



**AVALON2009**  
**AUSTRALIAN INTERNATIONAL AIRSHOW  
& AEROSPACE & DEFENCE EXPOSITION**  
**10-15 MARCH 2009 GEELONG VICTORIA**



AVALON MEANS BUSINESS



## THE AVIATION, AEROSPACE AND DEFENCE SHOWCASE FOR AUSTRALIA AND THE ASIA PACIFIC REGION

The Asia Pacific region is undergoing major growth in defence and aviation, with the budgets in many countries continuing to rise and an ever increasing level of sophistication in technologies, equipment, systems and operational methods.

Leading the way to access these important markets every two years is the Australian International Airshow and Aerospace & Defence Exposition staged at Avalon Airport, Geelong, Victoria.

First held in 1992, the biennial Australian International Airshow and Aerospace & Defence Exposition is one of the Asia Pacific's most prestigious aviation, aerospace and defence events.

In 2009 it will again present a unique opportunity to showcase products, technologies and services to an informed target audience and to demonstrate a marketing presence in this vibrant and vital region.



## THE ESSENTIAL SHOWCASE FOR AVIATION, AEROSPACE AND DEFENCE

In conjunction with their long term economic growth, the nations of the Asia Pacific region are undergoing dramatic technological development.

They are exhibiting high levels of demand for aviation products and services, aerospace technology and defence equipment.

Australia is strategically positioned within the Asia Pacific region. The world's largest island continent, Australia bridges the Pacific and Indian Oceans. A leading and influential country within the Asia Pacific region, Australia is a major trading nation with a highly developed and technologically advanced economy.

It has a well-deserved reputation within the region for technological leadership in civil and military aviation.

Australia's national airline, Qantas, is an aviation icon and the world's second oldest airline. Its vast distances make Australia a large user of regional and business aviation. Light aircraft are widely operated in Australia and airsport is a rapidly growing recreational activity.

The Australian Defence Force is amongst the most respected and influential in the region. In particular, the Royal Australian Air Force has strong ties with the air forces of the Asia Pacific. The Australian Defence Force is frequently involved in joint training exercises and the exchange of personnel. Its acquisition decisions,

assessments and technology are noted throughout the region.

The Australian Defence Force is embarking on a period of significant growth and modernisation, with AUD\$100 billion of spending planned for equipment and services over the next decade.

Other defence forces in the Asia Pacific region are pursuing similar upgrades, with many acquiring or seeking to acquire new aircraft, defence equipment and supporting systems.

Airline passenger traffic within, and to and from, the Asia Pacific region is growing at a rapid rate.



## 2007 SHOW HIGHLIGHTS

### Exhibitors

611 participating exhibitor companies from 20 nations

### Chalets

56 Corporate Reception Chalets

### Delegations

63 official delegations

### Military Missions

31 overseas military missions

### Air Force Chiefs

15 Air Force Chiefs from around the world, plus 14 Deputy Chiefs or Force Commanders

### Senior Defence Officials

Numerous senior military officers and defence officials from Europe, North America, Asia, Middle East, Australia, New Zealand and the Pacific

### Trade Session Visitors

A total attendance of more than 40,000 during the four industry-only trade days

### Total Attendance

A total attendance of 182,769 over the six days of the event

### Aircraft

457 aircraft on display, covering a broad range of military and civil aircraft – from combat, UAV, heavy lift, helicopters, maritime patrol and tactical transport to airline, business, rotary wing, training and recreational aircraft

### Media

650 media representatives accredited from 26 countries

### Conferences

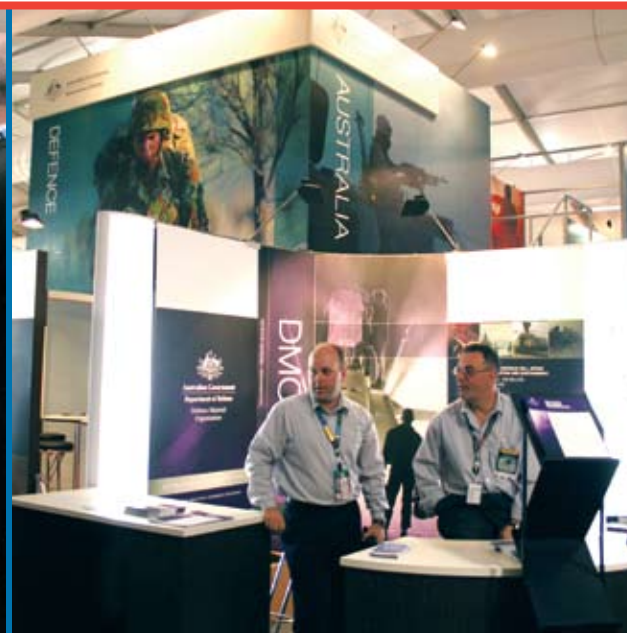
13 major conferences, seminars and symposia

Regional, business and rotary wing aviation are expanding. The demand for flight training is increasing and there is growing interest in airsport and recreational flying.

