



# MILITARY ATTACHÉ AND CORPS BRIEFING

## SA ASSURES COUNTRIES PARTICIPATING IN THE 2024 AEROSPACE DEFENCE AND TRADE EXHIBITION OF A BIGGER AND BETTER SHOW

The 12th edition of the Africa Aerospace and Defence (AAD) trade exhibition is set to be the biggest and better show when it kicks-off between 18th and 22nd September 2024 at Air Force Base Waterkloof in Centurion, City of Tshwane with more than twenty countries participation in this year's showpiece.

Briefing military attaches from different countries participating at the exhibition about the state of readiness on Wednesday, AAD Executive Committee Chairperson, Ms Segomotso Tire, assured participating countries, exhibitors and the public that the show will be bigger and better.

"This 12th edition of AAD couldn't have come at a better time as it coincides with South Africa's 30 years of democracy. It also underscores the importance of government-to-government collaboration," Tire assured delegates from countries such as Kenya, Botswana, Senegal, Morocco, Senegal, South Korea, China, United Arab Emirates, Türkiye, Singapore, Armenia, India, Pakistan, Soumi (Finland), Germany, Czech Republic, France, Netherlands, Italy, Albania, Russia, Belgium, USA, Canada and Brazil.

She briefed the attaches that 87 percent of the invited delegates have confirmed their attendance. They include Ministers of Defence, Deputy Ministers, Secretaries of Defence, Chiefs of Defence, Chiefs of Air Armies, Chiefs of Air Forces, Chiefs of Navies and Surgeon Generals.

Another initiative feature of the AAD exhibition is its Youth Development Programme (YDP). This sees youth from disadvantaged and marginalised communities exposed to opportunities in science and technology disciplines and related career opportunities.

Tire urged the military attaches present to encourage their businesses in their home countries to take the existing exhibition space.

The Chairperson of the YDP, Mr Kholisile Khumalo acknowledged the positive role of the foreign missions in South Africa in youth development and contributing to the country's economy.

*"In the midst of high unemployment rate in South Africa, the embassies are giving hope to our youth by creating training and mentorship opportunities in their home countries, especially in the fields such as engineering. Not only do they train them, but they hold their hands while they are finding their feet in these critical fields,"* said Khumalo.

He implored foreign missions and consulates to continue investing in South Africa's education, especially on Math and Science.

In 2022, AAD hosted over 9,000 learners through its YDP initiative and this year's event more than 12,000 learners across all nine provinces are expected to descend on the base to benefit from this impactful programme.

The show has an enormous impact on the country's economy with more than 1 350 jobs created during the duration of the exhibition, with international visitors contributing over R135 million to the country's Gross Domestic Product (GDP) while public and trade visitors generated a staggering R150 million in revenue and with R65 million of taxation revenue

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## AAD2024 AIR SHOW TICKETS NOW OPEN!

Our much-anticipated Africa Aerospace and Defence (AAD) Air Show is now open to the public! Showcasing cutting-edge technology and innovation in the aerospace and defence industries, this premier event, held at Air Force Base Waterkloof in City of Tshwane, South Africa, offers a unique opportunity for attendees to witness the latest advancements, thrilling aerobatics and displays of a diverse array of aircrafts.

The AAD air show is a family-friendly event with activities and attractions for all ages. Children and adults alike can enjoy interactive exhibits, simulators and the chance to meet pilots and military personnel. Food stalls, merchandise vendors and entertainment options ensure a perfect fun filled outing for family and friends.

This year's air show promises an anticipated attendance of 60 000 spectators - buy your tickets early!

**THE AIR SHOW TAKES PLACE ON THE WEEKEND OF 21 AND 22 SEPTEMBER 2024**

[CLICK HERE TO GET YOUR TICKETS NOW](#)

TICKETS CAN BE PURCHASED ONLINE AT TICKET PRO AS WELL AS SELECTED OUTLETS NATIONWIDE



**DON'T MISS THIS OPPORTUNITY TO WITNESS THE FUTURE OF AEROSPACE AND DEFENCE UP CLOSE AND PERSONALLY**

### BOOST YOUR BRAND AT AAD 2024

Seize Exclusive Sponsorship and Branding Opportunities Now. Explore our exclusive branding and sponsorship options on our website.

