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Airbus order takes AIME in the right direction

Middle East customer places \$110m Airbus ACJ order

Middle East operator has ordered a pair of Airbus A318 Elite corporate aircraft valued at a total of \$110 million, the European aircraft manufacturer announced here yesterday.

"Most of our corporate/VIP sales come from the Middle East and Europe," said David Velupillai, the company's marketing director for executive and private aviation. "So far this year we have sold worldwide 11 aircraft from the Airbus Corporate Jetliner family, which ranges from the narrow-bodied A320-family-based ACJs all the way up to a

flying-palace version of A380."

Airbus claims a total of 160 corporate/VIP aircraft contracted for to date, and says that the ACJs consistently outsell Boeing's equivalent offering, the 737-based BBJs. "Our sales have grown from 10 aircraft in 2004 to 31 last year," Velupillai said. "Market demand for the ACJs remains strong – it's not tailing off, as some people feared. Millionaires may be affected by recessions but billionaires just keep on spending."

No decision has yet been made on where the two newly ordered A318 Elites will be



David Velupillai - Market demand remains strong.

completed. But Velupillai said that if the customer selected

the standardised interior that is part of the Elite offer the work will go to exclusive supplier Lufthansa Technik of Hamburg.

The standardised interior is a money-saving option that includes a range of colour and material choices in the basic price for the aircraft. Clients looking for a higher level of customisation could go to one of half a dozen approved completions houses, which include the manufacturer's own Airbus Corporate Jet Centre in Toulouse.

Focus of the Airbus presence here at the show is the A350 XWB Prestige, which has attracted orders for eight examples to date. A 1/20 scale model on Stand 518 depicts a potential VIP interior featuring a master bedroom with en suite bathroom, a lounge, a boardroom/dining room, guest accommodation and a cinema.

A wheely good idea

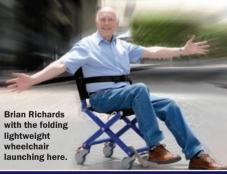
A new lightweight chair to assist disabled passengers is being launched at the show today. UK-based Mercury Products (stand 620) is introducing its AirChair, a new type of transit chair that is both lightweight and easily stowable.

Its key offering is the backwards folding back.
This makes lifting safer and easier for the crew
because they can get closer to the passenger. And it
is half the weight of other chairs currently available.

The UK government has mandated that every aircraft operating in the UK must carry a suitable chair for the transit of disabled passengers, the EU and the US are likely to follow suit.

"The chair is collapsible and weighs just 6kg," explains Mercury's Brian Richards. "Most aircraft have an aisle width of just 15-inches (38cm) although more modern designs are seeing around 18-inches, a normal chair will not fit down the aisle."

According to Richards it has two main competitors that both use a welded steel frame and subsequently weigh around 12kg. AirChair is constructed from an all aluminium alloy thanks to Richards' aeronautical engineering background.



"It would be great to get one of the regions' airlines on board as the construction does allow for customisation," says Richards. "There's a potential market for at least 3,000 chairs, and there will be a big demand here in the Middle East as well as India and China. We're looking for agents," he says.

So far the first production batch of 25 have all been sold and are in use in operations with Canada's Zoom and the UK's XL Airways. The chair is also being trialled by a UK-based long-haul airline.



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Whole supply chain support from shows in Dubai

The Middle East is becoming more involved in the supply chain for the whole aerospace industry and shows like AIME are creating opportunities for new companies in that chain to develop knowledge and networks.

That was the message from show organisers, Fairs & Exhibitions (F&E) at yesterday's pre-show briefing when the company announced a new training show to help the region meet the growing demands for skilled personnel across the aerospace and defence industries.

F&E's director of Aerospace, Alison Weller said, "The show will look at all aspects of the aerospace industry that require training including the pilots and crew, both civil and military, air traffic control, engineering, aviation management and many other associated jobs. Through the conference and the associated exhibition they will cover the simulation products offered, the recruitment initiatives and opportunities available and the universities, courses and colleges offering aerospace and defence training.

"This event is well-timed and as many companies have already told us, this region is really in need of an event of this type to address the issues and discover solutions for the training and recruitment in this industry. On the civil side there is massive growth from regional carriers, predicted to need 8,000 additional pilots by 2025."

