

# "International Aircraft Interiors Summit 2014"

## Successfully Held in Shanghai in June

As the Asian unique professional exhibition in aviation services field, ASCE CHINA has been grandly opened in Shanghai INTEX on June 5<sup>th</sup>, 2014. The three-day fair has attracted nearly five hundred of excellent suppliers in aviation services field from more than 40 countries and regions around the world. The exhibition areas are nearly 20,000 s. q. m., covering five big fields of aviation food & beverage, kitchen catering, in-flight services & supplies, aircraft interiors & cabin training program, in-flight facilities and technology, gathering nearly a thousand of major airlines, aircraft manufacturers, and airport groups as well as ten thousand of top professional buyers in global aviation services to the exhibition.



**IMAGE 1: Mr Dong Suguang the President of CAMAC, made the opening statement.**

During the exhibition, AIS CHINA has been successfully held in Shanghai Renaissance Yangtze Hotel on June 6<sup>th</sup>. The summit has attracted nearly 150 top leaders from global aircraft interiors field, including cabin interiors, aircraft seat, in-flight kitchen and entertainment, meanwhile the event has been strongly supported and participated by AVICBIAM, COMAC, AIRBUS, RECARO, FACC, AAR, SOGERMA, AVIC JIATAI, Air China, China Eastern Airlines and China Southern Airlines, etc. Mr. Dong Suguang, the President of CAMAC, who was Deputy General Manager of China Southern Airlines, hosted the summit and addressed the opening speech. Firstly, Mr. Yu Qifeng, the Vice-Director of Structure Department in SADRI, delivered a keynote speech on “Interior design of civil aircraft and related technical discussion”. Then Martin DECHOW, the VP of AIRBUS, analyzed “Product Trends in Aircraft Cabins” from a perspective of Air cabin, particularly emphasized on “The Market Needs for a Future Aircraft Cabin” and “Major Trends for Aircraft Interior”. During the summit, Mr. Norbert Marx, the General Manager of GAMECO, shared cases on “MRO and Refurbishment of Commercial Aircraft Cabin Interior in China Southern Airlines”, and Mr. Yi Xiaosu, the Director of AVIC BIAM’s Science and Technology Committee, gave a speech on “How to use GREEN materials in aircraft interiors in nowadays”, which successfully grabbed the attention of industry professionals.



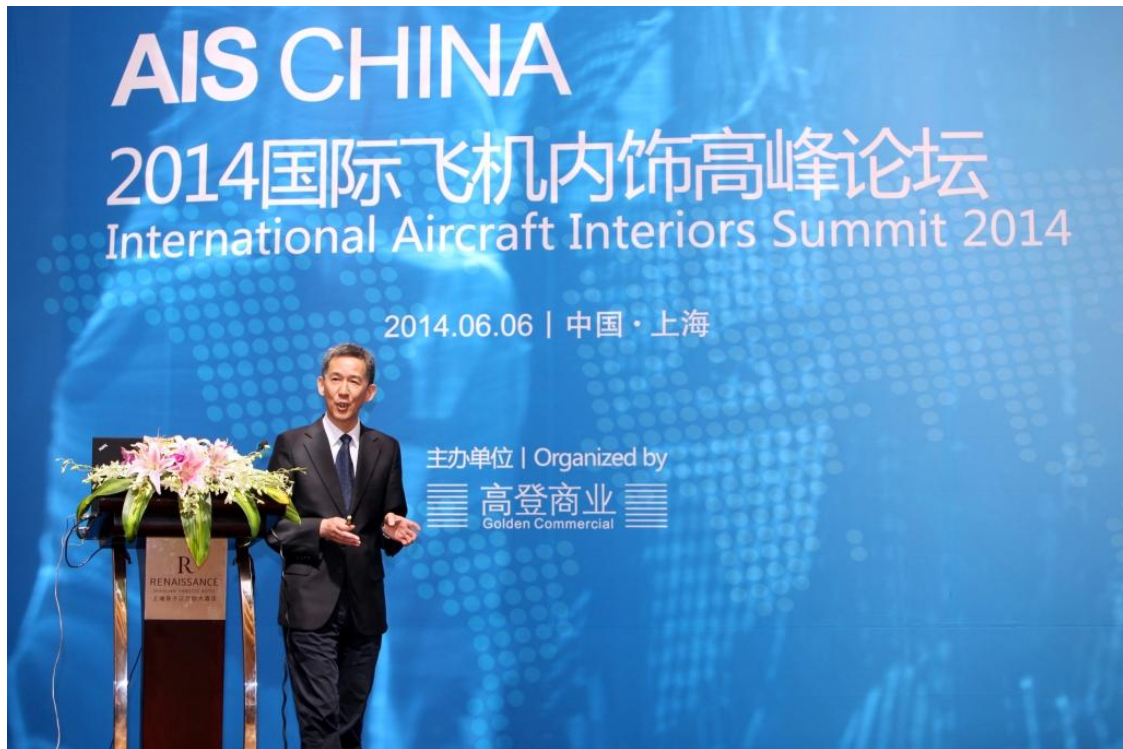
**IMAGE 2:Mr. Yu Qifeng, the Vice-Director of Structure Department in SADRI.**



**IMAGE 3: Martin DECHOW, the VP of AIRBUS.**



**IMAGE 4: Mr. Norbert Marx, the General Manager of GAMECO.**



**IMAGE 5:Mr. Yi Xiaosu, the Director of AVIC BIAM's Science and Technology Committee**



**IMAGE 6:The guests listened to the lecture carefully.**



**IMAGE 7:**The audiences actively asked questions to the speakers after their speech.

Aiming at Design & Materials in Aircraft Interior Field, the delegates like Paul Priestman—Director of Priestmangoode, Michael Leung—Director of AAR Engineering Services-Asia, Amin Jignesh—Industry Manager of SABIC, analyzed and explored topics of “Interior design innovation of civil aircraft”, “Aircraft Interior Enhancements through Cabin Interior Modification and Upgrades”, “Light Weight Thermoplastic Solutions”.

In the end of the seminar, Mr. Dong Suguang, President of CAMAC and the host of the summit, raised a panel discussion on “How to meet the needs of market segment according to the design and manufacture of aircraft interior innovation”, which got positively feedback and participation from top executives such as Mr. Yi Xiaosu--the Director of AVIC BIAM’s Science and Technology Committee, Mr. Christoph Schrempp—General Manager of AIRBUS(Tianjin),Mr. Manfred Buechner—General Manager of RECARO-China and Mr. Liu Jingfeng—Deputy General Manager of AVIC JIATAI. The intense discussion was launched around the Design innovation, Materials application, Market development & demand in Future Aircraft interiors, which brought the summit into a climax and reached the effect desired by the delegates.



**IMAGE 8:Guests in the discussion.**



**IMAGE 9:The seminar of how to meet the needs of market segment according to the design and manufacture of aircraft interior innovation.**

Since the successful holding of first ASCE CHINA in 2012, the fair has been getting through three years, meanwhile the global professionals in Aviation Service Field gathered in Shanghai every year in order to collect the latest market and product information as well as seek partners and join in industry conference actively. Aiming to promote a better future development and enhance international competition & influence of aircraft interiors industry, Golden Commercial—the organizer of ASCECHINA, will hold the second AIS CHINA on Dec 2<sup>nd</sup>-3<sup>rd</sup>, and we are looking forward to meeting all the industry colleagues in December.

Shanghai Golden Commercial Exhibition Co., Ltd  
Feeds