



The organisers of AAD2008 wish to extend their sincere appreciation to the City of Cape Town, the South African Police Services Western Cape, Air Force Base Ysterplaat, the many international and local trade visitors and exhibitors, as well as the local community of Cape Town for their support to stage a very successful exhibition.



## AAD 2010

The sixth edition of Africa Aerospace and Defence is set to take place from:

**21 - 25 September 2010**

A number of new initiatives are under consideration for AAD2010. The organisers are already in the planning phase to implement further enhancements to make AAD even more attractive to exhibitors and trade visitors.

### CONTACT DETAILS

#### SHOW ORGANISER:

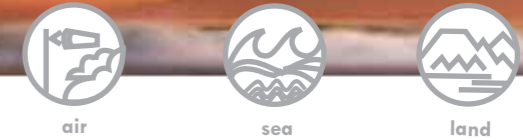
**Geoff van Hees**

**Tel: +27 (0) 84 840 3215**

**E-mail: aad@amd.org.za**

[www.aadexpo.co.za](http://www.aadexpo.co.za)

The largest exhibition of air, sea and land capability on the African continent



### AFRICA AEROSPACE & DEFENCE 2008 - A HUGE SUCCESS

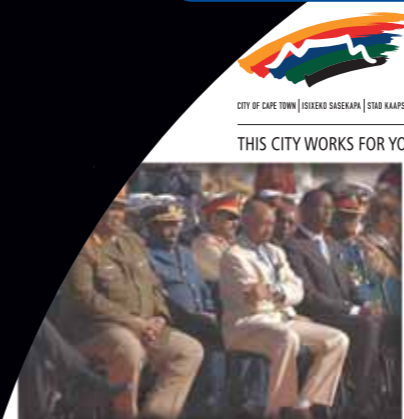


Photo courtesy of: F Dely

Months of hard work paid off for the organisers of Africa Aerospace and Defence 2008. The fifth in the series exceeded all expectations and turned out to be a resounding success.

All available exhibition space was sold out weeks before opening day, 17 September, and regrettably a number of potential exhibitors had to be turned away.

With overall growth of 25 per cent this international event met most of the expectations of exhibitors and visitors alike. Participants have confirmed that they were impressed with the arrangements, having had ample opportunity to interact with clients, decision makers, official delegations and other trade visitors.

Compared to major international exhibitions, AAD is somewhat smaller yet able to compensate in a unique way by allowing for a more intimate business environment. As an African exhibition, AAD is also ideally positioned to open doors for international companies into the broader African marketplace. Prospective sellers agreed AAD is the place to be when the need arises

to offer customised solutions to buyers on the continent and elsewhere.

One of the key objectives for AAD2008 on the part of the organisers was to continue supporting the South African Government's strategy of forging alliances for its domestic aerospace, air transport, maritime, security and defence industries. In this manner AAD2008 could help create export opportunities and skills development. The Department of Trade and Industry's Aerospace Industry Support Initiative was actively promoted and is now set to achieve its strategic objectives in years to come.

At the close of the exhibition, show director Simphiwe Hamilton only had compliments for the support and commitment shown by all the participants. "All exhibitors from the general aviation and defence-related industries, as well as service providers, DOD personnel and the SA Police Services, officials from the City of Cape Town and Government, gave their best to us as organising committee. We could not have hoped for better support."

## Next show!

The largest exhibition of air, sea and land capability on the African continent



**AAD 2010**  
**21-25 September**  
[www.aadexpo.co.za](http://www.aadexpo.co.za)

# The largest exhibition of air, sea and land capability on the African continent

## Cape Town venue



Foreign visitors and exhibitors also utilised the opportunity to visit the renowned tourist attractions in and around Cape Town, doubtless taking with them many pleasant memories of a successful visit to this southern part of the African continent.

Africa Aerospace and Defence 2008 boasted credentials that were hard to match. As the only exhibition of its kind on the African continent, its location in one of the world's most famous cities is enhanced with the stupendous backdrop of Table Mountain. Most participants felt that staging AAD 2008 at Ysterplaat Air Force Base in Cape Town, contributed to its success.



## Statistics

AAD2008 attracted 250 direct exhibitors representing more than 30 countries, 16 000 trade visitors and close to 350 international and local accredited media representatives. 80 Officially invited foreign delegations and 20 defence ministers from around the world attended AAD2008, underscoring its claim to be one of the top international commercial and general aviation, aerospace technology, security and defence-related exhibitions in the world.



