

RotorTech Asia Pacific Conference 2013



Embracing Asia's Growing Market

15 July 2013 (Safety Management Systems Masterclass)
16-17 July 2013 (RotorTech Asia Pacific Conference)
Crowne Plaza Hotel, Singapore



www.rotortechasia.com

Jointly Produced by



Lanyard Sponsor



Media Sponsors



Supporting Partners



FROST & SULLIVAN



To inquire, Contact: Eric Fan - Conference Manager
T: +86 532 8668 5172
F: +86 532 8668 5170
E: ericf@cdmc.org.cn
Singapore Office :
65 6846 2715

RotorTech Asia Pacific 2013 – The Most Highly Anticipated Helicopter Event In Asia!

Helicopter Manufacturers are extremely optimistic about the growth of the Asia Pacific region fuelled by increasing demand in homeland security, military, search and rescue missions, commercial business travel and the luxury traveller.

Although the Asian Helicopter market was largely supported by military uses, commercial orders in sectors such as the oil and gas sector continue to be strong. Asia's super affluent and luxury sector is an important and relatively untapped sector which brings promising opportunities for Helicopter manufacturers.

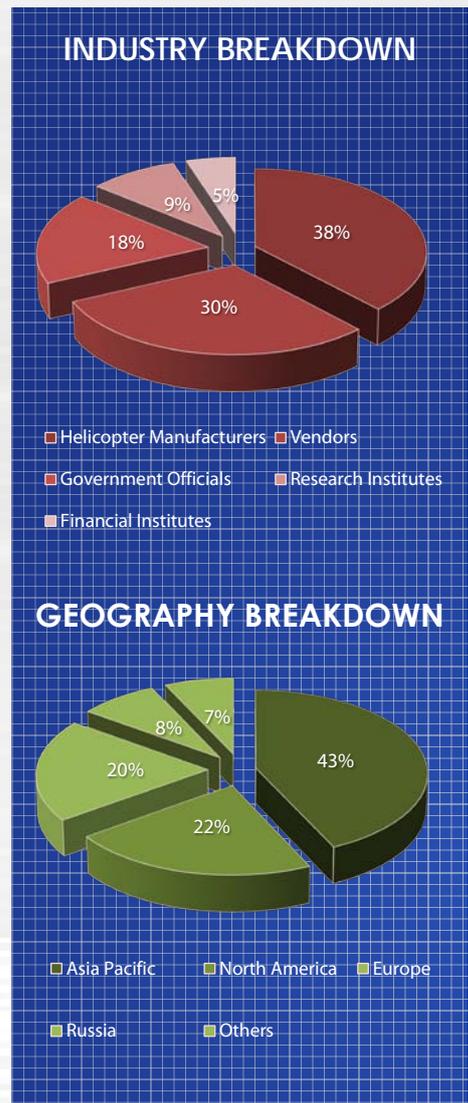
With the effects of climate change increasing, governments realize that in an event of natural disasters like tsunami, earthquakes and floods, there are insufficient vertical assets to meet the needs of the population. As such, Asian and global helicopter manufacturers are meeting the demand and increasing production and sales. However, challenges to the industry in terms of safety, regulatory impediments and user requirements.

The RotorTech Asia Pacific 2013 Conference & Exhibition will cover all grounds concerning Asia's booming helicopter industry. It will also feature some of the latest technical innovations and technology relevant to today's VTOL industry. The conference is designed to gather players from Asia and the rest of the world to exchange technical and business ideas in specially arranged networking sessions.

See you all at this landmark event!

Conference Schedule

| JULY 15TH MONDAY | | |
|---|--------------------------------|--------------------|
| 1 Day Certificate Masterclass On Safety Management System (SMS) | | |
| JULY 16TH AM TUESDAY | | SESSION ONE: |
| Helicopters In Asia – Present & Future | Concurrent one-on-one meetings | Exhibition Viewing |
| JULY 17TH AM WEDNESDAY | | SESSION TWO: |
| The Potential Of Vertical Flights | Concurrent one-on-one meetings | Exhibition Viewing |
| JULY 17TH PM WEDNESDAY | | SESSION THREE: |
| Military Helicopters In Asia | Concurrent one-on-one meetings | Exhibition Viewing |
| JULY 17TH PM WEDNESDAY | | SESSION FOUR: |
| Helicopter Safety | Concurrent one-on-one meetings | Exhibition Viewing |



Testimonials

"It is truly an exciting event for the Asian market. It brings our business to a whole new dimension with numerous possibilities."

