



## **Press Release**

*Paris-Singapore, 25<sup>th</sup> January 2008*

### **Aero3A: HEADING TO SINGAPORE AIRSHOW**

**Aero3A sets up special communications operations to optimize the presence of its customers at the next Singapore Airshow.**

#### **TWENTY YEARS OF SUCCESS IN ASIA - PACIFIC**

The first edition of this international aeronautics event, which looks like being the largest in the first half of 2008, will bring together on the island-state, a static display, flight demonstrations and seminars from 19 to 24 February at a brand new site, to follow the tradition of Asian Aerospace air shows.

Aero3A/South-East Asia has twenty years of experience in marketing and communications in the Asia-Pacific region serving industry and services. It has successfully developed many media campaigns with governments, companies and airlines in Singapore, Malaysia and Indonesia, and in Thailand and Vietnam.

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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