The company outlined its programme for shows over the next 18 months kicking off with AIME today where there are 100 companies from 15 countries participating.

"The aircraft interiors market is coming along in leaps and



Alison Weller - "coming along in leaps and bounds."

bounds," Weller said. "Strong growth in both the commercial and business aviation fields is not only driving its development but is forcing it to diversify as customers needs and expectations become more tailored."

MEBA – the Middle East Business Aviation show – will take place at Airport Expo November 16-18. The show is likely to double its size from the last edition in January last year. Another new show is MRO Middle East which takes place 21-22 January 2009. F&E also outlined details of the Dubai Air Show scheduled for 15-19 November 2009.

"The enormous success of the 2007 show was a fitting farewell to Airport Expo Dubai, which has been the Airshow's home since the mid 90s. For 2009 huge demand has lead to the decision to move the event to a new, purpose-built site at the Dubai World Central aviation city in Jebel Ali," says Weller.

The new site will cover 425,000 square metres - double the size of Airport Expo Dubai - with 42,000 square metres of exhibition space. It will have 130 chalets, car parking for 4,000 cars in 2009 and rising to 7,000 for subsequent events.

"This gives us the opportunity to deliver another world-beating event and to keep us as the third largest aerospace event in the world, but aiming to become the 2nd largest in the not too distant future," she added.



Connectivity for the people, says AIME speaker

The whole question of the future for connectivity will come under the microscope in a major workshop session this afternoon.

"Up to now connectivity has been strictly for the premium classes, and many people think it's always going to be that way" conference speaker Brendan Gallagher said here yesterday. "The prices for the old Connexion by Boeing broadband service and conventional Inmarsat telephony were too high, and laptops just don't fit comfortably into economy living space."

But now, asserts Inflight Online editor Gallagher, the new generation of connectivity services promises greater affordability, while a wave of consumer IT developments is designed to provide compact, rugged user devices combining wireless Internet capability with a workable keyboard and screen. In parallel, leading inflight entertainment system suppliers like Panasonic and Thales are integrating connectivity with their in-seat systems.



Brendan Gallagher – new generation of connectivity will change the way we fly.

"Ordinary leisure and economy travellers are increasingly dependent on email and the Internet to run their lives. If the price is right, large numbers of them will use the services." says Gallagher.

Gallagher will take aim at a number of other fashionable notions about the IFE/communications industry, starting with the US-led hysteria about onboard cellphone services. Earlier this year Emirates became the first airline in the world to offer cellular voice and data to its passengers on a fully commercial basis and is now rolling out the AeroMobile across its entire fleet.

"The Middle East, followed by Europe, Australia and India, is embracing onboard cellphone with enthusiasm," he said yesterday. "But in the USA commercial development is at a standstill because pressure from powerful lobby groups, suggest abuse of voice services would lead to cabin rage. Emirates' experience to date flatly contradicts this, while service providers AeroMobile and OnAir give the airlines complete technical control over when and how the services are made available during the flight."

■ Workshops at AIME are free of charge. Details of the programme are available at the entrance to the show.

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Row 44 approaches moment of truth

n the race to be the first provider to launch a Ku-band satellite broadband service in North America, recent start-up Row 44 (Stand 500) has its nose in front of the mighty Panasonic.

"We have encountered a few speedbumps that have forced a slight delay, so we're now aiming to start flight trials in the late summer," company president Gregg Fialcowitz said here yesterday. "They will be followed by a production roll-out before the end of the year."

Panasonic, the leading IFE provider and Row 44's rival for Ku-band connectivity business, expects to have to wait at least another six months. The first set of its eXconnect equipment is due to be installed in an aircraft operated by a North American carrier around the end of the year and to take to the air before June 2009.

Californian-based Row 44 is preparing trials on a single Alaska Airlines aircraft and four from Southwest Airlines — both carriers say they will implement the megabit-rated service throughout their Boeing 737 fleets if the results are satisfactory. The first installation will be on the Alaska aircraft, followed a week later by the first Southwest example.

"We're confident that we'll move on to installations in high numbers with Alaska and Southwest," Fialcowitz declared. "Our supply chain is in place, and the ramp-up and logistics are clearly understood."