- China Capital Helicopter Corporation

"I believe this RotorTech Asia Pacific would bring me unprecedented outlook of Helicopter industry I never experienced before."

-China Helicopter Industry Developing Association

"This is truly a comprehensive and world class helicopter event which features all significant parts of the Asian helicopter industry."

- Frost & Sulliban



July 15th, Monday, Day One

PRE CONFERENCE MASTERCLASS

1 DAY CERTIFICATE MASTERCLASS ON SAFETY MANAGEMENT SYSTEMS (SMS)

Conducted By Experts From American Helicopter Society

vCourse Description: The System Safety process applies special technical and managerial skills to identify and control hazards that lead to incidents and accidents. This course will provide individuals with the skills and materials required to develop, implement and manage an organizational safety system for Phase-wise implementation of SMS Plan.

Who Should Attend the Course: Accountable Executives and persons within the organization responsible for implementing the SMS belonging to Helicopter Companies.

Course Fee: S\$700 (Includes Course materials, Certificate of Completion, lunch and refreshments.)
July 16-17 July 2013 (Tuesday and Wednesday) – Rotortech Asia Pacific Conference

July 16-17th, Tuesday and Wednesday, Day Two and Three

Gain Exclusive Contact Time With Asia's Leading Helicopter Professionals

ROTORTECH ASIA PACIFIC CONFERENCE

Featured Speakers



Xu Changdong
Chairman
China Helicopter Industry Developing Association,
China General Aviation Association
China-America Investment Fund Organization



Mr. Michael Hirschberg
Executive Director
AHS International



AVM Sridharan,
President,
Rotary Wing
Society Of India



Prerana Chaturvedi,
Director of International
Coordination
India Civil Aviation Authority



Matthew J. Tarascio
Chief Engineer,
Sikorsky Innovations
Sikorsky Aircraft Corporation



Somen Chowdhry,
Vice President,
International AHS Board



Zhang Feng
General Secretary
Aircraft Owners and Pilot
Association of China(AOPA-China)



Gp Capt AK Sachdev (Retired),
Senior Vice President,
Safety & Quality,
Sheorey Digital Systems



Chris de Lavigne,
Global Vice President of Consulting,
Industrial Practice & Aviation,
Frost & Sullivan

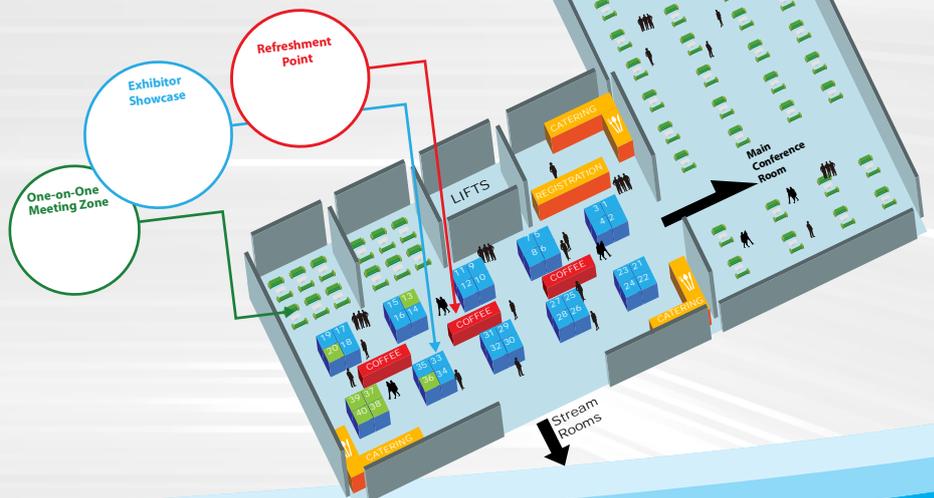


Captain Douglas Cavannagh,
Risk & Safety Manager,
Airclaims

Leverage on the gathering of senior decision makers from the Helicopter industry by exhibiting at RAP 2013. Position your brand name as the market leader by showcasing your solutions in front of a target audience. Whether you are a new market entrant or an established industry leader, our customized exhibition opportunities will allow you an array of premium exposure and visibility.

