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U.S. is first ever “Feature Country” at Singapore Airshow

World leader in aviation and defense will have an enhanced presence at 2014 edition

SINGAPORE, 28 NOVEMBER 2013 – Singapore Airshow will introduce a new key highlight known as the “Feature Country” in 2014, and the United States has been designated as the first “Feature Country” at the show, scheduled to take place from 11-16 February 2014 at the Changi Exhibition Centre.

In line with the theme “Iconically American”, Singapore Airshow 2014 will see the largest U.S. presence yet with more than 150 U.S. companies, including 70 of them in the U.S. pavilion, along with a larger contingent of U.S. government and private sector visitors and VIP guests. The U.S. pavilion is also the largest country pavilion at Singapore Airshow 2014, forming about a third of the total number of exhibitors.

The U.S. Department of Commerce and Department of Defense are also working closely with the U.S. business community to highlight American participation at the new U.S. Business Forum by American exhibitors. The two departments will capitalise on Singapore’s standing as Asia’s aviation hub to promote its aerospace and defense capabilities to generate sales leads in the Asia-Pacific region.

The U.S., a world leader in aviation and defense, is home to renowned companies including Boeing, Raytheon, Lockheed Martin, Northrop Grumman, Honeywell, Rockwell Collins and United Technologies Corporation, who are among the top 50 aerospace and defense companies globally. According to a report by Cap Gemini, the United States is, by far, the world’s largest aerospace and defense market, with revenues close to US\$543 billion. Meanwhile, Asia is considered to be the fastest-growing market for aerospace and defense products. Being a feature country at Singapore Airshow 2014 will provide even greater opportunities for U.S. companies to capitalize on the phenomenal aviation traffic growth in the Asia-Pacific and springboard into this thriving region.

U.S. Ambassador to Singapore Kirk Wagar said, “The United States is very proud to be the Feature Country at the 2014 Singapore Airshow. We have a rich history in both commercial and military aviation and look forward to demonstrating the best in American aviation.”

Colonel Stephen Miller, Chief, Office of Defense Cooperation Singapore, added, “We are very excited to showcase the United States Department of Defense aviation capabilities, advanced U.S. technology, professional military personnel from all U.S. services, and products from our U.S. industry partners.”

In support of U.S. participation at Singapore Airshow, U.S. exhibitors will stand to receive privileges such as exclusive invitations by key aerospace companies to speak at the business forums, a special tour of the pavilion by the VIP delegations, a prime strategic location within the exhibition hall and a joint ribbon cutting ceremony at the U.S. Pavilion amongst many others.

Mr Jimmy Lau, Managing Director of Experia Events, said: “We are delighted that the United States will be the first ever feature country at Singapore Airshow. The United States’ choice of Singapore Airshow and their increased presence at the 2014 edition demonstrate the value that Singapore Airshow brings to its exhibitors and delegates. We hope that more countries will come forward to use the “Feature Country” platform to pursue strategic collaborations and joint ventures within the international aerospace and defense arena.”

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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

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

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