



**inter  
airport**  
south east asia



*The world's premier airport exhibition*

24 - 26 February 2021

Marina Bay Sands, Singapore

# SHAPING AIRPORTS OF THE FUTURE

[www.interairport-southeastasia.com](http://www.interairport-southeastasia.com)

ORGANISED BY

 Reed Exhibitions

# THE ULTIMATE SHOW FOR AIRPORT-RELATED PROFESSIONALS IN SOUTH EAST ASIA AND BEYOND



Photo: inter airport South East Asia 2019

Inter airport South East Asia 2021, the 7<sup>th</sup> International Exhibition for Airport Equipment, Technology, Security, Design & Services, will be held from 24 - 26 February 2021 at the Singapore EXPO.

For 200+ manufacturers and suppliers of airport equipment, technology, design and services, inter airport South East Asia provides the opportunity to meet specialists from airports, airlines, air cargo carriers as well as aviation support from all over Southeast Asia, North Asia Pacific and South Asia, looking to invest in future-oriented, modern solutions for the airports of the future.

This region's leading airport exhibition cover the most comprehensive range of products and services for the entire airport: technology and services for ground handling, airport equipment, terminal operations, airport IT solutions and airport design, etc.



The event gave us plenty of experience from networking with Civil Aviation Industry players from around the globe and particularly from SEA, sharing experience and knowledge and technology fresh from suppliers. It's great experiences which I will share and connect with our aviation industry in Malaysia.

**Mr. Khairul Nazmi Zainol Ariffin,**  
Senior Assistant Director,  
Civil Aviation Authority of Malaysia



## MARKET OPPORTUNITY

Asia Pacific (APAC) is the busiest place on earth for airport development projects with its gateways being responsible 48.5% of \$500 billion global spend on upgrading existing airports and 57% of the \$267 billion being invested on new airports.

**"Asia-Pacific is the hottest place on the planet for airport development projects"**

Major new airports on the horizon include Vietnam's \$16.3 billion Long Thanh International Airport and New Manila Airport in The Philippines, which has a price-tag of \$14 billion and is expected to open in 2025 (source: [www.airport-world.com](http://www.airport-world.com)).

All airports in Southeast Asia, North Asia Pacific and South Asia, are expected to have capacity issues in the next decade or already experiencing current congestion of runways or passenger terminals. This means that each of these cities are likely to have major infrastructure development programs within the next 10 years (source: [www.iata.org](http://www.iata.org)).



**550+** Airport Projects  
In the Pipeline



**>\$240B** Planned Investment  
for Airport Construction  
Projects



**75+** International  
Airports



**<620** Million  
People



**\$2.6T** Combined  
GDP (region)



**4.8%** GDP  
Growth  
(region)

## WHY YOU NEED TO BE AT inter airport SOUTH EAST ASIA?



**6,000+**

Airport Professionals from 60 Markets - a truly international event



**70%**

of the visitors are Decision Makers - your chance to meet key buyers from the region



**2,538**

meetings were made to match the buyer and sellers



**12**

months of buyer engagement for exhibitors



**96%**

of the Exhibitors achieved their objectives

## WHO WILL YOU MEET AT inter airport SOUTH EAST ASIA?

### Organisations

- Airlines
- Airports
- Architects
- Cargo Carriers
- Consultants
- Designers
- Ground Handlers
- Investors
- Maintenance / Servicing
- Media & Advertising
- Military & Government
- Passenger & VIP services
- Retail, catering, travel & leisure

### Job Functions

- Airport Management
- Cargo Management
- Computer Servers
- Engineering
- Information Technology & Software
- Operations
- Optical Character Readers (OCR), Barcode Readers
- Planning
- Printers, Scanners & Other Peripherals
- Procurement
- Productions
- Sales / Marketing
- Traffic & Operations Management

“We had a great two days at the show. It's enabled us to meet many important suppliers. We are looking forward to the next edition”

**Radm. Krid Pimmanont**, Deputy Director, U-Tapao Airport Authority, Thailand

“inter airport South East Asia has proved very important for us and other airfields in the Philippines. We had some very good meetings with suppliers here, which will help us further develop airports for our country

**Mr. Raul L Del Rosario**, Vice President for Airport Operations Management Group, Clark International Airport Corporation

## YOU WILL BE A PART OF OUR 12-MONTH EVENT MARKETING OUTREACH

- ✓ Launch of revamped event website
- ✓ Extensive buyer identification (database refresh)
- ✓ Email marketing
- ✓ Social media marketing
- ✓ Marketing at related tradeshows

