



DUBAI AIRSHOW 2011

LEADING THE AEROSPACE INDUSTRY

13-17 NOVEMBER 2011
Dubai, United Arab Emirates





Welcome

Welcome to the next edition of the Dubai Airshow, taking place from 13 to 17 November 2011 in the Gulf city of Dubai.

Opportunities strike when you're in the right place, at the right time, which is why it's important to be at the Dubai Airshow. Commercial concerns are now reviewing their fleets and planning for a future which will see air travel recover, as the world economy improves over the coming years. And nowhere more so than in the Middle East, where GDP growth of 4.3 per cent is outstripping the global average. IATA expects Middle Eastern carriers to post a profit of \$100 million, a percentage of which will surely be used for investment in new aircraft as this new decade unfolds.

Defence spending in the Middle East is forecast to exceed \$100 billion by 2014 and shopping lists for this procurement programme will undoubtedly be evident at the air show which will feature the latest military aircraft and associated hardware.

The UAE is also reviving its fortunes and its capital, Abu Dhabi, is investing heavily in aerospace, particularly in Al Ain, where it is transforming the oasis city into the aerospace centre of the Middle East, attracting big players in the industry.

Further up the highway, Dubai's involvement in the aerospace industry, spearheaded by the Dubai Airshow, has seen steady growth over the past 20 years. The latest edition of the Dubai Airshow, in November 2009, drew 890 exhibitors from 47 countries and almost 53,000 industry professionals from 138 countries, an 18 per cent rise in attendance from the previous show.

We expect that growth to continue with even more exhibitors and visitors at the 12th running of the event, as confidence returns to the aerospace industry, and we hope to see you there!

Alison Weller
Managing Director, F&E Aerospace



F&E AEROSPACE

Organised by F&E Aerospace in co-operation with Dubai Civil Aviation Authority, Dubai Airports and in collaboration with the UAE Armed Forces.

Official Airline



Supported by





↘ 2009 Show Roundup

Why exhibit?

The Dubai Airshow is just 20 years old but in that time has been firmly established as a key event on the international aerospace calendar. As the world's fastest growing air show the event consistently delivers key buyers and decision makers – offering you unrivalled access to the Middle East aerospace market in a highly focussed environment.

Key figures

52,978

Trade
visitors

890

Exhibitors from
47 countries

130

Aircraft on the
static park

511

Delegation
representatives

78

Aircraft
sold

1,389

International &
regional media

“Dubai has always been a very strong regional show, but now it has become just as important on the world stage, and it has broken into the international arena in a similar way to the events at Paris and Farnborough”

John Leahy Chief Operating Officer, Airbus

“This is our first time as a participant and we are marketing our training centre and maintenance and engineering services. It was good decision to take part as we have had interest from the UAE, India, Sri Lanka and Oman which we believe we will turn into business in the months to come. We have tested the show and it has proved so worthwhile that we will return with a bigger stand in 2011.”

Eng. M. Gamal Said Director Marketing, Sales & Customer Services, EGYPTAIR Holding Company, Egypt

“We go to four airshows in the US and we have done more business in one day here than we do at a full show there. Really it has well exceeded our expectations and has been outrageously fantastic for a new guy on the block. We will absolutely be back... because the return-on-investment that is coming out of being here is substantial.”

Tom Brown Senior Sales Manager, Skyplan, Canada



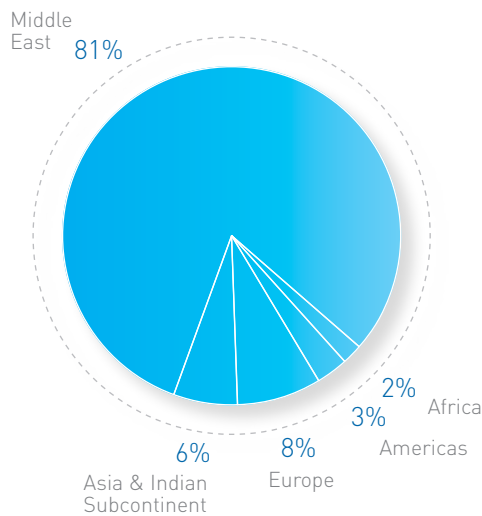
↳ Visitors

Dubai Airshow 2009 drew 52,978 trade visitors from around the world – with a particularly high turnout from the United Arab Emirates and the wider Middle East region. Reflecting the continued growth of the Dubai Airshow visitor figures in 2009 grew an impressive 18% on the previous show – a trend that looks set to continue for 2011.

Job function

Engineering	12%
Sales & Marketing	9%
Operations	10%
Board Director	11%
Logistics	3%
Pilot	6%
Owner/Operator	7%
Training	5%
Crew	2%
Purchasing & Procurement	7%
Airport Management	1.5%
Research & Development	1.5%
Inflight Services	4%
Safety/Security	5%
Air Traffic Control	1%
Insurance	1%
Serving Military	5%
Other	9%

Region



Industry

Airline	14%
Service/Support Industry	10%
Business & General Aviation	9%
Manufacturer	9%
MRO	8%
Government – Civil	4%
Agent Distributor	5%
Finance & Leasing	3%
Training & Simulation	4%
Air Force	4%
Government – Defence	5%
Aircraft Interiors	2%
Army	1%
Unmanned Vehicles	4%
Navy	2%
Publication	2%
Other	14%

“We have seen plenty of new contacts for new business, and it is extremely important for us to be here and make these contacts for the long term development of our company.”

