



PRESS RELEASE - 26th July 2011

LIMA 11 is set to take Langkawi by storm this December!

The 11th Langkawi International Maritime and Aerospace exhibition, set to take place from 6th -10th December 2011 will have a new feel that is set to bolster this unique exhibition as a must attend show for aerospace and maritime companies. On the back of renewed optimism in defence spending, travel growth and airport development within ASEAN and Asia, LIMA's new profile will maintain its strong reputation as a defence gathering whilst introducing a more aggressive commercial, civil aviation and airport focus.

ASEAN is expected to spend upwards of USD330 billion on new commercial aircraft alone in the next 2 decades whilst naval spending in the region should reach USD 174 billion during the same period, according to reliable industry reports.

According to Ahmad Dzuhri Abdul Wahab, Managing Director of HW Exhibitions Sdn Bhd, the organisers of LIMA '11, "Exhibiting at LIMA puts companies at the centre of the world's highest growth markets. Our target is to create an exhibition within this exciting region that presents an unrivalled opportunity to gain market insight, promote product, boost company and product awareness, build brand loyalty and ultimately increase sales for our exhibitors."

Already home to the multi award winning full fare carrier Malaysia Airlines and home to the world's best LCC airline in Air Asia, the organisers are working very closely with the two airlines, Ministry of Transport, regional authorities and agencies to bring in commercial customers to LIMA '11, and add to its already established defence delegations. A total of 108 airlines operating in ASEAN have been invited to this biennial event.

'We are very excited for the future of LIMA and more so by the support of the government and industry to realise the vision of a bigger and better show. Already we are seeing our efforts coming to fruition with nearly 20% of our exhibitors representing new to market companies and the commercial sector forming the majority. The Mahsuri Hall where the exhibition is held is 85% taken up. We have signed 386 companies representing 33 countries. And we still have several months to ensure full utilization of our floor space. It will be an exciting edition of LIMA ', added Ahmad Dzuhri.

Major aircraft and shipbuilders that have already confirmed their participation at LIMA include AIRBUS, Boeing, Dassault, Gulfstream, Embraer, SAAB, Sukhoi, Eurocopter, Augusta Westland, Sikorsky, Bell Helicopters, Fincantieri, Daewoo Shipbuilding, Navantia, Damen Shipyard, Blohm and Voss, Lurssen, Goa Shipyard and DCNS. 42 aircraft and 30 ships have thus far confirmed attending LIMA.

Amongst the highlights are the Gulfstream G45 Business Jet, Bombardier, Cessna Caravan, A400M, Su-30MKM, F/A -18D, F-18 Super Hornet, MiG-29N, Super Lynx, Augusta A109, Mi-17 S&R Helicopter, Eurofighter Typhoon, AH6i Boeing and much more.

LIMA 2009 held two years ago attracted nearly 400 leading defence companies, 60 countries being represented, 38,000 trade visitors, 400 trade journalists and 210 delegations. LIMA is fully supported by the Government of Malaysia and the Ministry of Defence with a host of other government ministries and agencies. With 85% of space booked, LIMA 11' is once again gearing to be a very successful exhibition.

For more information, please contact

Prem Kumar Nair

Head, Corporate Communications at 019-3236355 (prem@hwlima.org) or visit www.lima.com.my