# AERO ASIA WILL TAKE PLACE FOR THE FIRST TIME ON 28-31 OCTOBER 2021 IN ZHUHAI

**News / Events / Festivals**

**Messe Friedrichshafen and Zhuhai Airshow Co.,Ltd cooperate on AERO ASIA to create a new and leading Business and General aviation show for China and Southeast Asia. The show will be supported by the Asian Business Aviation Association. With AERO ASIA Zhuhai, the province of Guangdong will get a second aviation show besides Airshow China. AERO ASIA Zhuhai and Airshow China will take place in alternating years with the first AERO ASIA to be held on 28-31 October 2021 at Zhuhai International Airshow Center.**
**""This show is different from Airshow China in market positioning. AERO ASIA is a completely new and perfect complement to our aviation show portfolio, a matchmaker that will serve the booming general aviation industries in China and Asia as a whole," says Sun Jiefeng, Chairman of Zhuhai Airshow Co.,Ltd.. "This cooperation underlines the worldwide high estimated reputation of our brand and our extensive experience in this sector" says Klaus Wellmann, CEO of Messe Friedrichshafen.**

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**The new show AERO ASIA has a clear strategic objective: to become the leading Business and General Aviation show for China and Southeast Asia. For this purpose, the two most successful and experienced shows came together: AERO and Airshow China. AERO, organized in Friedrichshafen, Germany, is the world leading general aviation business show with over 40 years of experience. Airshow China is China's biggest airshow with a history of 12 sessions since year 1996,which is becoming one of the leading airshows in the world. . "This step is a further milestone of our AERO Family" says Roland Bosch, Head of AERO. "After AERO SOUTH AFRICA in 2019 we have now expanded the brand to China - the most interesting general aviation market for the future."**

"We are really happy to cooperate with the highly experienced Zhuhai team," adds Ludwig Meier, the Chairman of Messe Friedrichshafen Shanghai, who coordinates all company activities for China. "The location and the infrastructure are perfect for an aviation show and Zhuhai is well-known in the industry. Additionally, it is a perfect hub for Southeast Asia."

This statement is underlined by the support of AsBAA - the Asian Business Aviation Association. "With AERO ASIA being an air show that truly focuses on general aviation, we are convinced that it will offer our members new and exciting business opportunities," says Jeff Chiang, COO of AsBAA.

AERO ASIA brings together the entire General Aviation world. It attracts motivated buyers actively seeking to purchase the latest technology along with key decision makers from across the industry. Organized to the highest standards, it will offer the greatest added value for all stakeholders.

The AERO ASIA website will be available by the end of January 2021 with the domain name www.aero-asia.com. The homepage will offer show details, application and more you need to know about the show.

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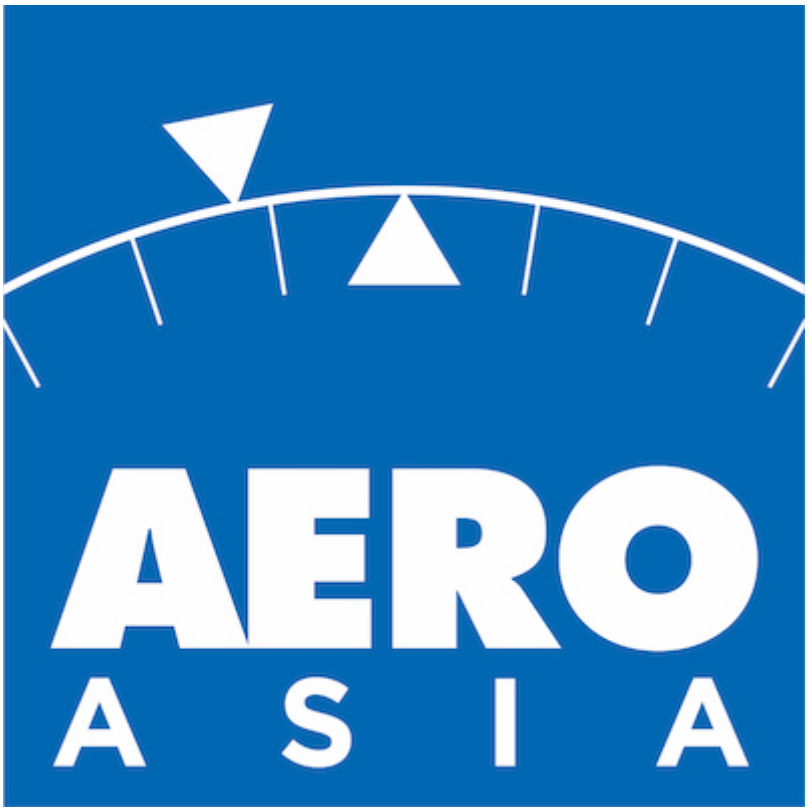


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