Why you should exhibit at RAP 2013

- ✎ Capitalize on the fast expanding helicopter opportunities in Asia Pacific
- ✎ Reaffirm your leadership branding
- ✎ Gain visibility and increase market awareness
- ✎ Demonstrate your product value proposition and develop partnerships with key prospects



July 16th, Tuesday, Day One

| | |
|------|-----------------------------|
| 0800 | Registration |
| 0850 | Organiser's Opening Address |

**SESSION ONE:
HELICOPTERS IN ASIA – PRESENT & FUTURE**

| | |
|------|--|
| 0900 | <p>First Keynote Address: China's National Strategic Plan For Building A World's Leading General Aviation Industry</p> <p>Synopsis: China is on an ambitious plan to develop the civil aviation market. It is anticipated that that there are about 300,000 potential helicopter buyers in China but only 400 private helicopters serving the demand. In addition, China is on schedule to build a huge number of helicopter evacuation centres hence fueling the demand.</p> <p> Xu Chang Dong, Chairman, China General Aviation Association & China Helicopter Industry Association</p> |
| 0930 | The Future Of Rotary Wing And The Need For Innovation Bell Helicopter (Speaker to be finalized) |
| 1000 | <p>The Challenges Of Helicopter Operations In India</p> <p> AVM Sridharan, President, Rotary Wing Society Of India</p> |
| 1030 | Coffee Break |
| 1100 | <p>Panel Discussion Helicopter Innovations & Operations In Asia – Potential, Pitfalls & Surprises</p> <p> Matt Tarascio, Chief Engineer, Sikorsky Innovation</p> <p> AVM Sridharan, President, Rotary Wing Society Of India</p> |
| 1215 | Luncheon |

| | |
|------|--|
| 1300 | <p> Market Potential Of Vertical Flight In Asia Pacific</p> <p>Chris de Lavigne, Global Vice President, Frost & Sullivan</p> |
| 1330 | Commercial Uses of Vertical Flight (Sponsorship Opportunity) |
| 1400 | <p>Insights From The Asian Emerging Markets – Implications For The Helicopter Industry</p> <ul style="list-style-type: none">  How China will emerge as the leader in the Asian helicopter industry  Emerging demand from Asia's offshore resource industries <p> Liu TieXiong, Vice President, Citic Offshore Helicopter Co., Ltd</p> |
| 1430 | Coffee Break |
| 1500 | <p>India's Civil Aviation Industry Focus</p> <ul style="list-style-type: none">  India Civil Aviation Industry Development  How big is India's civil helicopter markets? <p> Prerana Chaturvedi, Director of International Coordination, India Civil Aviation Authority</p> |
| 1530 | <p>Future Innovations In Aerospace Supply Chain</p> <p> Robert Mraz, Vice President, Sales & Marketing, TW Metals, Inc</p> |
| 1600 | Coffee Break |
| 1630 | <p>Panel Discussion Navigating In The Diverse Helicopter Market In Asia</p> <ul style="list-style-type: none">  What To Expect & Ways To Overcome Obstacles <p>Panelists:</p> <p> Xu Chang Dong, Chairman, China General Aviation Association & China Helicopter Industry Association</p> <p> Krishnan. V, President, OSS Helicopter Group</p> <p> Prerana Chaturvedi, Director of International Coordination, India Civil Aviation Authority</p> |
| 1700 | <p>Summary Speech of Day One The Rise Of Asian Helicopter Manufacturers In The Global Context – How Do They Fare?</p> |
| 1730 | End of Day 1 |

July 17th, Wednesday, Day Two

| | |
|------|-----------------------------|
| 0800 | Registration |
| 0850 | Organiser's Opening Address |

