



## **SINGAPORE PAVILION AT SINGAPORE AIRSHOW 2010 PROVIDES INTERNATIONAL PLATFORM FOR LOCAL COMPANIES TO SHOWCASE CAPABILITIES**

- *Number of participating companies at Singapore Pavilion up from previous Singapore Airshow in 2008, with larger density of Tier 3 and 4 manufacturers.*
- *Singapore Pavilion provides an effective platform for companies to showcase themselves to the local and international industry.*
- *Aerospace suppliers will get another opportunity to showcase their capabilities at the Aerospace Supplier eXchange 2011, which will be held at the Marina Bay Sands from 27 to 29 April 2011.*

**SINGAPORE (2 Feb 2009)** – The Association of Aerospace Industries (Singapore), or the AAIS, has seen a growth in the number of participating companies at the Singapore Pavilion at the Singapore Airshow 2010. A total of 29 companies are being showcased this year, up from 17 from the previous Singapore Airshow in 2008. The Singapore Pavilion was officially opened by Guest-of-Honour Mr Teo Chee Hean, Deputy Prime Minister and Minister for Defence, today.

Fronted by the AAIS at each Singapore Airshow, the Singapore Pavilion is an effective platform for local companies to showcase their capabilities to an international audience. Mr Charles Chong, President of the AAIS, says it has now become even more crucial for Singapore-based companies, especially the Tier 3 and 4 aerospace manufacturers, to promote themselves to the wider market.

“With more of the industry’s big boys such as Rolls-Royce establishing their operations in Singapore, it has now become more important than ever for our local companies to showcase their competencies

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and capabilities in order provide the relevant support to these significant market players and also to remain competitive. This will also ensure a vibrant aerospace sector that will secure Singapore's position as an aviation hub of choice."

Notably, more companies from the aerospace manufacturing sector are at the Singapore Pavilion this year as compared to 2008.

"The MRO sector here has been a traditionally strong one, so the increase in the number of aerospace manufacturers at the Singapore Pavilion is encouraging. This is especially so since one of the Association's recent aims is to further strengthen the local aerospace manufacturing sector, so as to propel the manufacturing output by three-fold within the next 30 years," Mr Chong said.

The aerospace manufacturing sector in Singapore makes up about 10 per cent of industry output. The recent Singapore Aerospace Value Chain Study commissioned by the AAIS in 2009 identified Singapore's strong precision engineering cluster, which is able to support large aerospace OEMs, as the driver behind developing this high value-add sector of the industry. The study also ranked Singapore first in terms of preferred manufacturing investment destinations in the Asia Pacific.

With greater support under the Local Enterprise and Association Development (LEAD) Programme, which is jointly managed by SPRING Singapore and International Enterprise (IE) Singapore, more companies, especially small and medium enterprises (SMEs) are now participating in the Airshow under the Singapore Pavilion. This year's Singapore Pavilion also covers a greater floor area, giving more prominence to the participating companies. Together with the Civil Aviation Authority of Singapore (CAAS), who is also in full support of the Singapore Pavilion, the resolve of the local government in supporting and enabling local companies in the industry is evident.

SPRING Chief Executive Mr Png Cheong Boon said, "Our SMEs have used the downturn to build up capabilities and strengthen their relationships with the OEMs and contract manufacturers. We are seeing more SMEs breaking into the aerospace industry despite the high barriers of entry. The increase

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in the number of SMEs from 17 to 29 participating at the Singapore Pavillion is testament to their increased interest and capabilities. The Singapore Pavilion is an excellent platform to showcase their products and services to potential clients and partners around the world. We hope more SMEs will upgrade their capabilities to create new innovative products and processes and become more competitive players in the global aerospace industry."

Said Mr Thian Tai Chew, IE Singapore's Director of Technology Business Group, "With the aerospace industry's dominance by US and Europe OEMs, it is important for Singapore companies supporting the aerospace industry to continue looking outwards for export opportunities. IE Singapore will continue to work closely with the AAIS to help companies hone their international competitive edge, pursue opportunities in overseas markets through alliances, and raise their profile in Singapore and internationally, so as to groom our companies to become key players in the aviation industry international supply chain."

More than just a showcase of companies, the Singapore Pavilion also serves as a rallying point for companies, with B2B meetings having been arranged for companies to network and ensure a constant exchange of business ideas. The Singapore Pavilion also welcomes some newcomers to the aerospace industry, serving as an excellent springboard for them to establish themselves locally and eventually, overseas.

The Singapore Airshow is just one major platform the AAIS uses for the promotion of aerospace suppliers and manufacturers. In 2009, the Association initiated another showcase in support of the growing local aerospace-supporting companies – the Aerospace Supplier eXchange (ASX). Co-organised by IIR Exhibitions, this event aims to bring out the best in Singapore's aerospace suppliers in a more focused show.

After a very successful inaugural showing, the ASX will be held for the second time in 2011 at the Marina Bay Sands from 27 to 29 April 2011 – a year after the Singapore Airshow 2010. This, in effect, will enable

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the aerospace industry in the region to have an opportunity to network and showcase their best to global aerospace buyers, and further emphasise Singapore's desire to be an aviation hub of choice.

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### **About the Association of Aerospace Industries (Singapore) - AAIS**

The Association of Aerospace Industries (Singapore), or the AAIS, a non-profit organisation, is a leading industry association for the Aerospace Industry in Singapore that represents companies from the Maintenance, Repair and Overhaul (MRO) sector, Aerospace Manufacturing sector, Research and Development / Training sectors and suppliers for civil air transport and aerospace defence. The AAIS endeavours to provide leadership by facilitating strategies in innovation competitiveness, technical standards and accreditation. It also serves as a forum for members to discuss and elevate relevant issues to policy-makers and stakeholders.

Within the AAIS, the AAIS *AeroResource* Centre focuses on building industry and manpower development capabilities, with the aim of enhancing the competitiveness of the aerospace industries and the capabilities of aerospace suppliers. It is the one-stop avenue for the aerospace industry's growth needs and a launch pad for suppliers to establish themselves in the industry and overseas growth markets. Please visit [www.aais.org.sg](http://www.aais.org.sg) for more information and news about the AAIS.

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