



STRENGTH IN TEAMWORK. TRUSTED WORLDWIDE.

Invites your participation in the Atlantic Canada Aerospace and  
Defence Mission to:

**The Farnborough International Air Show**  
**July 19 – 25, 2010**

The **Atlantic Alliance of Aerospace and Defence Associations (AAADA)**, in cooperation with the **Atlantic Canada Opportunities Agency (ACOA)** and regional stakeholders, will lead an Atlantic Canada Aerospace and Defence Mission to the 62<sup>nd</sup> Farnborough International Air Show, July 19-25, 2010.

The AAADA invites your participation in this strategic initiative whereby eligible aerospace and defence companies from the Atlantic region will have significant opportunity to enhance business development activities through identified mission components. Participation in this event will facilitate the potential for Atlantic Canadian companies to increase exports, identify and generate business leads, develop and form buyer/partner partnerships, and to network with key contacts within the global aerospace community.

## **About the Show**

### ***Statistics***

The Farnborough International Air Show is a bi-annual trade event for the global aerospace sector and the largest aeronautic trade show of the year. Commemorating its 62nd year this coming July, the Farnborough International Air Show has proved its reputation as a leading industry event. According to statistics, a biennial event, Farnborough International Air Show 2008 was attended by over 130,000 trade visitors with exhibiting companies announcing record-breaking order figures of US\$88.7bn, more than doubling 2006's figures of US\$42bn. Included sectors are;

- New UAV Pavilion
- Dedicated Space Zone
- Aircraft construction and assembly
- Space, spacecraft, satellite telecommunications
- Aircraft engines, aerospace powerplants and related equipment
- Weapon systems
- Pilot and nav aids

- Airborne equipment and systems
- Cabin interiors
- Subcontracting, mechanical items and metal working
- Composite materials and surface treatment
- Maintenance, product support/spares, transport
- Services
- Airport equipment and services

### **Venue**

FIVE (Farnborough International Venue and Events) is the 4,000 sq.m. permanent event venue and 100,000 sq.m. site run by Farnborough International Ltd, the company which also organises the biennial Farnborough International Air Show.

The FIVE venue itself is a clear-span and unbranded structure providing flexible space ideally suited to creating dynamic and inspiring conferences, exhibitions and dinners. Benefitting from excellent transport links by road, rail and air, FIVE is located adjacent to the M3/M4 corridor just outside London.

## Mission Components

The Atlantic Canada Aerospace and Defence Mission will provide interested companies with networking opportunities amongst the Atlantic and Canadian delegations, and with key industry stakeholders and representatives attending the trade event. Mission components will include;

### *Pre-Mission Support*

- Registered delegates will have **pre-departure support** from the AAADA Organizing Committee and contracted service providers to ensure delegate preparedness.
- Pre-departure orientation and training including provision of a **Delegate Orientation Report** (including important show information, trade show protocol checklist, and Trade Show protocol Checklist, participant lists, sector profiles, etc.)
- **Logistical mission support services** ranging from coordination of delegation in-country travel and accommodation, provision of individualized flight plan (as requested) and show schedule (supported by the contracted logistics coordinator, Agenda Managers Inc.).
- Supported by the contracted mission consultant (Partner International Inc.), Business delegates will have access to an **optional** pre-mission **Export Diagnostic/Needs Assessment** aimed to evaluate products, services and objectives for the mission. Note: certain restrictions may apply to experienced delegates/firms.
- Upon completion of the export diagnostic/assessment, **training support** will be provided to Business Delegates to close identified gaps and to support individual needs. Marketing assistance will be provided as may be required.

### *On-Site Mission Support / Networking and Marketing Opportunities*

- Upon arrival in London, participants will be invited to attend a Welcoming Reception for the Atlantic delegation, whereby participants will be briefed on in-country travel (including

receipt of travel/exhibitor passes) and other relevant mission information. Participants will receive a comprehensive **Delegate Briefing Book** (including maps, delegation contact information, calendar of events, tips and other important information).

- Mission participants will be assigned **exhibitor status in the Canadian Pavilion** within the AAADA trade show booth (includes exhibitor registration and show pass, meeting room access, opportunity to display company promotional materials in the designated display areas and via a video loop feed located within the booth).
- Inclusion of company profile in promotional materials developed in support of the mission.
- Delegates will have access to a full schedule of on-site and off-site **networking and informational events** (i.e. Canada Reception, Atlantic Canada Reception, Chalet Speaker Series, Parachute Club events, etc.).
- Business Delegates will have access to optional **Matchmaking Services** (three to five meetings per participating company). Through this component of the mission, Partner International will:
  - Consult with Business Delegates to identify sales priorities/target companies and markets (introduction to companies and overview of matchmaking process, SWOT analysis, etc.).
  - Identify leading companies matching the sales/partnering objectives of delegate companies (evaluation of market trends, identification of relevant markets and potential company matches, investigation of Farnborough International Air Show registered companies to determine potential strategic partners/new customers, identification of partnership/meeting opportunities, liaison between targeted company and Atlantic Canadian participant, coordinate and manage meetings/schedules, on-site consultation, opportunity identification, facilitation of introductions, etc.).

