



FOR IMMEDIATE RELEASE

## **Singapore Airshow 2010 takes off!**

- *Foreign delegation numbers surpasses that of the inaugural show*
- *Strong pre-registered attendance numbers is another key milestone*

31 January 2010 – Singapore Airshow 2010, Asia's largest and one of the top three aerospace and defence exhibitions in the world, is set to take flight and remains the platform of choice for government bodies and industry bigwigs to network and make key announcements.

Singapore Airshow is the only event of its kind in the industry that brings together the who's who in aerospace and defence including key political and military leaders, and this year's show is no exception. It is the only airshow that delivers the largest number of high-level foreign dignitaries from the Asia-Pacific region and beyond.

Despite the downturn, Singapore Airshow continues to show resilience, scaling new heights with more than 250 delegations from close to 80 countries/regions, surpassing that of the inaugural show. The show also achieved another key milestone, having strong pre-registered attendance numbers of over 12,000. This year, more than 30 airline CEOs will also be in town during show time.

Singapore Airshow 2010 will see the participation of 800 exhibiting companies from over 40 countries including 62 of the top 100 global aerospace companies. Reflecting the vote of confidence from its exhibitors, more than 85% of the 2008 exhibitors will be returning to this year's show. This is a testament of the event's ability to achieve proven ROI to its participants. There will also be an increase in the number of country / group pavilions from 18 to 22, with New Zealand, Switzerland, Romania and Russia being the latest additions.

Singapore Airshow is where the action will be and this year's event seeks to deliver a more integrated and enhanced experience to its participants. Despite the economy only starting to recover from the recession, Singapore Airshow remains one of the most anticipated and a must-attend show in the global aviation calendar.



“We are extremely delighted with the positive response that we have received so far even before the start of our show. This is definitely a good indication of the increasing confidence of major players as the industry slowly emerges from the recent downturn. Being the first major airshow taking place at the beginning of the year, it will enable the entire industry to feel the pulse and set the tone for what we can expect for the year ahead,” said Mr. Jimmy Lau, Managing Director, Singapore Airshow & Events (SAe).

Not only will new initiatives like the Business Forums and the Green Pavilion be introduced during show time, participants can also look forward to the key conferences - Singapore Airshow Aviation Leadership Summit (SAALS), the Asia Pacific Security Conference (APSEC) and the New Challenges in Technology & Maintenance Conference 2010 (NCATMC). These conferences provide a good platform for different parties to gather for insightful exchanges on pertinent issues.

Recognising the importance of Singapore Airshow as a strategic industry enabler, Singapore Airshow Week will be abuzz with many co-located events and we expect several announcements to be made by the exhibitors during the Singapore Airshow Week. Amongst the announcements made will be the Singapore Aero Engine Services Pte Ltd (SAESL) extension opening on 2 February 2010 and the A380 Hangar Opening by SIA Engineering Company on 3 February 2010.

Singapore Airshow is the cornerstone of Singapore’s aviation industry and plays an important role towards its aspiration as an aviation hub, as affirmed by Mr. Sia Kheng Yok, Director, Transport Engineering, Singapore Economic Development Board, “As Asia’s most important aviation event, Singapore Airshow provides an excellent platform for participants to reach out to their target audience, be it exploring commercial opportunities, forging partnerships or making announcements for maximum impact.”

“Asia is the key to the long-term growth of the industry and Singapore Airshow, being at the heart of the action, will be an effective springboard to the region. We are confident that Singapore Airshow is well poised to open doors to these opportunities,” commented Mr. Lau.

For more information on Singapore Airshow 2010, please visit [www.singaporeairshow.com.sg](http://www.singaporeairshow.com.sg)

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## About Singapore Airshow

The Singapore Airshow is Asia's largest and one of the top three aerospace and defence exhibitions in the world. First held in 2008, the Singapore Airshow is an international biennial event which 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). Singapore Airshow is organised and managed by Singapore Airshow & Events Pte Ltd (SAe).

## About Economic Development Board (EDB)

EDB is the lead government agency for planning and executing strategies to enhance Singapore's position as a global business centre and grow the Singapore economy. We dream, design and deliver solutions that create value for investors and companies in Singapore. In so doing, we generate economic opportunities and jobs for the people of Singapore; and help shape Singapore's economic future.

'Host to Home' articulates how EDB is sharpening its economic development strategies to position Singapore for the future. It is about extending Singapore's value proposition to businesses not just in helping them improve their bottom line, but also in helping them grow their top line. EDB plans to build on existing strengths and add new layers of capabilities to enable Singapore to become a 'Home for Business', a 'Home for Innovation' and a 'Home for Talent'.



For media enquiries, please contact

Marilyn Ho

Singapore Airshow & Events Pte Ltd  
Director, Communications  
Contact: +659753 7976  
Email: [marilynho@singaporeairshow.com.sg](mailto:marilynho@singaporeairshow.com.sg)

Dawn Wang

Hill & Knowlton  
Account Manager  
Contact: +659766 1057  
Email: [dawn.wang@hillandknowlton.com.sg](mailto:dawn.wang@hillandknowlton.com.sg)

Zhou Junlin

Singapore Economic Development Board  
Senior Officer  
Contact: +659820 1160  
Email: [junlin\\_zhou@edb.gov.sg](mailto:junlin_zhou@edb.gov.sg)