**SESSION THREE:
THE POTENTIAL OF VERTICAL FLIGHTS & INNOVATIONS**

| | |
|-------|---|
| 0900 | <p>The Future Of Vertical Flights</p> <ul style="list-style-type: none"> ✈️ Vision of Vertical Flight in Foreseeable Future ✈️ Forecast for Future Growth of Vertical Flight <p> Mike Hirschberg, Executive Director, AHS International</p> |
| 0930 | <p>Building Manufacturing Capacities In Asia</p> <ul style="list-style-type: none"> ✈️ Policies, Regulations & Best Practices ✈️ Manufacturing Regulation of Helicopter in Asia-Pacific ✈️ Policy of Manufacturing Helicopter in Asia-Pacific (Sponsorship Opportunity) |
| 1000 | Coffee Break |
| 1030 | <p>Opportunities In China Commercial Aviation Industry</p> <ul style="list-style-type: none"> ✈️ What is the Current Situation of China General Aviation Industry ✈️ Helicopter Maintaining Rule in China ✈️ China's Booming Demand for Helicopter in Foreseeable Future <p> Xu LiDong, President, China Beijing Capital Helicopter Corporation</p> |
| 1100 | <p>Latest VTOL Technology For Search & Rescue & Humanitarian Operations</p> <p>Bell Helicopter (Speaker to be finalized)</p> |
| 1130 | <p>Condition Based Maintenance (CBM)</p> <p>Speaker from Singapore Air Force</p> |
| 12:00 | Networking Luncheon & Exhibition Viewing |

**SESSION THREE:
MILITARY HELICOPTERS IN ASIA**

| | |
|------|---|
| 1330 | <p>Trends In Military Helicopters & Tactics</p> <ul style="list-style-type: none"> ✈️ Military Helicopter is One of the Most Significant Part in Force ✈️ Military Helicopter Would Continue to be the Leading Driving Engine for Helicopter Development <p> Dr Arvind Sinha, Director of Engineering, Helicopter Systems Division, Australian Defence Material Organisation (To be finalized)</p> |
| 1400 | <p>Philippines Military Helicopters – Integrating Urban, Rural and Coastal Operations</p> <ul style="list-style-type: none"> ✈️ Philippine Air Force is on Schedule to Demand more Helicopters ✈️ Philippine's Appetite for Costal Helicopter in Foreseeable Future <p> Lt. Gen. Lauro Catalino Dela Cruz, Chief of Air Force, Philippine Air Force</p> |

**SESSION FOUR:
HELICOPTER SAFETY & OPERATIONS**

| | |
|------|--|
| 1430 | <p>Maintenance, Repair & Operations (MRO) In Asia</p> <p> Dave McGrath, Director of Marketing, Heli-One</p> |
| 1500 | Coffee Break |
| 1530 | <p>Simulator Based Training: An Important Step to Safety</p> <p> Somen Chowdhury, Vice President, International AHS Board</p> |
| 1600 | <p>IT And Helicopter Safety</p> <p> Gp Capt AK Sachdev (Retired), Senior VP, Safety and Quality at Sheorey Digital Systems</p> |
| 1630 | <p>Reducing Helicopter Accidents</p> <p> Captain Douglas Cavannagh, Risk & Safety Manager, Airclaims (Sponsorship Opportunity)</p> |
| 1700 | <p>Panel Discussion: Safety In Asia Pacific: Accident Investigation Groups Of Different Countries</p> <p> Dave McGrath, Director of Marketing, Heli-One</p> <p> Matt Tarascio, Chief Engineer, Sikorsky Innovation</p> <p> AVM Sridharan, President, Rotary Wing Society Of India</p> |
| 1730 | Concluding Remarks and End of Conference |

| | |
|------|--------------|
| 1830 | End of Day 2 |
|------|--------------|



1. Yes, I will attend the conference.

| Registration Option | Register and Pay before April 26th | Register and Pay before May 26th | Standard Admission Fee | Multiple Booking (3 or 3+ Sign-ups from the Same Organization) |
|--|------------------------------------|----------------------------------|------------------------|--|
| <input type="checkbox"/> Normal Ticket : (Main Conference Only) | SGD1,200/ CNY6,000 | SGD1,300/ CNY6,500 | SGD1,400/ CNY7,000 | Enjoy 10% Off Group Discount |
| <input type="checkbox"/> VIP Ticket : (Main Conference + Pre-scheduled One-to-one Meetings up to 3+ Press Interview Limited to First 10) | SGD1,500/ CNY7,500 | SGD1,625/ CNY8,125 | SGD1,750/ CNY8,750 | |
| <input type="checkbox"/> Masterclass | | | SGD700/ | |

* The registration fee includes all sessions, luncheon, refreshments & a full set of documentation. Please note accommodation is not included in the registration fee. But we can arrange hotel bookings for you at a special rate.

