

Six reasons aerospace suppliers should exhibit at the ILA Berlin Airshow



**Midlands Aerospace Alliance
2014**

Six reasons aerospace suppliers should exhibit at the ILA Berlin Airshow (May 2014)

1. Offers fantastic access to the heart of the big German aerospace industry
2. Reaches a very different market from the Farnborough airshow
3. A bigger airshow than you may think, and it's growing
4. Programme of B2B meetings with German customers is supported by the German aerospace industry
5. Work of getting your company presented professionally is all done by the UK pavilion
6. UK Trade & Investment support means official backing and funding for the UK pavilion



ILA Berlin Airshow 2014 – the key facts

- Held at a brand new site (2012) just outside Berlin, in May
- Flagship event of the German aerospace industry, run by BDLI (equivalent of ADS in the UK and GIFAS in France).
- Active support of top German aerospace industry leaders and their companies, as well as government.
- ILA Berlin 2012 statistics
 - 1,243 exhibitors
 - 125,000 trade visitors.
 - 27 countries represented
- UK Suppliers Village located in the International Suppliers Centre (ISC) hall, open for 3 concentrated trade days.
- The unique ISC “trade show within a trade show” has a dedicated programme of B2B meetings -- exclusively for exhibitors to meet aerospace buyers



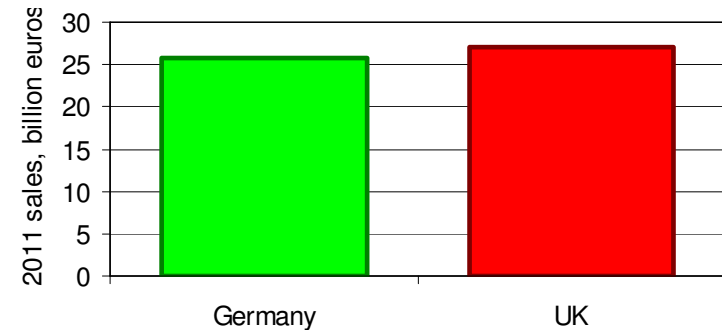
Pictures from 2012 show



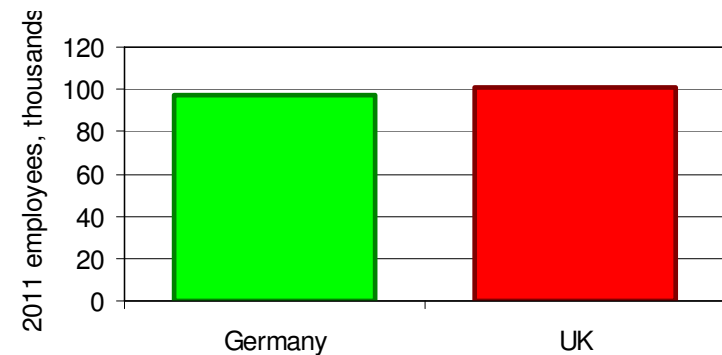
1. Offers fantastic access to the heart of the big German aerospace industry

1. Germany has a complete, mature aerospace industry to target
 2. It is as big as the UK industry
 3. It is growing faster than the UK
 4. It is focused on the fastest growing civil aerospace markets
 5. Its own supply chain has recognised weaknesses UK companies can address
- *(see the MAA study “Five reasons aerospace suppliers should target the German market”)*

Germany and UK aerospace compared: sales



Germany and UK aerospace compared: employment



The latest comparable figures (2011) reveal that Germany's aerospace industry has sales and employee numbers on a par with the UK's