- Access to additional optional services<sup>1</sup> within the Canadian Pavilion and related initiatives (**Showcase Canada** and **Canada Chalet**).
  - Showcase Canada is a shared display area located in the main reception area of the Canadian Pavilion. Concentrating on SME's and Multinationals that exhibit with a parent, Showcase Canada provides an opportunity to display the breadth of Canadian aerospace capability.
  - The Canada Chalet is a fully-enclosed self contained unit adjacent (but separate) to the trade show floor space. Overlooking the airfield, the Canada Chalet is a professional and semi-private venue to entertain clients for lunch, meetings and/or to watch the airshow.

### ***Post-Mission Support and Evaluation***

- Business Delegates will have access to *optional Post-Mission Support/Aftercare* (provided by Partner International Inc.) to ensure effective follow-up on leads generated as a result of the mission (i.e., next steps/follow up messaging, assistance with post-show follow-up action items, etc.).
- Delegates will have an opportunity to participate in a **Post-Mission Survey** aimed to assess the mission successes, overall value, areas for improvement and recommendations for future missions.

## **Mission Participation**

### ***Eligibility Criteria***

Individuals from Atlantic Canadian aerospace and defence companies and/or technology and research institutions are eligible to apply for exhibitor status under this invitation. Government Departments, Regional Economic Development agencies and other partners are also encouraged to join the delegation.

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<sup>1</sup> Limited availability. Additional fees apply. Please inquire for further details.

Experience has shown that organizations best suited to fully benefit from exploring international cooperation have the following characteristics:

- Technology-ready for international cooperative activities.
- Healthy financial status.
- Business plans which allow for simultaneous multiple market approaches.
- In-house international experience.
- Senior representative available for the mission.

### ***Delegate Participation Fees***

Standard mission features (for all delegate categories) include: in-country travel passes, networking events, market familiarization briefings, logistical support services, and trade show exhibitor registration and pass.

<b>Delegate Participation Fees (NON-REFUNDABLE)</b>	
<p><b>a) Business Delegates</b> <i>(Aerospace/defence companies)</i></p> <ul style="list-style-type: none"> <li>• 1<sup>st</sup> Business Delegate/Company</li> <li>• Subsequent Business Delegate(s)/Company</li> </ul> <p><b>Inclusions:</b> In addition to the standard mission features noted above, Business Delegates are entitled to optional support services provided by the contracted project consultant (i.e., assessment and training, matchmaking, and aftercare support). FIA delegations who sending a representative who has never been trained/assessed via Partner and are the sole delegate.</p>	<p>\$1,500.00</p> <p>\$1,000.00</p>
<p><b>b) Associate Delegates</b> <i>(Non-government organizations or institutions, municipalities, not for profits, etc.)</i></p>	<p>\$1,000.00</p>

## **Other Costs**

In addition to the non-refundable mission participation fee, delegates will be responsible for their own airfare, accommodation, meal and incidental expenditures (some food costs covered under networking events) and should therefore be duly considered by mission participants upon registration. Cost estimates for airfare and accommodations are as follows:

<b>Other Costs (ESTIMATES ONLY)</b>	
Air Travel	\$1,500.00
Accommodations	\$2,500.00

## **Accommodations**

Mission organisers have secured a block of rooms at the Melia White House hotel: [www.melia-whitehouse.com/en/melia-white-house.html](http://www.melia-whitehouse.com/en/melia-white-house.html) .

Rates are listed below and include a full English breakfast and VAT:

Classic Double King Room	£175
Superior Double King Room	£205
Executive Royal Service Double King Room	£230
Junior Suite	£255

Agenda Managers will be coordinating the rooming lists.

## **Preliminary Programme**

The mission will begin in London on Sunday, July 18<sup>th</sup>, 2010 and conclude on or about July 22<sup>nd</sup>/23<sup>rd</sup>, 2010. The Industry/Private Trade Days of the actual show are the 19<sup>th</sup> – 22<sup>nd</sup> inclusive and the public days are 23<sup>rd</sup> – 25<sup>th</sup>.

