



Air Freight Asia 2011

The interactive global platform
where East meets West for business.

AsiaWorld-Expo, Hong Kong

www.airfreightasia.com

The Air Freight Asia Conference and Exhibition

is a biennial event for the global air freight industry. Air Freight Asia 2011 will be a combined trade show and conference that will generate valuable opportunities for everyone who takes part. Exhibitors, visitors and conference delegates will have extensive opportunities to network.



Cargo Networking Day will be an excellent occasion for exhibitors, visitors and delegates to interact face to face. Additionally, all attendees will have abundant opportunities to set up appointments with customers and carry out business discussions in the show hall. If your goal is to do business productively and efficiently, you can do so at Air Freight Asia—*the right event, in the right place, at the right time.*

Why is Air Freight Asia a must-attend event?

Hong Kong is where Eastern air freight and logistics businesses involved in supply chain management engage with their Western counterparts. Strategically located in South China, Hong Kong is the gateway to the China market for industries from across the globe.

Come and meet decision makers from shippers, cargo airlines, carriers, freight forwarders, agents, IT firms, airport operators, airport terminals, GSA/GSSA, 3PL providers, government departments, security service providers and other related segments.

New highlight—Logistics Pavilion and Conference

A *Logistics Conference* will be introduced at Air Freight Asia this year. It will be a chance for key figures in the industry to discuss trends and issues impacting supply chain management in Asia.



A dedicated *Logistics Pavilion* will also be making its debut at AFA 2011. The pavilion will showcase the latest products, technologies and services. This will add value to the experience of all the participants.



The right time. Blue skies ahead for the air freight industry

The prospects of the air cargo industry are hugely encouraging in light of the current recovery of the global economy. Asia's economies, particularly China's, will remain at the hub of the East's trade in the future and shape the direction of the continent's economic and commercial expansion.

Recent traffic trends reflect a resurgence in line with the improving global economic outlook. Asia-Pacific countries whose cargo business is recovering its dynamism have spearheaded this. The confidence of purchasing managers is also on the rise and it is estimated that freight volume will continue to increase throughout 2010. Positive proof that optimism is returning to the industry, especially in markets where the economic recovery has been most remarkable: Asia (China in particular), the Middle East and Latin America.

The right place. Why Hong Kong is the heart of Asian air freight

HONG KONG IS THE BEST AIR CARGO HUB TO MAXIMIZE THE BENEFITS OF THE ASIAN ECONOMIC RECOVERY.

Hong Kong is strategically located in South China. As such, it is the gateway to the China market for industry professionals from across the globe. Hong Kong also offers integrated logistics services in China's Pearl River Delta (PRD). Various cargo depots have been built in the PRD to enhance the desirability of Hong Kong International Airport as Asia's preferred air cargo hub. This also makes the import and export of goods via Hong Kong easier and solidifies Hong Kong's position as a major supply chain integrator in China.

The economic recovery, especially in mainland China and other emerging markets, will help Hong Kong, a commercial hub, play a key role in diverting global trade to China, and other parts of Asia, where demand is high.

Other desirable attributes that set Hong Kong apart are ■ free flow of goods and information ■ strategic geographic location ■ excellent connectivity and accessibility ■ reliable, quality service ■ advanced technology ■ exceptional safety and security ■ abundant cargo capacity ■ efficient cargo operation ■ competitive freight, transshipment and transportation costs.

China's recovery has been so fast that the country still managed an increase of air cargo throughput and volume in 2009. The domestic market continues to expand as the Chinese government makes nationwide investments to boost the local economy and inject money into infrastructural development. High national demand is also playing an important role.

According to a recent report, there are three rapidly expanding Asia-centric trade regions that will contribute almost 40% of global trade by 2028: Intra-Asia, Middle East-Africa-Asia and Latin America-Asia. These regions support rapid movement of goods and offer a quick response in supply chain management.

EXHIBITOR

CEO, AIRPORT AUTHORITY HONG KONG
Stanley Hui Hon-chung

Air Freight Asia provides an ideal platform for industry players to build network 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.