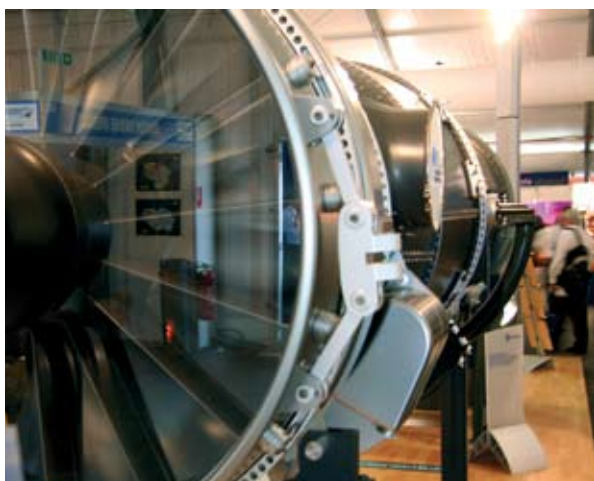
Avalon in 2009 will be a valuable opportunity for decision-makers to be informed and for exhibitors to connect with their customers.

The Australian International Airshow and Aerospace & Defence Exposition is the essential aviation, aerospace and defence event for the Asia Pacific.

**Avalon means business!**



## AN IMPRESSIVE HISTORY



The Avalon show has a proven track record over eight consecutive events.

It is well established as a regular feature on the world aviation, aerospace and defence calendar.

The show is the nation's largest and most comprehensive aviation, aerospace and defence exposition.

It encompasses the full range of military and civil aviation and aerospace, as well as air and land defence.

The Avalon show is presented with major support from the Australian Defence Force (in particular the Royal Australian Air Force) and the Defence Materiel Organisation of the Department of Defence.

The event is also extensively supported by other Australian Government agencies, industry organisations and aviation associations.



Australian Government  
Department of Defence  
Defence Materiel Organisation





## PROGRAM

The 2009 Australian International Airshow and Aerospace & Defence Exposition will be held over six days, from Tuesday 10 March until Sunday 15 March.

Industry-only trade sessions will be held Tuesday to Thursday (all day) and Friday (until 2pm). The exposition will open each day from 9am until 5pm.

The public is not admitted during the industry-only trade sessions, which are restricted to accredited industry, defence and government professionals.

The show will open to the public on Friday (from 2pm until 9pm) plus Saturday and Sunday (from 8am to 6pm).

Flying displays will take place between 3pm and 5pm each afternoon from Tuesday to Thursday. On Friday,

the flying display will commence at 3pm and conclude at approximately 9pm with a Night Aflight Finale. On the weekend public days, flying displays will take place between 10am and 4pm daily.

Associated conferences, seminars and symposia will be held at Avalon and in Melbourne and Geelong during show week. Full details of the program can be found on [www.airshow.com.au](http://www.airshow.com.au)

A major Careers and Skills Forum for teachers and careers professionals will be conducted at Avalon on Friday 13 March. It will be followed over the weekend by a Careers and Skills Showcase to encourage interest among students, parents, teachers and careers professionals in aviation, aerospace and defence.





## EXHIBITION

At the 2007 show, 611 exhibitor companies from 20 nations participated in the international aerospace and defence exposition.

The centrepiece of the exposition is an internal pavilion complex comprising four inter-connected exhibition halls housed in modern high-technology clear-span temporary structures.

The exhibition pavilion is supplemented by a range of external exhibition facilities, including free-standing display structures and outdoor exhibition space.

External areas are available for the presentation of aircraft, vehicles and other equipment.





## CORPORATE HOSPITALITY

A variety of hospitality options are available at the Australian International Airshow and Aerospace & Defence Exposition.

Corporate Reception Chalets provide an unsurpassed view of the flying displays and represent the ideal facilities for the entertainment of guests.

Corporate Villas, restaurants and a range of other hospitality facilities are available.





## AIRCRAFT DISPLAYS



A unique feature of the event is the comprehensive variety of aircraft on display. 457 aircraft were displayed at the 2007 show.

They covered a broad range of military and civil aircraft – from combat, UAV, heavy lift, helicopters, maritime patrol and tactical transport to airline, business, rotary wing, training, airsport and recreational aircraft.