The company is putting the finishing touches to its preparations for the trials – during which the aircraft equipment will be monitored continuously over the satellite link - and subsequent commercial service. Its communications routing equipment is



Gregg Fialcowitz - aiming at trials in the summer.

installed at the Las Vegas operations centre of satellite capacity provider Hughes Network Systems. And supplemental type certification work on the airborne equipment is nearing completion at Chicago-based Armstrong Aerospace.

In parallel with its preparations for service launch in North America, the company continues to plan an international presence, starting a few months later than originally planned with an extension of coverage to the North Atlantic and then Europe from the first quarter of next year. The Middle East is seen following in the third quarter of next year, Asia-Pacific in the fourth quarter, and the South Pacific in 2010.

To support that, Row 44's ground equipment will be installed in Germany. "We're putting time and money into the continent in anticipation of succeeding there," Fialcowitz said.

PGA Avionics plans connectivity integration

French company PGA Avionics (Stand 310g) aims to integrate Inmarsat and the emerging Kuband satellite connectivity systems with its cabin management system (CMS) for business and VIP aircraft

"We want passengers in their seats to be able to communicate with the ground via our cabin network and the onboard satcoms system, whatever it may be," sales director Fabrice Berthelot said here yesterday.

PGA's product range is impressive for a 200-strong company. Its CMS is complemented by a newly developed audio/video-on-demand (AVOD) inflight entertainment system, which has already attracted orders from the operators of three VIP aircraft. The first example has been delivered to Airbus Corporate Jet Centre in Toulouse, where one of the aircraft is receiving a luxury interior.

PGA started work on the system just 15 months ago. "It was a big leap forward for us," says Berthelot. "And it adds an important new piece to our overall product offering – the cabin



management system can be used to operate the AVOD."

The system centres on a server that can support up to 200 films or a thousand music CDs and distribute them to up to 20 users simultaneously. Extra servers can be added to the network, which is based on 1Gb Ethernet, to provide extra capacity as required. It can be controlled by the cabin staff via the PGA CMS or through touch-screens installed in each seat.

The company has supplied its

CMS for installation in 20 VIP Airbuses, including three widebodies, 60 Dassault Falcons and a Boeing BBJ.

Other PGA Avionics IFE capabilities include integration of the CMS with satellite television systems such as Rockwell Collins's Tailwind. "We started business 10 years ago, supplying switches for Falcon business jets," says Berthelot. "Now we can offer a complete range of IFE for VIP aircraft operators."

WORK AND PLAY WITH CEBENETWORK

An Abu Dhabi-based company could soon be manufacturing an ingenious new piece of cabin furniture if CeBeNetwork's Oliver Theilig realises a vision that's on show here (Stand 300).

The German group is displaying a full-scale mock-up of a cabin unit designed to allow passengers to work and enjoy entertainment at a comfortable and convenient central point. "It was designed at our location in Hamburg," says Theilig, CeBeNetwork's director of cabin development. "Production will be handled at a new subsidiary that we set up earlier this month near Abu Dhabi Airport."

The compact, lightweight IFE unit is designed to fit close to a door or galley so that it doesn't take up valuable seat space. Features include a neat slide-out seat, a flip-up rotatable touch-screen, an iPod docking station, and memory card slots allowing the user to upload to the screen data brought on board or download files acquired via the aircraft's connectivity systems.

Airbus Galley adds a touch of SPICE

Airbus (Stand 518) is unveiling its exciting new galley cart SPICE (Space Innovative Catering Equipment) to Middle East airlines at AIME.

The new concept replaces the traditional catering trolley with light-weight low cost boxes, and foldable carts for service. A transfer table has been developed which enables better use of storage space above work surfaces, and enhances galley ergonomics.

"SPICE is an all in one device with the main drivers being to improve catering, save on weight, increase aircraft space and keep in with the ergonomic trend," says senior analyst Daniel Percy.



Daniel Percy - weight saving will allow greater flexibility.

