



Aviation Business

NEW AVIATION TRADE SHOW LAUNCHED

The aviation industry's calls for a civilian-only, Gauteng-based aerospace exhibition have resulted in a Johannesburg company, Duma Exhibitions, deciding to launch AIR (Aviation Industry Rendezvous) Africa 2009, the continent's first truly international trade exhibition for the African aviation services industry. "AIR Africa 2009 will be held over a three-day period from 25 – 27 March at Gallagher Estate in Midrand next year," says Duma Exhibition's managing director Lynn Browne.

According to Browne, AIR Africa 2009 will be a 'no public, no flying' business-to-business trade exhibition exclusively for the African aviation services industry and will showcase the entire range of hardware and services available to the business, general aviation and airline industries.

"The exhibition has been developed to attract key buyers and decision-makers in airlines corporate flight departments, charter operators, owners/pilots, the private aviation and training sectors. AIR Africa 2009 will bring these people together with an unrivalled gathering of exhibitors displaying a wide range of the latest equipment and services for this strategic industry," adds Browne.

In addition, AIR Africa 2009 exhibitors will be offered a focused business-

to-business matchmaking programme specially developed to ensure that the exhibitors meet face-to-face with clearly-identified, pre-profiled buyers and decision-makers.

"Research by Duma Exhibitions has shown that the aviation industry in South Africa, and indeed the whole continent, has long wanted and needed such an exhibition. Already the 20 companies which have indicated that they will be exhibiting gave an indication that this show is what the rank-and-file of the industry wants," says Browne.

This has been confirmed by Kelvin Price, CEO of CW Price, importers and distributors of various business and general aviation products including maps, flight information and meteorological equipment. Price said "AIR Africa will provide a valuable window to meet with our customers – an opportunity to link up with existing customers and to make new contacts".

"With neither flying displays nor the public, the three-day exhibition will be focussed on business-to-business matchmaking with the standard of visitors being quality rather than quantity. Gallagher Estate however is in close proximity to Grand Central airport," concludes Browne. Browne had previously been involved in the organisation of the country's only other aviation exhibition, originally known as Aviation Africa, and now as Africa Aerospace and Defence, since the late 1970s.



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