Martin Butler Director, Communications, Goodrich, UK

“The whole world has come to Dubai. We have had customers visit our stand and then see our premises... it has been great to meet new people and show them what we can do.”

Mohammed Saideh Chief Commercial Officer, Palm Aviation, UAE

↳ Media

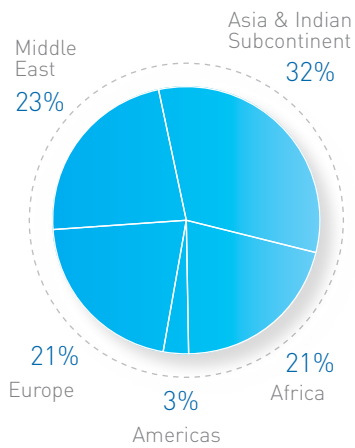
International and regional media play a key role in the success of the Dubai Airshow creating publicity and awareness not only of the show itself but of our exhibitors also. In 2009, 1389 media representatives from print, TV, radio and online media outlets were in attendance. In addition to the global coverage the show receives, there are also five official Show Dailies distributed at the Dubai Airshow – giving exhibitors the chance to publicise their latest show news.



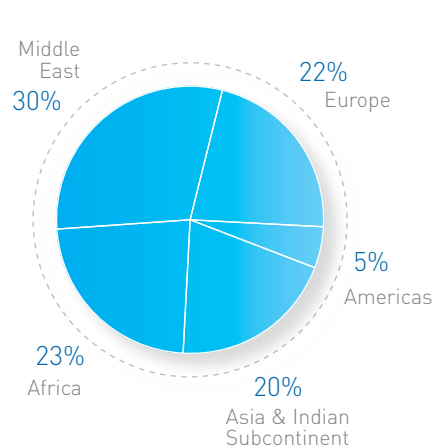
Delegations

Our tailored delegations programme is a key feature of the Dubai Airshow and sees official civil and military delegations – invited by the Dubai Civil Aviation Authority and the United Arab Emirates Armed Forces respectively – attending over each of the five days of the show. As organisers we know how important access to the delegations is for our exhibitors and our Delegation Liaison team is committed to meeting as many requests as possible for this highly demanded programme.

Civil delegations by region



Defence delegations by region



“We really appreciate the participation of key UAE decision-makers, such as the UAE Armed Forces delegations, at the show. We had the opportunity to present our future projects to them and when we return to the Dubai Airshow in 2011 we hope that our efforts will be realised in tangible deals.”

Daniel Petit Corporate Marketing Director, MBDA Missile Systems, France

“It is extremely important for us to be here in Dubai as the Middle East is our biggest market outside of Europe, and we have been to every air show here since the start.”

Bernd Habel Director Corporate Communications, Lufthansa Technik, Germany

Exhibitors

Every two years the aerospace industry’s leading companies and decision makers gather for the Dubai Airshow – an event dedicated to connecting buyers and sellers alike. From first time exhibitors to those who have been with us since the very start we are committed to delivering a show that enables all participants to maximise the return on their investment.

Industry

Industry	%
Aerostructures & Aerostructure Manufacturer	4
Air Ambulance Equipment & Services	2
Air Cargo	2
Air Traffic Control	1
Aircraft & Aircraft Manufacturer	7
Aircraft Broker	2
Aircraft Interiors	5
Aircraft Management	2
Airlines	2
Airport Design, Management & Equipment	2
Avionics	3
Charter & Leasing	3
Communication Systems	2
Consultancy or Distributor Services	2
Engineering	3
Engines – Manufacture & Overhaul	4
Fixed Wing – Civil	3
Fixed Wing – Defence	6
Flight Planning & Support	3
Fuel	2
Government Bodies & Organisations	2
Ground Handling & Support	2
Helicopters	4
Maintenance, Repair & Overhaul	7
Navigation Systems	1
Parts & Accessories	7
Publications	2
Safety & Survival Equipment	2
Search & Rescue	1
Simulation & Training	3
Space Technology	1
Surveillance & Reconnaissance Systems	2
Test Equipment	2
UAVs & Unmanned Systems	3
Weapons Systems	1



"The ever-increasing number of exhibitors interested in participating in this economic, commercial and cultural event reflects the diversity of exhibitors and rising interest in keeping themselves updated on the latest developments in civil and military aviation industry. The Dubai International Airshow is viewed as an international forum for senior Arab and foreign politicians, officers, businessmen, investors, media men...This makes it a perfect economic, commercial and cultural event that should be properly used to shed the light on our centuries-old culture and genuine values."

HH Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum Crown Prince of Dubai

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