



8 – 10 March 2011 \* AsiaWorld-Expo, Hong Kong

3rd June 2010

## **AIR FREIGHT ASIA '11 SET TO ATTRACT GLOBAL INDUSTRY LEADERS TO HONG KONG**

Asia's foremost conference and exhibition for air cargo and supply chain executives will be held at AsiaWorld-Expo in Hong Kong during 8-10 March.

Reed Exhibitions, the organiser of Air Freight Asia, will be introducing a new Supply Chain Management (SCM) dimension at the 2011 event, which will include a Logistics Pavilion showcasing the latest products and services in this sector for the first time. An associated conference will be organised in co-operation with the Global Supply Chain Council, an influential industry body that represents 60,000 logistics professionals.

Paul Tsui, newly elected chairman of the Hong Kong Association of Freight Forwarding and Logistics (HAFFA), said the air freight industry had bounced back strongly in the first half of 2010 and predicted further growth in months to come.

"Air Freight Asia 2011 will be one of the perfect environments for managers to capitalise on the sector's rebound," he said. "As the air cargo and logistics sector recovers from last year's downturn, I expect the 2011 show to be even bigger and more dynamic than usual."

AFA'09 brought together a veritable 'who's who' of the global air cargo industry spanning airport operators, freight forwarders, air cargo agents, terminals, airlines, charter brokers and shippers. Some 94% of attendees said the event was important for their business, while 97% reported they "achieved their commercial objectives".

TNT, Thai Cargo, KLM Cargo, Korean Air Cargo, Liege Airport, Martinair Cargo, Northwest Airlines Cargo, Polar Air Cargo, Swissport International and Hong Kong Air Cargo Terminals Limited (Hactl) were among the exhibitors.

Air Freight Asia 2011 will have a dedicated hall at AsiaWorld-Expo. Asian Aerospace 2011, the region's largest commercial air transport exposition and conference will be held in an adjacent hall.

Stanley Hui Hon-chung, Chief Executive Officer of Airport Authority Hong Kong, said: "Air Freight Asia provides an ideal platform for industry players to build networks and keep abreast of trends. Being the busiest international cargo airport for 14 consecutive years, Hong Kong International Airport (HKIA) is the perfect location for such an important event. HKIA is poised to offer top grade facilities and services to contribute to the success of Air Freight Asia 2011."

The China Logistics Club, an industry forum that supports freight forwarders and logistics specialists, will be co-operating with Reed Exhibitions to organise Cargo Networking Days and individual meetings for both its members and visiting delegates. HKIA will also be opening its doors to attendees interested in viewing its logistics facilities.



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Brian Thomas, Vice President - Aerospace, Reed Exhibitions Hong Kong, said AFA'11 would provide the perfect interactive platform for all air freight stakeholders to gain maximum returns and build new partnerships with government officials, senior company executives and key supply chain partners. "Asia has led the global economic and the air cargo industry's recovery from recession," he said. "Hong Kong is the ideal location for the air cargo industry to meet. Not only is Hong Kong International Airport the world's largest freight hub, it is also located in the heart of Asia and remains the gateway to the world's workshop – southern China.

"The global economic recovery is being led by Asia, and AFA'11 will provide the perfect opportunity for decision makers to meet the right people at the right time to maximise their returns as the freight markets move into top gear."

Further details can be found at [www.airfreightasia.com](http://www.airfreightasia.com)

### **About Reed Exhibitions**

Reed Exhibitions is the world's leading organizer of trade and consumer exhibitions. Reed Exhibitions excels in creating high profile, highly targeted business and consumer exhibitions to establish and maintain business relations, and generate new business.

Every year Reed Exhibitions runs more than 500 events in 38 countries, bringing together over 90,000 suppliers and more than six million buyers. With 2,600 employees in 39 offices around the globe, Reed Exhibitions serve 47 industries worldwide. Reed Exhibitions' network of offices and promoters extends to 65 countries. With more market-leading exhibitions than any other organizer, nobody delivers more business contacts than Reed Exhibitions.

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