VISITOR

AREA HEAD OF AIR FREIGHT

Klaus Jaeger

The air freight industry was definitely a key player in Hong Kong's economic recovery.

T O R
FREIGHT USA, PAMALPINA

Industry is booming in Asia. It is important for us to be part of the Asia Conference and Exhibition in Hong Kong. We came to discuss how to enhance our operation with carriers for the mutual benefit of our networks as the global economy shifts towards Asia. The event was an interactive and productive platform, which included discussions on cargo screening, as well as the economic and structural issues affecting our industry. We highly recommend the trade show and conference to everyone in the industry.

V I S I T O R
DIRECTOR ASIA PACIFIC, CARGO 2000 ASIA PACIFIC PROGRAM OFFICE

Tom Presnail

We were highly satisfied with the Air Freight Asia Conference & Exhibition held in Hong Kong. This event has always enabled us to meet a number of key players within the Industry and develop new contacts thru the many networking opportunities the show affords. Along the sidelines of the 2009 exhibition we also took the opportunity to hold our general and board meetings as a good number of our members were attending the event.



**OPTIMISM IS
RETURNING TO
THE AIR FREIGHT
INDUSTRY.**



Air freight and what they say about AFA

LOGISTICS

The exciting debut of new logistics activities at Air Freight Asia 2011!

All participants—both exhibitors and visitors—will benefit from seeing the latest products, technologies and services at the exhibition hall's new **Logistics Pavilion**. Additionally, industry professionals will have a new forum for discussing trends and issues affecting supply chain management in Asia at the new **Logistics Conference**.

Exhibits

spotlight ■ air freight pallets ■ airport operators ■ automation ■ cargo airlines/air cargo carriers ■ charter brokers ■ consultants on air freight and logistics planning ■ cool chain suppliers/manufacturers ■ data processing equipment and control systems in airports, terminals and infrastructure ■ express, parcel and courier services ■ forwarding agents/freight forwarders ■ freight centers/terminal operators ■ general sales agents (GSA)/general sales and services agents (GSSA) ■ government departments e.g. import and export, customs, tax, foreign investment agencies, consulates, etc. ■ ground handling operators ■ logistics providers/operators in supply chain management ■ logistics systems for the air cargo industry ■ low cost ground surveillance (LGGS) programs ■ IT services e.g. EDI, POS, database management, e-logistics, e-sourcing, CRM, PO management, etc. ■ organizations/trade associations ■ P-to-F Conversions ■ RFID ■ security systems and services ■ services for the air cargo industry e.g. banking, insurance agents, etc. ■ transshipment, warehousing and cargo handling companies ■ 3PL providers ■ other relevant segments.

Visitors

from key international trade sectors include shippers and exporters and attendees from the following industries: ■ automobile ■ electronics ■ food and perishables ■ IT and computers ■ metallurgy and steel ■ papermaking and packaging ■ petrochemicals and chemicals ■ pharmaceuticals and biotechnology ■ supermarkets and chain stores ■ textiles and garments ■ tobacco industry equipment ■ other industries. Other important visitors will include ■ representatives from airlines ■ express companies ■ freight forwarders and agents ■ automation and warehousing specialists ■ special aircraft equipment supplies ■ services and conversion suppliers ■ airport authorities ■ civil aviation ■ government.

AFA's successful takeoff in 2009

79%
80%
95%

79% of trade visitors were "Very Satisfied" and "Satisfied" with Air Freight Asia 2009.

80% of visitors said they achieved their objectives at Air Freight Asia 2009.

95% of exhibitors were "Very Satisfied" and "Satisfied" with Air Freight Asia 2009.

Contact us today

for more information or to secure your place among the aviation elite at our next show!

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Cover photos courtesy of Hong Kong International Airport

About the organizer

Reed Exhibitions is the world's leading organizer of trade and consumer events with over 470 events in 37 countries.

In 2009, Reed brought together over seven million industry professionals from around the world, generating billions of dollars in business. The company's portfolio of events serves 44 industry sectors.

Working closely with professional bodies, trade associations and government departments, Reed ensures that every event is targeted to meet an individual industry's needs.

For more on Reed Exhibitions, please visit www.reedexpo.com

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