These innovations combine to improve aircraft efficiency as well as weight savings of around 20 percent. Gulf airlines are likely to be studying one benefit from this weight saving. "The galley space saved due to the improved storage efficiency of SPICE could enable an airline to add from two to 11 seats in the cabin of a typical widebody aircraft." says product marketing director executive & private Aviation, David Vellupillai at the show yesterday. "The weight savings of SPICE have been estimated to be between 10 and 20 per cent compared to current galley systems, which results in hundreds of kilograms per

aircraft "

According to Percy the new cart also offers airlines greater flexibility. "Airlines are able to choose their own boxes. They can even use cardboard boxes which will minimise the cost dramatically. The boxes can be recyclable or be durable, depending on customers need," he says.

Sixty percent of occupational injuries occur in galleys. SPICE is able to save on galley space by up to 25 percent which decreases the risk of such injuries and enables the airline the option to add more seats.

"Aircraft don't have to have as many carts on board because of the all-in-one



design. Trolleys can also be left on board the aircraft as boxes can be filled with food, unlike regular trolleys where the whole thing has to be removed," says Percy.

As well as the compartment doors being aesthetically improved to match the rest of the cabin, compartments are also fully refrigerated, keeping food fresher.

Airbus won the prestigious Crystal Cabin award last year in the Comfort and Health category for this innovative product.



A Vantage for the Cozy side

Thompson Aerospace (Stand 605) is keen to highlight its Vantage and Cozy Suite to the regions' airlines.

President James Thompson says the Vantage business class seat offers more direct access space and is keen to add that "the number of seats per aircraft is also higher".

"Delta Airlines is taking the Vantage across the full line fleet and the Cozy Suite for its international fleet, and with the Delta/Northwest merger, that makes Delta the largest airline in the world," says Thompson.

The Vantage is fully lie flat and offers space to work with large flat surfaces. While the Cozy is a staggered arrangement which has two arm rests per passenger and has a built-in cushion to increase sleeping comfort.



Philip Dermaut - increasing strength and durability

Lightweight options are carpeted here

A new ultra lightweight carpet and lightweight carpet is being introduced at the show by Belgian International Carpets (BIC) (Stand 350). Both carpets boast a significant difference in weight compared to standard carpet.

"The ultra lightweight carpet is 1050 grammes per square metre compared to 1800 for standard carpet," says Philip Dermaut, managing director. "Our lightweight carpet is 1400 grammes."

BIC is aware of the tough competition and says it has stepped up its game and made the carpets look different to traditional ones and increased the strength and durability of its products.

"We have run methods of testing for burning behaviour, anti static, colour and surface appearance to determine changes in appearance of textile floor coverings," Dermaut says. "We found besides ultra light weight coverings, which are non-carpet, our carpets can deal with tough stains as well as absorb dirt and dust. We have worked hard in developing these new programmes and look to help airlines that care about fuel burning savings and that focus on cost efficiency, this is particularly relevant because of the recent increase in fuel prices.

"We hope to meet with major airlines of the Middle East at AIME to make our products known in this part of the world," adds Dermaut.



ATG puts carriers In the shade

Aviation Technologies Group (Stand 405) is keen to highlight its electrically operated pleated-fabric shades as a retrofit option for Boeing 777s in the region.

Each unit comprises a pair of shades – one translucent, one opaque – plus two Swiss-made precision 28V DC electric motors and a Kevlar toothed drive-belt. Lowering the translucent blind produces a gentle natural light - "We're using Mother Nature for mood lighting," says Raymond Tollman, evp sales and marketing – while the opaque shade produces a blackout as complete as that specified for conventional manual shades.

It already supplies Boeing and Airbus direct for the 777 and A380 production lines. Buoyed by high levels of interest in the corporate market, Tollman is also bullish about the company's prospects in the market place.

"The major business jet manufacturers have all got projects that we want to bid for," says Tollman. The company is talking to Dassault for the production contract for Dassault's 7X and already has supply agreements with Gulfstream and Cessna.

"The shades were typically installed in the first class cabins, but we're now seeing them coming into business class – which is great for us, because business class cabins tend to be larger," says Tollman.

"The retrofit option for the 777 is something we expect to see in Europe and the Middle East as airlines look towards fleet modernisation. And the STC should be approved by the end of the year," he says.

Senior electrical engineer Vic Nucatola says "ATG shades have high reliability and are adaptable. Although their function is very simple, the demands to operate smoothly and quietly isn't so simple."

