



**FOR IMMEDIATE RELEASE**

## **Singapore Airshow contributes S\$254.5 million to Singapore economy in 2012**

*86.2% generated from spending by foreign exhibitors, trade and public visitors*

**SINGAPORE, 7 SEPTEMBER 2012** – In a recent study conducted by Kadence International, it was found that Singapore Airshow 2012 contributed over S\$254.5 million worth of direct spending to the Singapore economy in tourism receipts, hospitality, event and personal spend. Of this, over S\$219 million was from foreign exhibitors, trade and public visitors. The biennial Singapore Airshow is Asia's largest and one of the three most important aerospace exhibitions in the world. This year's event took place from 14 to 19 February 2012 bringing together more than 135,000 attendees over the six days.

Singapore Airshow 2012 attracted 44,801 trade attendees with 30% coming from overseas. The two public days also attracted 90,301 visitors of which 9% were foreign. In total, Singapore Airshow 2012 drew some 22,000 foreign visitors to the event. Of the foreign exhibitors, nearly a quarter (23%) stayed in Singapore for more than 10 days to leverage networking and business opportunities in the region, demonstrating Singapore Airshow's value and continued appeal beyond the six days of the show. The Kadence study also established that the Singapore Airshow generated nearly S\$120 million of foreign revenue among Singapore-based stand-building contractors, freight forwarders and F&B caterers.

"I am delighted that Singapore Airshow 2012 has had such a positive impact on Singapore's economy, with 86.2% of revenue generated coming from overseas attendees," said Mr Jimmy Lau, Managing Director of Experia Events, organiser of Singapore Airshow. "This strong showing is testimony to Singapore Airshow's position and relevance not only as a premier platform for networking and business opportunities in the global aerospace industry calendar, but also as an important contributor to the MICE industry in Singapore."

### **Strong contribution to the aerospace industry**

Trade visitors and exhibitors at Singapore Airshow 2012 formed a comprehensive cross-section of the aerospace industry, with strong representation from Maintenance, Repair and Overhaul (MRO), defence and land equipment systems and avionics and unmanned technology companies as well as airlines, civil aviation bodies, government and military officials. The highest representation from exhibitors was from aircraft and parts manufacturers at 50%, while 26% of trade visitors were from the MRO industry. The diversity of participating companies and visitors at Singapore Airshow 2012 reflects its strategic importance to a wide spectrum of the aerospace and defence industry.

As a direct result of Singapore Airshow 2012, over half of exhibitors (54%) expect to finalise a sale with a new customer while 36% of trade visitors anticipate forming a strategic partnership over the next 12 months. The successful deals inked at Singapore Airshow 2012 reinforces its position as a strategic global platform, contributing to the long-term sustainability of the industry by successfully bringing together global industry leaders to network, exchange insights and build businesses in the region and beyond. More than US\$31 billion worth of deals were announced at Singapore Airshow 2012.

“We are heartened by the success Singapore Airshow continues to enjoy, as seen by the strong industry participation, record visitor numbers and strategic partnerships formed during Singapore Airshow 2012,” said Mr Lim Kok Kiang, Executive Director, Transport Engineering of the Singapore Economic Development Board. “As demand for air travel continues to drive the growth of the Asia-Pacific aerospace industry, companies looking to better serve the needs of their regional clients can tap on Singapore’s central location, business-friendly environment, and its highly skilled workforce to orchestrate their expansion in the region.”

Singapore Airshow returns from 11 to 16 February 2014 at Changi Exhibition Centre.

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## **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](http://www.singaporeairshow.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 and one of the three most important aerospace and defence exhibitions in the world, and IMDEX Asia, the leading international maritime defence exhibition in Asia. Its expertise also extends to the government and lifestyle sector, through key events such as the inaugural ScreenSingapore, the Singapore International Water Week and World Cities Summit.

With a sound track record underscoring its aspirations to stage events that influence, Experia Events aims to diversify its range of strategic events globally.

For more information, visit: [www.experiaevents.com](http://www.experiaevents.com)

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