

**Media Advisory
For immediate release**

AAD 2016 WILL BE A MAJOR BOON TO LOCAL ECONOMY

Africa's premier defence and aerospace exhibition is expected to contribute about R800million into the local and regional economies during the five day event that starts at the Air Force Base Waterkloof on 14 September.

The benefits of AAD 2016 will be strongly felt in the retail, transport and accommodation sectors as more than 450 companies from 30 countries display their products at the biennial event hosted in Tshwane.

"This represents a major direct injection into the local economy with companies who provide business services as well as the construction and engineering sectors standing to benefit most," says Kevin Wakeford, CEO of Armscor, lead partner for AAD 2016.

"We are confident that the impact of AAD 2016 will also be felt for years to come through new business relationships that will lead to contracts for the South African defence and technology sectors," he says.

Africa Aerospace and Defence has established a reputation as the largest industry exhibition on the continent and one of the leading gatherings of sector decision-makers in the world. Delegations from across the world will attend the three industry days while the public air show on the weekend is expected to attract more than 60 000 aviation and defence enthusiasts a day.

The projections about the economic impact of AAD are based on a study conducted by economist, Dr Roelof Botha, at the conclusion of the 2014 event. The aim of the study was to determine the impact that the exhibition has on the South African macro-economy and the province. It examined key economic indicators such as private consumption expenditure, government expenditure, employment creation and taxation revenues.

Africa Aerospace and Defence Organisers Office
Waterkloof Air Force Base | Solomon Mahlangu Dr
Centurion | City of Tshwane | South Africa

Mobile: +27 84 840 3214
Email: info@aadexpo.co.za
Website: www.aadexpo.co.za



Botha says the study highlights the economic value for South Africa and the host city – Tshwane - in hosting an exhibition of this size. AAD puts the spotlight on the local defence, aviation and technology sectors and their ability to compete in the global arena with world-class products, systems and services.

Over the past 16 years AAD has become the premier shop window for these industries and this year it will also give greater exposure to companies and service providers from other African countries. The African Unity pavilion at the show will feature products and services from countries such as Nigeria, Namibia, Uganda and the Sudan.

“Our aim is for South Africa to gain a much larger share of the global defence and technology markets,” says Wakeford. “I have no doubt that AAD 2016 will show that local industry has the accumulated experience, expertise and track record to become quality providers of defence and aerospace technology to more international clients and to play a stronger role in the global supply chains.”

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ENQUIRIES:

Ms Nakedi Phasha – AAD Marketing and Communications Manager

Tel: 082 544 3339. Email: Marketingcomms@aadexpo.co.za.

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Waterkloof Air Force Base | Solomon Mahlangu Dr
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