Tollman says the company's shades offer 99.9% blackout. "We can't claim anymore because of the tolerances in our testing equipment!" he points out.



Raymond Tollman bullish about prospects in the region.

Tisca makes it lighter

Swiss company Tisca Tiara mobility textiles (Stand 415) is showcasing its ultra-lightweight carpet. The family run business has developed an innovative new lightweight carpet quality resulting in 25% weight saving compared to standard aircraft carpets.

"The ultra-lightweight carpet is a breakthrough for Tisca Tiara as no other company has produced one as light, or as durable and long wearing," says Matthias Tischhauser, division manager Mobility Textiles.

"Most cabin carpets need to be replaced after around three months due to damage from trolleys, footmarks, and general wear and tear to the carpet, but our new carpet lasts," he says.

The company, which develops and manufactures a broad range of premium quality textiles for both commercial airlines as well as the VIP and business jet market, also boasts the carpet is 100% customised, unlike many competitive products.

"Customers are more and more interested in lead times



Matthias Tishauser: "Our new carpet lasts."

and we are able to provide quick turnarounds in any design, colour, texture and width the customer requires. We are in a different league," says Tischhauser.

Tisca Tiara is also displaying at AIME its newly developed hard-wearing light-weight seat cover fabric as well as fabrics for curtains, head-rests, pillow cases, machine-woven and machine-tufted carpets, handtufted and hand-woven carpets, and exclusive embroidered carpets.

"We launched the ultra-light weight carpet in Europe earlier in the year to a great response. We look forward to achieving the same here at AIME," Tischhauser says.

FAUX SUEDE AND REAL LEATHER FROM LENI'S TEXTILES

American textile specialists Leni's Textiles (Stand 565) is showcasing a line of its products which include high quality custom fabrics for aircraft using both hand and power looms.

Its latest product flannelsuede is a luxurious, durable, washable faux-suede with the look and feel of fine wool flannel making it a popular choice for business aircraft.

Its new leather collection consists of ten different styles of high quality leather featuring top grain aniline leathers, which is 'excellent' for both commercial and private aircraft, and comes in a large colour range which can also be custom coloured.

The company also produces hand woven cabin blankets featuring two rows of crochet on all four sides which can also be colour produced to customer requirements.

Leni's Textiles customers include major aircraft companies and large aircraft completion centres as well as private aircraft owners.

lacobucci HF Electronics with the drinkable solution to water problems.

Making water safer for business jets

Business jet operators concerned about taking on drinking water for on-board beverages from thirdworld countries will be excited by a new product launch from Iacobucci HF Electronics (Stand 330)

The Italian electrical galley insert manufacturer, better known around the world for its galley inserts such as coffee and espresso machines for commercial and business aviation, is showcasing at AIME a new external water tank concept primarily for the business jet market. The concept is designed to keep the integrity of the water supply for coffee and other hot beverages.

"The external water tank is required more and

more by executive jet operators that travel globally and might need bottled water for their coffee machines at any time. With a 2-litre capacity, it is the right size for the large majority of business jet galleys," says Nicola Venchierutti, head of sales for the business aviation division.

"The external water tank works well for those travelling on private jets. For instance, if you're conducting work around Africa we all know that the natural water is rarely drinkable unless it is bottled. Using the tank from the aircraft would avoid you having to fill up on local water or that used from other areas of the aircraft such as the bathroom," Venchierutti says.

UK firm at the head of the Q

The strong links between the aviation industry and the automotive industry are clearly demonstrated at AIME and one company with experience of both sectors, Design Q (stand 430) is keen to highlight its design consultancy credentials.

Director of the UK-based company, Gary Doy, says: "We do a lot of work in the aviation industry, mainly with airlines but increasingly also for VIP aircraft owners."

Doy explains the links with the car industry. "We've got a very strong automotive background and are can show our work virtually. We've worked with manufacturers such as Ferrari and Maserati. For the Ferrari FXX we were responsible for the design of both the exterior and interior," explains Doy. "For a design we can take it to prototypes or simply digital mock-ups, we'll work with the customer to design in everything that you can touch, feel, see or smell."

Doy is keen to point out that even with the bad times predicted for the industry as the US' credit crunch bites, and with escalating fuel costs, that this is the time for innovation.