External space is available for the presentation of aircraft on static display. Customer demonstration flights are conducted on each of the four industry-only trade days.

Flying displays are featured each afternoon during the four trade days, culminating in Friday's unique Night Alight Finale. On the weekend, a world-renowned air spectacular is the hallmark of the public days.





## LAND DEFENCE

Incorporating LanDef 2009, the show will highlight the land/air defence interface.

It will again feature extensive displays of land-based equipment, ground warfare technologies and land defence systems.

In addition to the internal exhibition pavilions, external areas are available for the display of military vehicles and equipment.

A vehicle mobility display area will enable military vehicles to be demonstrated and put through their paces.

Facilities are also available for the aerial demonstration of UAV operations.





## VISITORS

The 2009 show will deliver key players from the international aviation, aerospace and defence sectors, as well as senior industry, defence and government decision-makers.

They will include:

- Key defence and government decision-makers
- International, domestic and regional airlines
- Weapons and guidance systems manufacturers
- Military airframe manufacturers
- Airline, business, airport and recreational aircraft manufacturers
- Helicopter manufacturers
- Power plant manufacturers
- Aircraft components designers and suppliers
- Electronics and navigation hardware suppliers
- Air freight operators and support organisations
- Business, executive and corporate aviation
- Charter, agricultural, flying training and aerial work companies
- Airport management and service providers
- Airline owners and operators
- Civil aviation and airport operators and organisations
- A wide range of aviation, service and technology companies
- Professional, scientific and research organisations

As well as attracting numerous delegations, the show will be attended by Air Force and Defence Chiefs, government officials and industry leaders from around the world.

The 2009 Australian International Airshow and Aerospace & Defence Exposition will again attract leading aviation, aerospace and defence professionals from Australia and the Asia Pacific region.

[Connect with your target audience at Avalon in 2009!](#)



## CONFERENCES

The Australian International Airshow and Aerospace & Defence Exposition will incorporate a broad range of international conferences, seminars and symposia.

Thirteen conferences, seminars and symposia were conducted in conjunction with the 2007 event.

Past conferences have covered a wide variety of highly relevant subjects, such as aviation safety and security, flight testing, helicopter operations, aviation law, aerospace medicine and airport management.

In 2009, the hallmark international forum will again be the Chief of Air Force Conference which will be staged by the Royal Australian Air Force Air Power Centre as a prelude to the show.

The biennial Australian International Aerospace Congress will also be conducted in conjunction with the event and will attract leading aerospace engineers, scientists and researchers from around the world.

An international defence industry cooperation conference will, in addition, be a feature of the event.

Other conferences and symposia will be presented on a diverse range of aviation, aerospace and defence subjects.

## MEDIA

The 2007 Australian International Airshow and Aerospace & Defence Exposition attracted a record 650 accredited journalists and media representatives.

As well as the general media, they covered specialist aviation, aerospace and defence publications from throughout Australia and the world.

The 2009 Avalon show will again capture the attention and imagination of the world's aviation, aerospace and defence media.

Incorporating a comprehensive international media centre, Avalon in 2009 will be the ideal venue for major announcements on policy, contracts, partnerships and industry developments.



## PROMOTING INDUSTRY DEVELOPMENT

The biennial Australian International AirShow and Aerospace & Defence Exposition at Avalon comprises two separate, but concurrent, events – the Australian International **Airshow** and the Australian International Aerospace & Defence **Exposition**.

They are organised respectively by Aviation Development Australia Limited and Aerospace Australia Limited.

The Avalon show alternates with the Pacific International Maritime Exposition, also presented biennially, during the intervening years at Darling Harbour, Sydney by their corporate affiliate, Maritime Australia Limited.

All are not-for-profit foundations, established to promote the development of Australia’s industrial, manufacturing and information/communications technology resources in the aviation, aerospace, maritime and defence sectors.

They are members of a not-for-profit national group headed by Aerospace Maritime and Defence Foundation of Australia Limited.

The group’s members also pursue their respective corporate missions by promoting careers and skills in the aviation, aerospace, maritime and defence sectors through a national series of showcases and forums around Australia.





## ORGANISERS

The Australian International Airshow 2009 is a project of Aviation Development Australia Limited (ABN 54 114 966 175) and the 2009 Australian International Aerospace and Defence Exposition is a project of Aerospace Australia Limited (ABN 63 091 147 787). They are presented in the interest of promoting the development of aviation and Australian industrial, manufacturing and information/communications technology resources in the aviation, aerospace and defence sectors.



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