

ARMSCOR READY TO LEAD ANOTHER SUCCESSFUL AAD

Preparations for Africa's premier defence and aerospace exhibition and air show are well underway. Hosted biennially, Africa Aerospace and Defence (AAD) remains the flagship event on South Africa's defence and aerospace calendar, experiencing significant growth with each hosting.

The 9th edition of AAD will take place 14-18 September 2016 at Air Force Base Waterkloof, Tshwane, the administrative capital of South Africa, as organised and managed by the successful partnership of the Department of Defence and Military Veterans, Armscor (Armaments Corporation of South Africa), AMD (South African Aerospace Maritime and Defence Industries Association) and CAASA (Commercial Aviation Association of Southern Africa).

AAD is Africa's only defence and aerospace exhibition delivered in the exhibition and air show format and it is this unique offering that adds to the show's popularity with both the industry and the general public.

Another critical contributor to the show's success is its sheer scale: covering a total span of 43 000sqm exhibition space, both indoor and outdoor, makes AAD South Africa's biggest grossing event and has earned it a ranking within the top 5 related exhibitions in the world.

"We are very fortunate to have an air force base that is as expansive as Waterkloof; this means that we are able to accommodate a significant number of exhibitors from our industry. The spin offs from this are multi-tiered: our local industry players get to be in close proximity to their international counterparts – thus tacitly benchmarking themselves against international best practice and innovation. For our international exhibitors, AAD is the gateway to the largest and fastest growing economy" said Kevin Wakeford, CEO of Armscor – the lead partner for AAD 2016.

Sharing some of the plans for 2016, Wakeford shared that there would be some firsts at the coming AAD. "We recognise our responsibility to constantly deliver a superb event with each edition of AAD. In 2016, our exhibitors, trade and public visitors can look forward to an exciting AAD experience".

With only nine (9) months to go before the next spectacle, AAD looks set to beat expectations. To date:

- ✓ 13 international pavilions have been confirmed compared to 11 pavilions in 2014.
- ✓ 76% of both indoor and outdoor space has been booked.
- ✓ 60% of the exhibitor profile that have booked are repeat exhibitors

"We are truly enthused by the number of exhibitors that have returned to our books; this bears testament of the value that AAD offers. We have put in place a robust plan to attract as many delegations and trade visitors from within our own borders, the SADC region and beyond" concluded Wakeford.

Being a member of EXSA: Events and Exhibitions Association of Southern Africa ensures that AAD remains fully compliant with all statutory requirements relating to the organising and hosting of events of this magnitude, whilst through the partnership, the event also operates within the confines and stipulations of industry related obligations.

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ENQUIRIES:

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