunction with the Singapore Airshow 2012, the **Singapore Airshow Aviation Leadership Summit (SAALS)** and the **Asia Pacific Security Conference (APSEC)** will generate prolific discussions on pertinent issues and challenges facing the aviation industry, providing it with a compass for future directions and growths.

SAALS, a collaborative effort by the Civil Aviation Authority of Singapore (CAAS), Experia Events Pte Ltd - the organiser of the Singapore Airshow 2012, the International Air Transport Association (IATA) and the Singapore Ministry of Transport (MOT) will provide a unique platform for government leaders, airlines, airport operators, air navigation service providers and manufacturers to address a wide range of issues on building a successful and sustainable future, as well as climate change and security challenges.

Scheduled to be held on 12-13 February 2012, the theme for SAALS is '*Driving Change, Overcoming Challenges Together*'. Speakers who have confirmed their participation are Dr. Assad Kotaite, President Emeritus of the Council, International Civil Aviation Organisation (ICAO), Lui Tuck Yew, Minister for Transport and Second Minister for Foreign Affairs, Singapore, Roberto Kobeh González, President of the Council, International Civil Aviation Organisation (ICAO), Tony Tyler, Director General and CEO, International Air Transport Association (IATA), and Siim Kallas, Vice President of the European Commission and European Commissioner for Transport.

APSEC, also held on 12-13 February 2012, will gather senior executives from the aerospace and defence industries to examine strategic issues shaping peace and security worldwide. The conference is co-organised by the S. Rajaratnam School of



International Studies (RSIS) and Experia Events. Discussions will revolve around the theme 'China and India as Future Strategic Actors' focusing on two central topics - Future Political, Economic and Diplomatic Challenges, and Military Modernisation.

After the success of the inaugural series in 2010, Singapore Airshow 2012 will once again present Business Forums on 15-16 February 2012. The forums, presented by top aerospace buyers, high level executives from government agencies and industry leaders, give visitors and exhibitors the unique opportunity to understand the procurement trends and strategies to tap potential business prospects and joint ventures in the key markets of China, India and South East Asia.

The China Business Forum will cover topics that include the growth, opportunities and development strategies in the commercial aviation market. New Board Technology is co-organising the forum with Experia Events.

Mr Jimmy Lau, Managing Director of Experia Events said: "The aviation industry is developing rapidly around the world and stakeholders need to keep abreast of the latest trends and technologies as well as the challenges and opportunities facing this sector. Based in the heart of Asia, the Singapore Airshow is well-placed to respond to rising demand in the region. It provides a platform for governments and air forces, airline industry representatives and regulators to come together, network and exchange ideas."

The Singapore Airshow 2012, with the theme 'Building Businesses' returns from 14-19 February 2012 at the Changi Exhibition Centre. The event which has high attendance of foreign government and international delegations will continue to provide an enhanced platform for visitors to exchange ideas and best-practices through activities such as high-level strategic conferences, business and networking forums.

###

About Singapore Airshow

Singapore Airshow is organised and managed by Experia Events and serves as a global marketplace and networking powerhouse for the world's aviation community. Singapore Airshow also features a series of high level conferences dedicated to leading players in the global aviation industry – Singapore Airshow Aviation Leadership Summit (SAALS) and the Asia Pacific Security Conference (APSEC).

For more information, visit: www.singaporeairshow.com.sg



For more information on SAALS, visit www.aviationleadersummit.com.sg

About Experia Events Pte Ltd

Experia Events specialises in organising and managing exhibitions and conferences of strategic interest, fostering industry development and thought leadership. It has built a strong portfolio in aerospace and defence with the highly successful Singapore Airshow, Asia's largest aerospace and defence exhibition and one of the top three in the world, and IMDEX Asia, the leading international maritime defence exhibition in Asia. Its expertise and track record also extends to the government and lifestyle sector, through key events such as the Singapore International Water Week, World Cities Summit and ScreenSingapore.

Formerly known as Singapore Airshow and Events Pte Ltd (SAe), Experia Events aims to diversify its range of strategic events globally.

- Ends -

For further enquiries, please contact:

Mariam Rahman

Experia Events Pte Ltd
Senior Communications Executive
Contact: Tel: +65 6542 8660 ext 141;
Mobile: +65 9853 9267
Email: sitimariam@experiaevents.com

Nancy D'Souza

Hill & Knowlton (SEA) Pte Ltd
Senior Manager
Contact: Tel: +65 6390 3324;
Mobile: +65 9177 5363
Email: nancy.dsouza@hillandknowlton.com