"Our automotive background gives us great experience in making



The Design Q concept for the RJ70 conversion shows the creativity offered by the UK company.

materials appear better in quality. And when you take a close look at an airlines' first and business class environments they aren't always as good as a luxury car. This is something we can bring to the table and will be showing off some innovative business class concepts. We think we can help bridge that gap

"And with rising fuel costs we're hopeful for our economy class seat that was launched at Hamburg earlier this year."

Doy says that typically an economy class seat can weigh 12kg, and that Design Q's alternative weighs around 9kg.

"It can be the bad times that really drive innovation," he says. Doy is also optimistic about business aviation. "Business aviation is moving fast, and just look at the queues for completions. We're involved for one customer who is having an RJ70 redesigned into a business jet, purely as a stop gap," he says.

Jet Aviation opens new doors for widebodies



Saad Air's A340-600 VIP in the new Jet Aviations hanger.

The Middle East is driving the demand for widebody completions in the VIP market, and completions houses the world over are feeling the squeeze. Jet Aviation (Stand 335) is addressing some of the capacity squeeze and is detailing its new completions-dedicated widebody hangar which opened in Basel, Switzerland last month.

The new hangar has some 9,600 sq m (103,333 sq ft) of space, which allows it to house an Airbus A380 and a Boeing 747-8 simultaneously with room to spare for a few smaller aircraft. According to Jet Aviation it is one of only two such hangars in Europe, and comes at a time when the completions industry has a high demand for widebody capacity.

The build was completed in just seven-months.

"This hangar marks the largest non-acquisition capital investment made by Jet Aviation in its 40-year history," said CEO Peter Edwards.

The \$62m facility opened with its first aircraft – a Saad Air Airbus A340-600, the first - 600 VIP aircraft.

"The completions industry has grown up and matured. It has reached a scale never before thought possible. The number of aircraft programmes that now contribute to the completions industry is just as high. The same is true with the number of Boeing and Airbus aircraft that are going into these VIP applications," says Edwards.

Edwards is confident that the facility will reaffirm the

company's commitments to customers old and new.

"We have a very full orderbook over the next four to five years. We have projects reserved out till 2016 and are even discussing projects beyond that point.

"Our customer locations have high concentrations in the Middle East but also the emerging markets like Russia, China and India, as well as other parts of Asia," he said.

"We cannot even begin to take on all the projects that are requested, we have to turn down projects that we want to take on because of our capacity limitations. Even with this new hangar we're full. The completions industry is certainly sustainable over the next five to ten years," added Edwards.

MAKING THE CASE FOR INTEGRATION

Germany's Hamburg-based Case4de (stand 645) is showcasing its services and sees Dubai as a key base for future expansion and plans to open an office here during the summer".

Case4de's Nouredinne
Madoui of its cabin modifications business says: "We help
suppliers, OEMs and airlines to
integrate their systems. Our
main capability lies in the integration, not the design. We
guarantee that we can integrate
the products with no reworking
required."

Demonstrating that capability, the company has recently "seamlessly integrated a new seating configuration from a top seating supplier into an Airbus aircraft. This is something that hasn't been done before," says Madoui.

The company uses a variety of tools to aid with integration. From KBE – Knowledge Based Engineering, CAE – Computer Aided Engineering, DMU – Digital Mockup and PDM – Product Data Management. It is fluent in programs such as CATIA.

"The Middle East is a very important environment and our office will focus on the airline market and we'll be showing how we can help. We will be dedicated on any project to answer exactly the need of the customer and guarantee that no reworking will be needed," explains Madoui.

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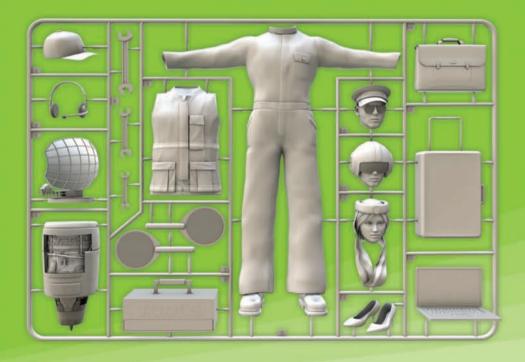




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A Mixture of Fun and Culture

When the show is over for the day there is plenty of things to do or see in Dubai. Why not visit the 200-year-old Al Fahidi Fort, now the site of Dubai's museum?