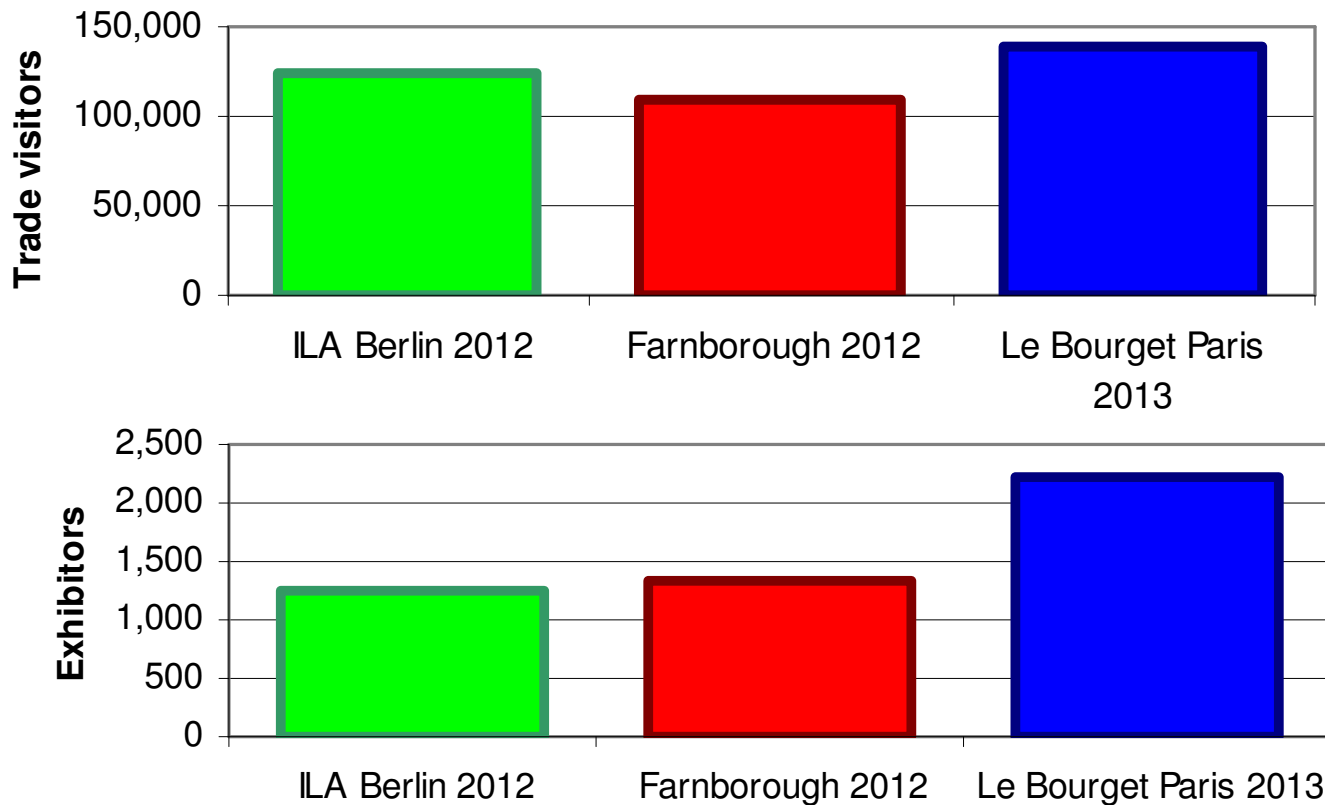


2. Reaches a very different market from the Farnborough airshow

- only 50 of the 1,300 exhibitors at Farnborough are from Germany, for example
- some key German primes and tier 1s
 - System Manufacturers
 - Airbus Defence and Space (CASSIDIAN EADS Deutschland GmbH, ASTRIUM GmbH)
 - Airbus Operations GmbH
 - Airbus Helicopter (Eurocopter Deutschland GmbH)
 - OHB System AG
 - Engines
 - Rolls-Royce Deutschland LTD & Co KG
 - MTU Aero Engines AG
 - Equipment
 - Liebherr-Aerospace Lindenberg GmbH
 - Diehl Aerosystems Holding GmbH
 - Material and Components
 - Otto Fuchs KG
 - ThyssenKrupp Aerospace GmbH
- gives great access to Central Europe -- it's also their “local” global airshow