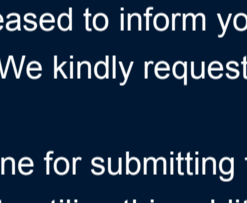
[CLICK HERE FOR SPONSORSHIP BROCHURE](#)

## AAD2024 TO FEATURE 4 CONFERENCES IN 3 DAYS

**IT IS NOT JUST AN EXHIBITION, IT IS A PLATFORM THAT FOSTERS DIALOGUES ON DETECTION**

Conferences are an important component of international aviation, defence and security exhibitions worldwide and the South African contribution, AAD, is no different. From 18 - 20 September 2024, AAD will feature four conferences which will cover four distinct themes over their duration.

[CLICK HERE TO REGISTER FOR CONFERENCE](#)



### CONFERENCE SPEAKERS ANNOUNCEMENT

[Click here to view list](#)

## FRIENDLY REMINDER TO ALL EXHIBITORS

We are pleased to inform you that the deadline for submitting badge application has been extended one final time. We kindly request that **All Exhibitors Badges** be submitted no later than 30 August 2024.

The deadline for submitting foreign requisitions is now extended until 23 August 2024. We kindly encourage our international exhibitors to utilize this additional time to complete the process smoothly.

**Please Note:** This is final extension and your last opportunity to ensure all personnel attending the AAD Trade Exhibition and Air Show are properly registered and credentialed. To avoid any last-minute inconvenience, we strongly urge you to complete your badge applications as soon as possible.

Thank you for your prompt attention to this important matter. We look forward to welcoming you to AAD 2024

### EMPOWER THE FUTURE WITH THE YDP SPONSORSHIP PACKAGE

Join us in helping our youth reach greater heights and unlock their full potential. Be a part of their journey to success!

[CLICK HERE TO VIEW YDP BROCHURE](#)

## MAXIMISE YOUR AAD 2024 EXPOSURE: SUBMIT YOUR PRESS RELEASES TO DEFENCEWEB!

As the organisers of AAD 2024, we are committed to providing you, our exhibitors, with exceptional opportunities to showcase your innovations and reach a broad and influential audience. We are pleased to announce our collaboration with DefenceWeb, the leading online African defence and security news publication. Their audience includes key opinion leaders and decision-makers in the military, defence industry, government, academia, and media.

To maximise your exposure at AAD 2024, we encourage you to submit your press releases for publication on DefenceWeb's dedicated AAD 2024 news portal. This is an excellent opportunity to highlight your products, services, and advancements to a targeted and engaged audience.

Enhance your visibility and reach, among key stakeholders in the defence and security sectors, and amplify your presence at the expo.

Submit press releases between July and one week prior to AAD to [news@defenceweb.co.za](mailto:news@defenceweb.co.za).

## AAD 2024 EXHIBITOR CATALOGUE

As a confirmed exhibitor, you have the opportunity to showcase your company and its unique products and services in this year's AAD Exhibitor Catalogue which will be used extensively at the AAD 2024 expo by exhibitors, visiting delegations, trade visitors, local and foreign media and other industry stakeholders.

The AAD Exhibition Catalogue is distributed to 10 000 targeted delegates at AAD. This includes VIP delegation packs, media kits as well as being made available at the visitor registration desk at the YDP Pavillion.

For more information or to book your spot now please contact Creative Space Media on 011 467 3341 or [james@creativespacemedia.co.za](mailto:james@creativespacemedia.co.za)

[CLICK HERE TO BOOK YOUR SPACE NOW](#)

