



## **Press Release**

*Paris-Harbin, 19<sup>th</sup> September 2007*

### **COMMUNICATIONS: Aero3A RETAINED BY THE CHINESE PROVINCE OF HEILONGJIANG**

**The Chinese province of Heilongjiang has just chosen the communications agency Aero3A to ensure the development of its image among European manufacturers in the aeronautics field.**

#### **PARTNER OF A NEW AERONAUTIC CLUSTER**

By this agreement, the HLJ-DoC (Department of Commerce of Heilongjiang) has entrusted Aero3A the task of making the assets of a region known, notably among small and medium sized companies and subcontractors in this sector, where they will be able to conquer new markets and form partnerships in an extremely attractive industrial, technological, social and fiscal environment.

Situated in the northeast of China, Heilongjiang is a province as big as Spain with thirty eight million inhabitants. A fast-expanding economy thanks in particular to the free zone of its capital Harbin, it has set up a new aeronautic centre producing helicopters in cooperation with the European company Eurocopter and planes for regional transport with the Brazilian firm EMBRAER.

Based in Paris, Aero3A is a communications consultancy agency specialising in the aeronautics, defence and space sectors that relies on a network of experts in thirty-four 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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