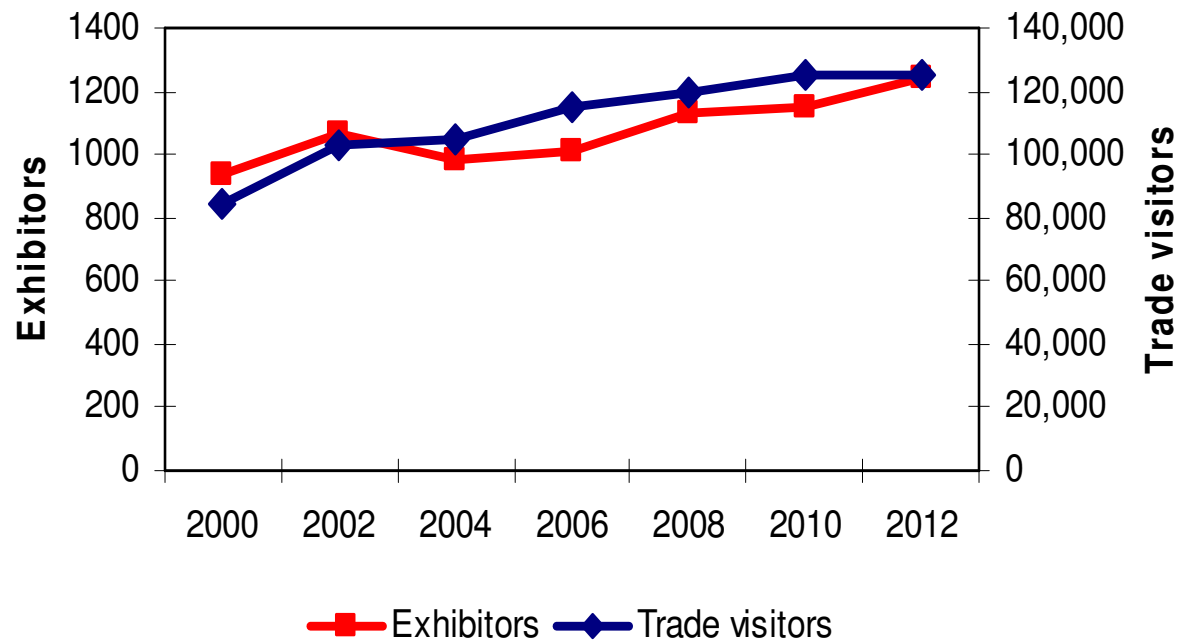
3a. A bigger airshow than you may think, and it's growing – *don't be put off by any previous experience when it was a smaller show*



ILA Berlin is now on a par with Farnborough and Paris for trade visitors, with as many exhibitors as Farnborough

3b. A bigger airshow than you may think, and it's growing – don't be put off by any previous experience when it was a smaller show

ILA Berlin airshow grows



Exhibitors grows 30%, trade visitors grows 50% -- no longer the small show some UK companies remember from the past

4. Programme of B2B meetings with German customers is supported by the German aerospace industry



ISC
International
Suppliers Center

- You can benefit by participating in this existing programme
- The *International Suppliers Center ISC* at ILA is set up for supply chain companies to meet German aerospace buyers on the suppliers' stands
- Open for exhibitors and trade visitors for three days
 - Tues 20 – Thurs 22 May (public days are Friday 23 – Sunday 25 May).
- These three *International Buyers' Days* are exclusively for *ISC exhibitors*
 - B2B meetings are arranged on-line before the show between ISC exhibitors and procurement managers and development managers from leading OEMs and first tier suppliers -- at no additional cost.
- ISC exhibitors are also invited on a additional networking event - River Spree Cruise.
- Statistics from ISC 2012
 - More than 60 high-ranking buyers from 42 companies in 6 countries
 - More than 800 meetings
 - UK exhibitors had the opportunity to have at least 16 meetings over 2 days (extended to 3 days in 2014)



5. Work of getting your company presented professionally is all done by the UK pavilion



- UK Aerospace Suppliers Pavilion
 - your own “pod” to brand your company
 - your own meeting space
 - plus shared space
 - managed by the Midlands Aerospace Alliance (MAA) on behalf of ADS and all the regional alliances
 - expert MAA team has more than 25 aerospace trade shows under its belt



UK pavilion
2012



6. UK Trade & Investment support means official backing and funding for the UK pavilion

- an official UK stand
- UKTI “Tradeshow Access Programme” support via MAA lets us give you an excellent design and other support
- official ministerial visits likely



UK pavilion in 2012



Ministerial visit to pavilion 2012

Finally . . . what they said in 2012 . . .

1. "Planning to attend next year!"
2. "The MAA support was perfect"
3. "It was our first time, and we thought it was good. We did not use the ILA Berlin B2B system, but would do so next time."
4. "Definitely worth the time and money."
5. "The ILA Berlin B2B system was very effective, accessible via the portal and well managed."
6. "Very good in terms of new and existing contacts."
7. "The logistical arrangements worked fine for us!"
8. "The MAA support was excellent -- in the preparation, run-up and during the event."
9. "Yes it was worth the time and money. And it was worth researching the Germany market and how we can increase our presence."
10. "The pod and stand were extremely professional; we were pleased with how our artwork turned out."
11. "The MAA was extremely helpful and supportive; they conducted thorough research before the event so were able to provide us with accurate information."
12. "The stand and our pod were in good positions and the general design presented our company in the right professional way."