## Exhibitors

Some of the major international companies that came to AAD to showcase their leading technologies included Airbus, EADS, SAAB, BAE Systems, Boeing, ThyssenKrupp Marine Systems, AgustaWestland, Embraer, Eurocopter, Honeywell, Northrop Grumman, Pratt & Whitney, Sikorsky, Brahmos, Norinco, DCNS, Rosonboronexport and Alenia Aeronautica. Not to be outdone, South African companies like ATE, Denel, NAC, Paramount, Reutech, Ngwane Defence, Armscor, Milkor, Cobham, Execujet, Aerosud and Placo had impressive displays.



## Events

This five-day event over three trade days followed by two public days proved once again to suit the requirements of exhibitors and trade visitors. It allowed the 40,000 public day visitors to gain insight into the latest technologies and to thoroughly enjoy the public air displays which were of international standard.

AAD2008 was officially opened by the South African Minister of Defence on 17 September, followed by the formal commissioning into service of the SAAB JAS 39 Gripen 4<sup>th</sup> generation light fighter aircraft into the South African Air Force (SAAF) inventory.

The DOD Directorate Foreign Relations did a sterling job of coordinating the visits and exhibition



tour of the officially invited delegations. This ensured that the exhibitors had the opportunity to interact with decision makers of their choice.

The trade days were packed with exhibitor media briefings, business meetings, product launches and validation flights for the international air show on the weekend. Many of the larger participants entertained VIP guests in their respective hospitality chalets to strengthen business relationships. No less than 11 conferences and seminars at AAD2008 covered subjects ranging from armour and air power, countertrade and offsets, aviation maintenance, repair and overhaul (MRO), to the SADC Brigade and African Standby Force.



## Media

The AAD media centre proved popular with photographers and representatives of the electronic and print media. Equipped with a bank of computers, copying, fax and internet facilities, the media centre allowed for smooth distribution of press releases by exhibitors and corporate communicators.



## Displays

Besides numerous types of security and military vehicles on display, AAD2008 also provided exhibitors with the opportunity to display sub-systems, components and services related to commercial and general aviation, security and the defence environment. As predicted, AAD2008 lined up a far greater variety of exhibitors, vehicles, aircraft, security and military equipment and exhibits than the 2006 event.

In addition to experimental and sport aircraft on show, light aircraft suitable for the tourist industry and the more sophisticated business jets further complemented AAD2008 with static displays and demonstration flights.



## Institutional displays

The Department of Defence (DOD) and South African Police Services (SAPS) exhibitions proved to be very popular with visitors and the general public. They followed an interactive approach whereby demonstrations were staged related to healthcare, hygiene, basic first aid procedures, air evacuation, crowd control, crime prevention, search and rescue and K9 drug detection.



## Youth Programme



A very deserving AAD Youth Development Programme was staged in Hall 4, which drew lots of attention. It culminated in an award ceremony where prizes were presented to young people as an inducement to pursue careers in the high technology world of aerospace, science, engineering and the defence-related industries. This programme had the active support of the AAD organisers, as well as a number of sponsors.



## Highlights of AAD 2008



A South African Airways Airbus A340-600 and two-ship Boeing 737 formation flight delighted the crowds on both public days. Thunder City's historic aircraft such as the Buccaneer, Hunter and English Electric Lightning enthralled spectators. Aerobatic icons like Zoltan Veres, Scully and Ellis Levin, Pierre Gouws, Arnie Meneghelly, Stu Lithgo, Nigel Hopkins, Larry Beamish and Mike Beachyhead (to name but a few), put up world-class displays. Other highlights included the Dassault Falcon 7X business jet, the South African Air Force's Gripen, Hawk and newly rebranded Silver Falcons aerobatic team, as well as various rotary wing demonstrations. Two USAF C-130's and the L-39 Zutee added to the overall international stature of AAD2008.

A specially constructed dynamic vehicle demonstration track enabled users and manufactures to demonstrate the capabilities of various types of vehicles. Heavy rain showers in Cape Town during the preceding weeks created a muddy environment on the dynamic track. This gave an added dimension to the all-terrain design capability and characteristics of these purpose-built vehicles.

The maritime component of AAD2008 comprised of a Valour-class frigate and Type 209 submarine of the South African Navy, together with HMS Liverpool, a UK Royal Navy Type 42 Destroyer. These vessels, berthed at the V&A Waterfront in Cape Town, were open to visitors.

