

AFRICA AEROSPACE AND DEFENCE ECONOMIC IMPACT ASSESSMENT OF AAD 2012

Africa Aerospace and Defence is the premier exhibition of Air, Sea and Land technologies on the African continent

South Africa, 10 December 2014 – A study commissioned by the Africa Aerospace & Defence (AAD) partnership has confirmed that the bi-annual AAD Air Show exerts a significant positive impact on the economy, particularly the Tshwane regional economy.

An Economic Impact Assessment (EIA) of the AAD2012 Exhibition was conducted by an independent economic research agency (GOPA Group SA). Key findings of this quantitative impact study included the following:

- Total demand of R200 million was generated in the economy by the expenditures of visitors to the Air Show, as well as the expenditures related to the hosting of the event and the exhibition stands.
- Demand generated by the event was translated into total turnover (output) in the economy of R685 million, spread throughout a variety of economic sectors, including accommodation, food, construction, business services, transport, furniture & retail trade
- Based on input-output table analysis, a total of more than 2,000 jobs were created, the majority of which were in the formal sectors of the economy
- Economic output generated by the Air Show resulted in a broadening of the country's tax base of more than R55 million
- The editorial value equivalent of highly favourable domestic and foreign media exposure of the event amounted to more than R30 million
- A substantial amount of business was procured by exhibitors at AAD 2012
- The medium-term value of inbound tourism flowing from a large contingent of international visitors at AAD2012 has been estimated at more than R1 billion



A total of around 130,000 visitors attended AAD2012, which represents a multiple of the average number of visitors that attend exhibitions in South Africa. No other event allows for a greater degree of comprehensive information sharing on aviation matters than the bi-annual AAD Exhibition and it has become a showcase for the country's diversified and sophisticated aviation industry.

It is managed under the auspices of a long-standing partnership between the South African Aerospace, Maritime and Defence Industries Association (AMD), the Armaments Corporation of South Africa SOC Ltd (ARMSCOR), the Commercial Aviation Association of Southern Africa (CAASA Trust) and the Department of Defence (DOD).

Aviation makes a significant contribution to the South African economy, particularly via a multi-dimensional supply chain. The value of the aviation industry supply chain is estimated to be more than R116 billion.

The extended and complex supply chain of aviation, combined with its indispensable role in rapid transport, defence operations and providing access to remote areas, justifies the view that the aeronautical industry should be afforded strategic sector status.

AAD2014

The Africa Aerospace and Defence (AAD) 2014 is one of the world's premier Aerospace and Defence exhibition that holds a prominent position within the Aviation and Defence calendar. This exhibition takes place biannually in September. The first three days of the exhibition are traditionally trade days, followed by two airshow days that are open to the public. The **8th** AAD will take place at AFB Waterkloof, Centurion in the City of Tshwane, South Africa between **17 to 21 September 2014**, and will once again bring together various industries from throughout the world so as to showcase the latest technological innovations within this sector.

Visit our new website for more information www.aadexpo.co.za.

ENDS

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