

Aviation Expo, an exciting new development at LAAD 2007

As it commemorates 10 years, Latin America's largest defence technology exhibition innovates by incorporating a civil aviation trade fair

Latin America has proved itself to be an excellent market for the aviation industry, which is growing constantly and rapidly throughout the region. There are more than 170 airlines based in 20 Latin American countries and operating a total of 1,460 aircraft, 920 of which are jetliners. The Brazilian fleet alone accounts for 21% of the total. According to the Association of Latin American Airlines (ALTA), some 76 million passengers flew with its 29 member airlines in 2005. Strong demand for air travel has led these airlines to invest heavily in aircraft, products and related services. Nine airlines in the region report annual sales of US\$1 billion or more.

In Brazil, 9,800 aircraft are registered with the Department of Civil Aviation (DAC), including 950 helicopters and 700 executive jets. The private aviation segment comprises more than 4,000 aircraft. According to the Brazilian Association of General Aviation (ABAG), continuous growth of the nation's economy has intensified the use of these aircraft and hence the need for maintenance, repair and overhaul (MRO). More than 1,000 firms operate in this vigorously expanding market as suppliers of goods and services to the general aviation industry.

Aware of this potential, the organisers of LAAD, Latin America Aero & Defence, recognised as the largest and most important event for the armed forces throughout Latin America, have taken care to offer a prompt response to demand from the civil aviation industry on the South American continent by concurrently holding the first Aviation Expo Latin America. Both LAAD 2007 and Aviation Expo take place on April 17-20, 2007, at the RioCentro exhibition centre in the city of Rio de Janeiro, Brazil.

The launch of Aviation Expo Latin America is a perfect match for the business needs of the civil aviation industry in the region. By bringing together leading players in a wide array of segments, such as aircraft and engine manufacturers and systems integrators, among many others, with important buyers from countries throughout Latin America, the event fills a gap in the world calendar of trade shows for civil aviation. At the same time, this new initiative by Reed Exhibitions Brazil will take into account the significant investment that is ongoing across the continent and region by devoting special attention to airport infrastructure, every aspect of which will be covered, from construction and operation to the provision of services of all kinds. Like LAAD, Aviation Expo will be strictly business to business, presenting a clear-cut profile of both regional and industry developments and opportunities.

In addition to the exhibition proper, Aviation Expo 2007 will present the Airline Business Club Latin America. Located within the same area as the exhibition, the Airline Business Club will serve as a base for key airline executives during the four-day event, facilitating business contacts and talks with exhibitors.

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Another special feature of Aviation Expo 2007, highlighting its business focus, is that it will be open not to the general public but strictly to executives, aviation industry professionals and aircraft owners. Exhibitors will be able to book special business suites on the perimeter of the exhibition floor for meetings and to host guests and VIPs. This will be a less costly alternative to the regular chalets offered at traditional air shows.

Aviation Expo is also backed by strong support from the regions leading trade associations and government bodies, many of whom have reserved stands at the show including: ANAC (Brazil's National Civil Aviation Agency) and ABRAPHE (Brazil's National Association of Helicopter Pilots), among others.

Both Aviation Expo 2007 and LAAD 2007 will present special conferences and seminars offering exhibitors and delegates networking opportunities and information on trends and new opportunities across the industry.

Service

Events:

LAAD 2007 (Latin America Aero & Defence) and
Aviation Expo Latin America 2007

Date:

April 17-20, 2007

Venue:

RioCentro, Rio de Janeiro, Brazil

Organisers:

Reed Exhibitions Brazil

More information:

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