2. Yes, I would like to have a full page A4 colour advertisement in the brochure at S\$1,500/CNY7,500.

3. I would like to be a sponsor in the conference.

| Presentation Package | Benefits | Price |
|---|---|--------------------|
| <input type="checkbox"/> Presentation Sponsor | 30 mins presentation slot +3 tickets + company logo exposure | SGD6,000/CNY30,000 |

| Exhibitor Package | Specification | Tickets | Price |
|--|---------------|-----------|----------------------|
| <input type="checkbox"/> Tabletop Booth | 2m*2m | 2 tickets | SGD3,500/CNY17,500 |
| <input type="checkbox"/> Standard Exhibition | 2m*3m | 2 tickets | SGD4,000/ CNY20,000 |
| <input type="checkbox"/> Luxury Exhibition | 3m*3m | 3 tickets | SGD5,000 / CNY25,000 |

4. I'm unable to attend, but would like to purchase the documentation at SGD800/CNY4000.

Registration details

| Full Name | Job Title | Tel | Mobile | Email |
|-----------|-----------|-----|--------|-------|
| Mr./Ms. | | | | |
| Mr./Ms. | | | | |
| Mr./Ms. | | | | |

Organization Details

Organization name _____
 Address _____
 Zipcode _____ Country _____
 Tel _____ Fax _____

Authorization

Name _____ Job Title _____
 Tel _____ Fax _____
 Email _____ Signature _____

For ease, attach your business card here: (This contract is invalid without a signature)



Payment Method

By Credit Card

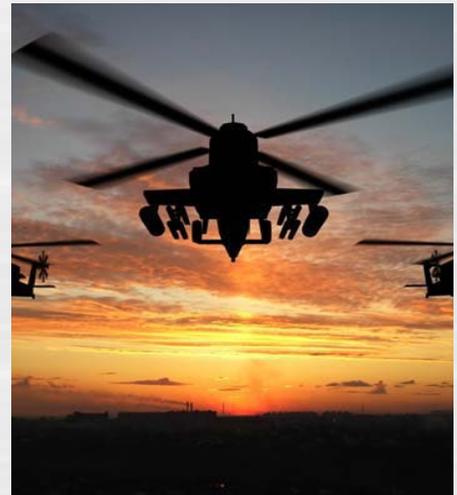
All credit card bookings will be charged in CNY.

Visa Card Master Card American Express China Unionpay

Number:

Please attach a copy of your credit card (both front and back sides). We require the cardholder's signed authorization below to process this payment.

Signature: _____ Expiry Date: _____



Important Notes

Important Note: Please quote the name of the delegate and event title on the advice when remitting payment. Bank charges are to be deducted from participating organizations own accounts. Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published.

Cancellation & Transfer: CDMC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. CDMC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labour strike, extreme weather or other emergency. If you are unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, you may choose to credit the full value of your registration towards a future event. Cancellations received in writing before Apr.15,2013 will be entitled to 50% refund. Thereafter, cancellations are regrettably not refundable. A complete set of course documentation will however be made available.

Data Protection: The personal information shown on this brochure, and / or provided by you, will be held on a database and may be shared with CDMC internally. Sometimes your details may be obtained from, or made available to, external companies for marketing purposes. If you do not wish your details to be used for marketing purposes, please write to us at ericf@cdmc.org.cn

Organizer Contact

China Decision Makers Consultancy
 Address: 30F,Hanhaihuating Tower,40 Guizhou St,ShiNan District QingDao City,ShanDong Province

Conference Manager

Eric Fan

T: +86 532 8668 5172

M: +86 186 2180 9722

F: +86 532 8668 5170

E:ericf@cdmc.org.cn

www.rotortechasia.com