## ALL UPDATES AT YOUR FINGERTIPS: AAD APP

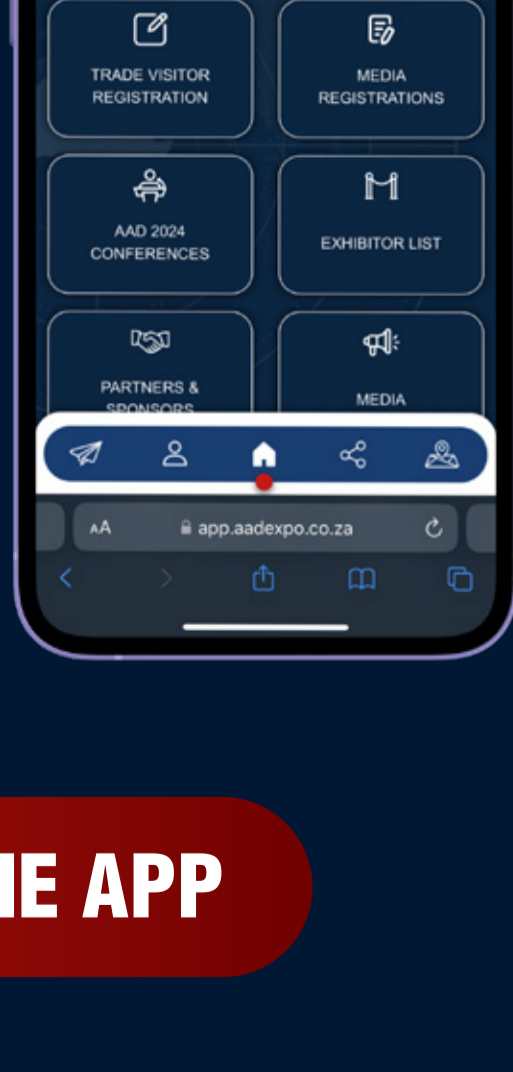
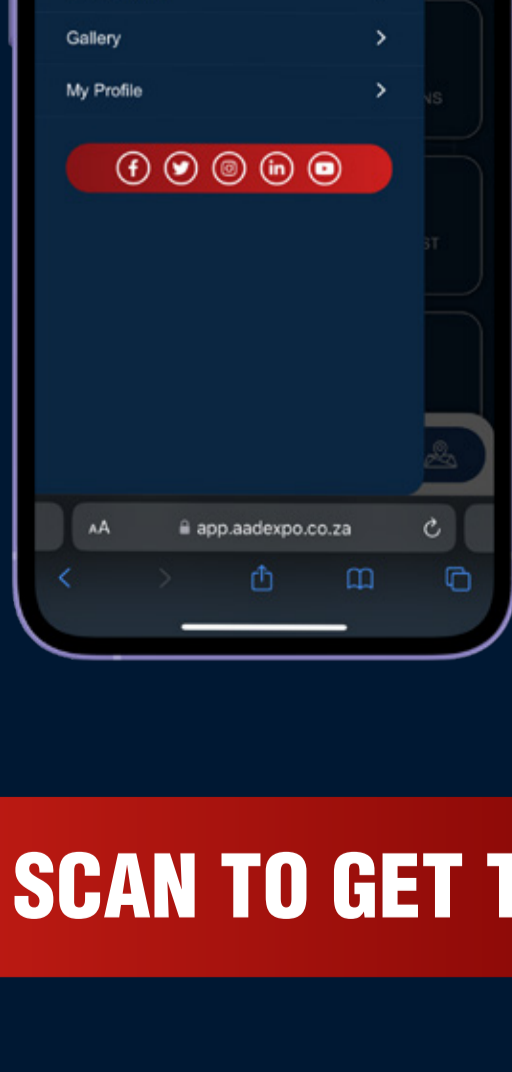
Staying updated on all things AAD is easier than ever with the official AAD mobile web app. Whether you are looking for the latest event schedules, exhibitor information (and where to find them at the event), news or venue detail, our app has you covered.

Register on the mobile app to get real-time updates on the AAD Trade Exhibition and Air Show, ensuring you don't miss any crucial information pre, during and post event.

Stay informed by going to [app.aadexpo.co.za](http://app.aadexpo.co.za) and saving it on your mobile phone home screen!

**PUSH NOTIFICATIONS**  
Our push notifications enable you to manage your visit even when you are not logged onto the app.

**TRAFFIC NEWS**  
Our app provides the latest traffic news to ensure that you get to the venue efficiently.



[SCAN TO GET THE APP](#)

## IMPORTANT TO KEEP IN MIND

Keep an eye out on our social media channels for more information