Or perhaps you want something a bit more fun? It's probably a little too hot to go on a desert safari but there are a few things you can do to cool down! Here are some ideas:

Al Fahidi Fort

This is one of the most historical monuments in Dubai. Built in 1799, it was originally built to protect the Creek from foreign invaders. Since then it has acted as a palace to the ruling Sheikh, and as Dubai's seat of government. In 1970 the fort was converted to become Dubai Museum.

The museum is one of Dubai's biggest tourist attractions, displaying a large collection of objects highlighting the cultural richness



of the emirate's past. A huge amount of military artefacts are on display, as well as Arabian sailing boats (dhows), pearl-diving suits and a complete grave from the Al-Qusais archaeological site dating back around 4,000 years. There is also a multimedia and interactive show available, where fascinating models give an insight in to the building of traditional souks and dhows.

Wild Wadi Waterpark

Have a splashing time at this water park designed like an Arabian wadi (oasis). The park covers an area of 12 acres with 24 adrenaline pumping rides to choose from. Test your nerve on the Jumeirah Sceirah, one of the tallest and fastest free-fall water slides in the world, where you'll hurtle down at a speed of 80 kms per hour.

What a great way to cool down!

Moonlight Dhow Cruise

A great way to treat clients, or enjoy a last night with your colleagues! Enjoy a buffet dinner on board a traditionally decorated wooden dhow as it sails gently along Dubai Creek by moonlight.

Skiing

It might be nearly 40 degrees outside but that's not going to stop Dubai having skislopes! Ski Dubai is an indoor ski centre which juts out of the Mall of Emirates, one of the biggest shopping centres in the world, and produces real snow with temperatures below zero.

It has got all the areas covered with a snow park for children, a quarter pipe for snow boarders, ski runs for novices, plus the first indoor 'black' run in the world.

You'll need to change out of your shorts and flips flops and get in to your ski suits and boots which you can hire there. After an hour or so on the slopes you can sit and enjoy a hot-chocolate in one of its cafés before again braving the heat outside.

Jumeirah Mosque

Dubai has many beautiful mosques but this is the largest and most impressive example of Islamic architecture. With its elaborate design it makes it one of the most photographed landmarks in Dubai.

Your hotel should be able to give you tourist information, as will the Department of Tourism and Commerce (Tel: 223 0000)

Splashing fun at Wild Wadi.

FLIGHT

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Make A Meal Of It!

Dubai is a multi-cultural city which is reflected in its cuisine. Whether you want to dine at a top-notch French restaurant, or just grab a hot shawarma, you'll find it all in this bustling city. The top restaurants, like the bars, are generally located in the hotels, but if you want cheaper fare, you'll find delicious eateries all over Dubai, plus it will give you a taste of real Emirati life.

Al Mahara Burj Al Arab Jumeirah 2 04 301 7600

This is Burj's signature restaurant and thought to be one of the best seafood restaurants in the world. Enjoy the mock submarine ride to your table. The food is first class, as is the service. You must pre-book!

Vu's Emirates Towers Sheikh Zayed Road 204 319 8771

Award winning chic French/Italian restaurant with fabulous views of the city. It's pricey but well worth it if you want to impress a client.

BICE Hilton Dubai Jumeirah Al Mina Al Siyahi 204 399 1111

Stylish restaurant serving up delicious traditional northern Italian cuisine. Make sure you leave enough room for the delicious dessert, such as homemade tiramisu, or the excellent cheese board.

Blue Elephant Al-Bustan Rotanta Hotel Al Garhoud Road 204 705 4660

This popular Thai restaurant designed as a Thai village, the centrepiece is a fish-filled lake. Tuck-in to a Royal Thai Banquet, or just choose your favourite dishes

Bastakiah Rulers Court 204 353 7772

Fantastic award winning old Arabian style restaurant in Bur Dubai offering guests a taste of traditional Arabic food. Try and get a seat on the rooftop where you can see the hustle and bustle of new and old Dubai around you.

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