Delegates will be provided detailed program information as events are confirmed. The program will consist of pre-scheduled matchmaking events, viewing of exhibits, networking opportunities, industry briefings/showcase and workshops/roundtable discussions. The program will be designed to meet the needs of the majority of the Industry delegates and to assist in achieving the Farnborough Air Show mission objectives. Associations, Government Partners and other entities can use their time to promote their offerings with relevant companies, organizations and other potential global partners to heighten awareness and improve their innovation quotient through R & D initiatives and technology commercialization activities.

Electronic bulletins will also be circulated to registered delegates through the AAADA Organizing Committee, contracted mission support team (Partner International Inc. and Agenda Managers Inc.) and other relevant sources.

The tentative itinerary listed below is subject to change.

**Sunday, July 18<sup>th</sup>**

Morning  
15:00 – 17:00

Arrival in London  
Atlantic Delegation Welcoming/Briefing Session

**Monday, July 19<sup>th</sup>**

10:00 – 11:00

Official opening of AAADA and Canadian Stands with possible Minister(s) Tour of the Canadian Pavilion (maybe Tuesday, July 20<sup>th</sup>)

11:00 – 16:00

Show Attendance, Networking and Meetings

18:00 – 22:00

Canadian Delegation Reception

**Tuesday, July 20<sup>th</sup>**

09:45 – 10:45

Speakers Series – Canadian Chalet (self-identify)

10:30 – 14:00

Show Attendance, Networking and Meetings

15:30 – 17:30

Parachute Club Sessions (self-identify)

19:00 – 21:00

AAADA Atlantic Delegation Reception

**Wednesday, July 21<sup>st</sup>**

09:45 – 10:45

Speakers Series – Canadian Chalet (self identify)

11:00 – 17:00

Show Attendance, Networking and Meetings

15:30 – 17:30

Parachute Club Sessions (self-identify)

18:00

Private Sector Receptions

**Thursday, July 22<sup>nd</sup>**

09:45 – 10:45

Speakers Series – Canadian Chalet (self identify)

11:00 – 17:00

Show Attendance, Networking and Meetings

15:30 – 17:30

Parachute Club Sessions (self-identify)

18:00

Private Sector Receptions

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**PUBLIC DAYS**

**Friday, July 23<sup>rd</sup> – Sunday, July 25<sup>th</sup>**

11:00 – 17:00

\*Participation Optional\*

## **Registration Procedure**

To register, please complete and return the appended registration form before Wednesday, April 28<sup>th</sup>, 2010 (including the non-refundable mission participation deposit fee) to:

### **AEROSPACE AND DEFENCE INDUSTRY ASSOCIATION OF NL**

90 O'Leary Avenue  
St. John's, NL A1B 2C7

Electronic ([sbeattie@adianl.ca](mailto:sbeattie@adianl.ca)) and fax (709-772-6090) applications will also be processed, but delegate status will only be assigned upon receipt of non-refundable mission participation fee and original mailed application.

*Questions concerning the mission or registration process should be directed to Sharon Beattie, Aerospace and Defence Industry Association of Newfoundland and Labrador (Tel: 709.772.7340 or Email: [sbeattie@adianl.ca](mailto:sbeattie@adianl.ca)), Lisa Clory, Aerospace Association of PEI (Tel: 902.892.3177 or Email: [info@apei.ca](mailto:info@apei.ca)), Catherine MacDonald, Aerospace and Defence Industries Association of Nova Scotia (Tel: 902.425.0070 or Email [catherine.macdonald@adians.ca](mailto:catherine.macdonald@adians.ca)) and Joanne Hawkyard, New Brunswick Aerospace and Defence Association (Tel: 506.623.1114 or Email [joanneh@nb.aibn.com](mailto:joanneh@nb.aibn.com)).*





### Optional Matchmaker Services

To maximize mission success, we will provide **optional** customized consulting and business matchmaking services for mission delegates. See Page 3 for details.

Do you plan to utilize the consulting/matchmaking services?  YES  NO

If you answered YES to the above question, please identify which components of this service you will be utilizing.

- Export Diagnostic / Needs Assessment / Training
- Matchmaking
- Post-Mission Support / Aftercare
- UNDECIDED

#### Mission Participant Responsibilities:

I understand that I am responsible for the cost of round trip airfare, some food and entertainment and for the hotel charges. Each organization agrees to pay a non-refundable fee (based on fee aforementioned delegate fee structure). Organization representatives agree to remain with this Mission, through the published itinerary and respect all scheduled appointments (where applicable).

The organization representative identified above, upon signing this agreement, releases the AAADA Organizing Committee from all liability and does hereby waive, as against them, all injuries or property losses which he or she might suffer arising out of or connected to this mission program or activities, notwithstanding that such injuries or property losses may have been caused solely or in part by the AAADA Organizing Committee.

Signed: \_\_\_\_\_ Dated: \_\_\_\_\_