

# AIR AFRICA INTEREST GROWING

**I**NTEREST IN next year's AIR Africa exhibition which is to be held at Gallagher Estate, at Midrand, from March 25 to 27 inclusive, is gaining momentum and orders for space are starting to come in, predominately at this stage from Gauteng-based companies.

Described as a "business-to-business trade exhibition for the African aviation services industry", the organiser, Duma Exhibitions, is confident that the show will be a "winner", as it is to be the first of its kind held in South Africa and is designed specifically for the trade.

As a Duma spokesperson said: "This show is being expressly designed to bring together a gathering of exhibitors displaying a wide range of services, such as maintenance, repair and overhaul services, ground and flight training, aircraft handling and refurbishment etc."

To be organised on similar lines to that of the National Business Aircraft Association's (NBAA) annual expo in the United States, AIR Africa will be a purely business affair and will be closed to the public. There will be no air show as such and companies with aircraft to sell will be able to discuss them in the privacy of their booths at the expo and then take them to nearby Grand Central Airport where the aircraft can be "seen in the flesh" and potential customers can then be taken on demonstration flights.

This format has proved to be particularly appealing to potential exhibitors. Paul de Villiers, of Goodyear, said he welcomed the idea of AIR Africa as he was very interested in reaching the African airline industry in particular, and participation would mean the opportunity of interacting with this target market.

His view was echoed by Alfredo Schultz, director of Simuflight, who confirmed his participation at the show as it would "provide us with an opportunity to network with our specific market which is outside the military environment, and I welcome the expo as a concentrated business-to-business marketing tool to increase our exposure."

Another company which is an early participant is C.W. Price, whose CEO, Kelvin Price, said that the exhibition would "provide a valuable window to meet with our customers and provide an opportunity to link up with existing customers and make new contacts."

One of the first companies to sign up for the show and arguably the largest general aviation

company in South Africa, National Airways Corporation, described the show as being a "tremendous platform for NAC to showcase its products and services." (See *World Airnews*, April 2008).

Wellknown in the exhibition industry and CEO of Duma Exhibitions, Lynn Browne, who is the driving force behind AIR Africa, said: "This will be the first trade exhibition in Africa to address the specific business-to-business format serving the aviation industry and the demand for air transport for passengers and freight on the African continent." →

## NETCARE 911 OPENS EMS IN EASTERN CAPE

**EMERGENCY medical services provider, Netcare 911, last month launched an emergency medical helicopter service in the Eastern Cape, with the service operating from the Port Elizabeth airport.**

Netcare 911 will be using a Eurocopter Squirrel (AS350B2) helicopter for all emergency air transfers. The Squirrel's versatility is such that it is used worldwide in private, rescue, aero-medical and military roles.

Wayne Thomson, Netcare 911's flight operations manager, said that its helicopter operation would be a rapid transport, doctor-based service, thereby taking the emergency team to the patient and increasing the level of care a patient receives. →

## DATE CHANGED

**THE DATE for the Commercial Aviation Association of Southern Africa's Road Show meeting which was to have been held at Virginia Airport, Durban, on May 28, has been changed to June 11 at 18h00.**

The meeting, to be held at the Durban Wings Club, is part of the association's round-the-country series designed to give both members and non-members an update on what is happening behind the scenes in the aviation industry. →

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