**Jan - Feb 2020**

- ✓ Association /Media partnerships to engage buyers
- ✓ Event listing in various portals
- ✓ Database building
- ✓ Email marketing
- ✓ Social media marketing
- ✓ Marketing at related tradeshows

**Mar - Apr 2020**

- ✓ Advertising in regional and local trade publications
- ✓ Database building
- ✓ Email marketing
- ✓ Social media marketing

**May - Jun 2020**

- ✓ Advertising in regional and local trade publications
- ✓ Thought leadership article (byline placement)
- ✓ Email marketing
- ✓ Social media marketing

**Jul - Aug 2020**

**Sep - Oct 2020**

- ✓ Launch of visitor registration
- ✓ Launch of product directory to visitors
- ✓ Start of PR campaign
- ✓ Advertising in regional and local trade publications
- ✓ Marketing at related tradeshows
- ✓ Email marketing
- ✓ Social media marketing

**Nov - Dec 2020**

- ✓ Invitations of VIPs
- ✓ Launch of Business Matching
- ✓ PR campaign
- ✓ (NEW) Regional roadshows
- ✓ Telemarketing
- ✓ Advertising in regional and local trade publications
- ✓ Email marketing
- ✓ Social media marketing
- ✓ Visitor flyer mailing

**Jan - Feb 2021**

- ✓ Telemarketing
- ✓ Press releases
- ✓ PR Campaign
- ✓ Thought leadership article (byline placement)
- ✓ Email marketing
- ✓ Social media marketing
- ✓ PR campaign
- ✓ Advertising in local media (e.g. Radio)
- ✓ Show dailies

“This is the first time we exhibited the belt loader and there has been a great response, including many potential customers, we hope to get a lot of inquiries.

**Mr Koji Matsushita**, General Manager, Sinfonia

“FLEET is the world's first baggage sorting application in live operation. We are very proud to be able to showcase this innovative, award winning solution at inter airport South East Asia.

**Gijs Bartelet**, Systems Concepting Director, Vanderlande



# EXHIBITION PROFILE



## interRamp

### Ground support equipment and services

- Aircraft handling
- Aircraft docking
- Airfield service equipment
- Cargo handling
- Baggage handling
- Passenger handling
- Crash, fire, rescue
- Consumables, fluids

### Technical systems and services (airside)

- Aircraft maintenance
- Airfield lighting
- Bird control systems
- Navigation aids
- Fleet management
- Environmental control

### Airfield construction and installations

- Hangar design and construction
- Marking and signage
- Pavement design and servicing
- Technical installations (e.g. fuel, farm technology, cabling)
- Planning, consultancy, construction



## interTERMINAL

### Terminal construction and installations

- Passenger handling
- Baggage handling
- Security equipment
- Cargo handling
- Passenger information technology
- Technical installations in buildings
- Terminal infrastructure
- Parking equipment and services

### Services

- Associations
- Consultancies
- Property management
- Terminal maintenance
- Trade press, information services



## interDESIGN

### Architectural and interior design

- Design consultancy
- Seating, lounges and other furniture
- Smoking areas
- Shop furnishings and catering areas
- Floor and wall finishings
- Washrooms and accessories
- Fabrics, textures and other materials
- Illumination, lighting, sun protection
- Acoustics and sound

### Information design

- Promotional displays
- Passenger guidance systems
- Terminal signage (e.g. passenger areas and gates)



## interDATA

### Infrastructure management

- Cyber security
- Financial management
- Building control
- ATC management

### Data management

- Data centre / Server technology
- Cloud service
- Hybrid IT solutions
- Data exchange

### Operations management (airside)

- Ground operations management
- Ground traffic management
- Maintenance management

### End-to-end Baggage tracking/ Passenger management




- Electronic ticketing
- Automated passenger flow
- Seamless travel apps
- Digital retail apps / e-commerce
- Airline loyalty programs


### More

- Data analytics / Business intelligence
- Risk management
- Planning, simulation, testing
- Traffic management for airports
- Hardware
- Printers, scanners and other peripherals
- Barcode readers and other readers

## MAXIMISE EXPOSURE OF YOUR BRAND & REACH NEW BUYERS TODAY!

Contact our team to find out how inter airport South East Asia can provide you with the ultimate platform to showcase your solution capabilities:

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