



Executive Service at Africa Aerospace and Defense 2014 Show
South Africa: September 16-19, 2014

For more information visit:

<http://export.gov/industry/aerospace/aad2014/>

To register for a free webinar on AAD Border Surveillance opportunities:

<https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=4Q70>

The United States Department of Commerce, International Trade Administration's U.S. Commercial Service South Africa and Aerospace and Defense Team announce an **Executive Service at the Africa Aerospace and Defense (AAD)** Show from September 16-19, 2014 at Waterkloof Air Force Base, 45 minutes outside of Pretoria. **Major market opportunities** include maritime and land surveillance, border management technologies, defense equipment and components, commercial and general aviation, and defense electronics and communications. The **Executive Service** provides significant value-add for U.S. companies including exhibitor space at AAD high level visibility, and pre-qualified business and government meetings all at an affordable cost.

The **Executive Service at AAD 2014** consists of:

- Shared **AAD Exhibitor Booth Space** of 18 sq. meters (for 5 companies) - September 17-19 at Waterkloof Air Force Base ; AAD exhibitor space is now 90% sold out
For each company: reception counter with locking cabinet, dedicated signage, wall panel, and literature rack; To be shared among AES exhibitors: In-booth meeting tables and chairs, hard-wall construction, spot light along back wall, carpet and daily stand cleaning.
- **Full US Pavilion exhibitor status** including exhibitor credentials for one representative, listing in official Exhibitor Guide, copy of Official Exhibitor Directory, and access to exhibitor lounge with meeting space and refreshments.
- Participation in the U.S. Pavilion Exhibitor **Reception and Ribbon-Cutting Ceremony**.
- **Pre-arranged and Individualized Meetings** (approx. 8-10 meetings) organized by U.S. Commercial Service with qualified business partners, representatives/distributors, and government.
- Business advising by **U.S. Commercial Service** Aerospace and Defense Industry Specialist from U.S. Embassy South Africa and **On-site program support** by U.S. Commercial Service.
- Participation in full-day, invitation only, **US-South Africa Border Surveillance Technology Cooperation Symposium** on Tuesday, September 16 in Pretoria. This high level symposium featuring government decision-makers and U.S. and African private sectors will address both airborne and land-based border surveillance solutions of priority in many African nations.

Fee: \$4500 full participation for one company representative; \$700 for additional representative

For more information contact U.S. Commercial Service representatives: Julia Rauner Guerrero at 858-467-7038 Julia.rauner@trade.gov Or Murat Muftari 516-418-9496 Murat.Muftari@trade.gov