



Press Release

Paris-Dubai, 14th November 2007

GIFAS MEET THE PRESS AT DUBAI

Aero3A was chosen by GIFAS to organize a meeting between representatives of the French aerospace industry and the international press during the Dubai Airshow 2007.

DEVELOPMENT STRATEGY IN THE GULF

The event organized by the Aero3A-UAE team took place in the magnificent gardens of the Meridien-Airport hotel. It allowed to a number of head of communications representing key French companies at the third largest aerospace air show in the world, to draw an initial assessment of this year's exceptional event where contracts were signed for a value of more than 100 billion dollars.

GIFAS, the French aerospace industries association, has 265 members, from major prime contractors and system suppliers to small specialist companies. They cover the full spectrum of skills from the design, development and production of aerospace systems and equipment to maintenance and operation. Activities extend from civil and military aircraft and helicopters to engines, missiles and armament, satellites and launch vehicles, plus aerospace, defence and security major systems, equipment, subassemblies and associated software.

Based in Paris, Aero3A is a communications consultancy agency specialising in the aeronautics, space, defence and security sectors that relies on a network of experts in thirty-five countries. Frédéric Aragon, previously head of communications within groups MATRA, Lagardère, MBDA and EADS, created it in 2006.

Among the other budgets recently entrusted to Aero3A, let's mention AIRBUS for the media support of a product campaign, PROXIMUM for setting up international business conventions and the Canadian group ALCAN for developing its press relations and audiovisual media.

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