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**Region's First-ever: Rotorcraft Asia and Unmanned Systems Asia, the Inaugural Platforms to Drive End-to-End Innovative Solutions**

*Inaugural events offer effective strategic platform for industry leaders, experts, and next generation of talent to advance regional growth potential*

**SINGAPORE, 17 April 2017** – The inaugural Rotorcraft Asia, the region's first-ever dedicated event for civil helicopter industry is focused on offering an effective strategic platform for industry leaders, potential partners and experts to forge partnerships, engage in dialogues and showcase new innovative technologies, to unlock the region's growing industry.

Top executives, regulators, industry experts, academics and leading industry players from more than 45 countries across 4 continents will converge at Rotorcraft Asia 2017 to drive discussions on industry challenges, emerging needs and new innovative solutions. Adding dimensions to the discourse, the co-located Unmanned Systems Asia 2017 will explore the "Future of Drones" that will feature diverse insights into unmanned systems and showcase the advances of the 21st century.

Held from 18 to 20 April 2017 at the Changi Exhibition Centre in Singapore, over 80 companies from close to 20 countries will gather to showcase a vast spectrum of cutting edge and innovative solutions in rotorcraft and unmanned systems. In addition to featuring new technologies and innovations, the events will also engage young talent with the focus on cultivating and grooming the next generation of industry leaders.

"The growing necessity to integrate smart technologies to drive efficiency and competitiveness has increased the need for the rotorcraft industry to continuously evolve and invest in new innovative technologies," said Mr Leck Chet Lam, Managing Director, Experia Events. "The events are co-located to ensure industry players have one single effective platform to advance regional growth potential."

"The inaugural events not only provide a networking platform and access to a wide spectrum of growth opportunities in Asia-Pacific's thriving civil helicopter and unmanned systems markets, they also enhance Singapore's position as the leading aerospace hub in the region," said Mr Tan Kong Hwee, Director, Transport Engineering, Singapore Economic Development Board.

## **Shaping The Innovation Agenda Through Insightful Dialogues**

Rotorcraft Asia and Unmanned Systems Asia will feature a series of strategic conferences and forums over the three days. **The Unmanned Systems Asia 2017 Forum**, held on 18 April, will explore the theme of “Future of Drones” to present varied views from commercial users of aerial drones in different industries, with the aim of providing thought provoking discussions on the future potential of having aerial drones performing more varied tasks.

The **Rotorcraft Asia Conference**, themed “Innovation in Rotorcraft”, will be held on 19 and 20 April, with the focus on new technologies and solutions for rotary wing aircraft. The two-day conference will feature keynote and panel speakers who will seek to explore the future landscape of how rotorcraft will fly and operate, through the application of next generation innovative technologies, mindset and engineering processes.

## **Strategic Springboard to Enable Collaboration Across Markets**

The **VIP Buyers Programme** demonstrates the role of Rotorcraft Asia and Unmanned Systems Asia as a strategic springboard to enable exhibitors and potential buyers to network and collaborate on business opportunities in this region. Through pre-arranged meetings, exhibitors can use this dedicated face time to forge strategic new partnerships.

The VIP Buyers attending include senior public sector representatives from the Ministry of Public Security of the Socialist Republic of Vietnam, Philippine National Police, Royal Malaysia Police, Ministry of Natural Resources and Environmental Conservation, Myanmar, and Royal Brunei Technical Services; as well as commercial buyers including BP, Shell Aviation, PT Derazona Air Service, Macquarie Rotorcraft Leasing, PhilJets, Thai Helicopter Services, Waypoint Leasing among others.

## **Next-Generation Industry Talents At The Forefront With Drone Innovations**

The **University R&D Showcase** will display innovative unmanned systems solutions of tomorrow that have been developed by Singapore’s top universities and tertiary institutions, contributing to Singapore’s vision to be a Smart Nation. Participating IHLs include Singapore Polytechnic, National University of Singapore (NUS), Nanyang Technological University (NTU), Singapore University of Technology and Design (SUTD), and University of Glasgow Singapore in partnership with Singapore Institute of Technology.

Rotorcraft Asia 2017 and Unmanned Systems Asia 2017 are organised by Experia Events with the support of the Civil Aviation Authority of Singapore, the Defence Science and Technology Agency, International Enterprise Singapore, the Ministry of Transport, Singapore, the Singapore Economic Development Board and the Singapore Exhibition and Convention Bureau.

For more information, visit [www.rotorcraft-asia.com](http://www.rotorcraft-asia.com) and [www.unmannedsystems-asia.com](http://www.unmannedsystems-asia.com).

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### **About Rotorcraft Asia**

Rotorcraft Asia is a dedicated commercial and para-public helicopter event for the thriving Asia Pacific Market. It is the premier business and networking platform for manufacturers, owners and operators, MROs, distributors of products and services for the rotorcraft and related industry. Comprising an exhibition, conference and static aircraft display, the inaugural Rotorcraft Asia will be an integrated marketplace to springboard and tap into opportunities in this dynamic region.

For more information, visit [www.rotorcraft-asia.com](http://www.rotorcraft-asia.com).

### **About Unmanned Systems Asia**

The premier unmanned systems event in Asia presents the future of drones across a vast spectrum of commercial and defence applications, showcasing cutting edge technologies and solutions in aerial, ground, surface and underwater systems. Unmanned Systems Asia offers a highly effective platform for stakeholders to advance their search and rescue, communications, monitoring and surveillance capabilities. The show brings together manufacturers, suppliers, service providers, buyers, academia, governments, research and regulatory bodies to explore the limitless opportunities of unmanned systems.

For more information, visit [www.unmannedsystems-asia.com](http://www.unmannedsystems-asia.com).

### **About Experia Events Pte Ltd**

Experia Events specialises in organising and managing exhibitions and conferences of strategic interest, fostering industry development and thought leadership. It has built a strong portfolio in aerospace and defence with the highly successful Singapore Airshow, Asia's largest aerospace and defence event, as well as the inaugural Singapore International Robo Expo and key events such as IMDEX Asia, Asia Pacific's flagship maritime defence show; Rotorcraft Asia, the premier dedicated event for the global civil helicopter industry; Unmanned Systems Asia, which presents the future of unmanned systems across a vast spectrum of commercial and defence applications; and Cybertech Asia, a strategic platform for the international cyber community. Experia Events' expertise also extends to the government and lifestyle sectors, through key events such as the World Cities Summit, Singapore International Water Week and CleanEnviro Summit Singapore.

With a proven track record underscoring its aspirations to stage events that influence, Experia Events aims to diversify its range of strategic events globally.

For more information, visit [www.experiaevents.com](http://www.experiaevents.com).

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