



**UNLOCKING AFRICA'S AEROSPACE  
AND DEFENCE POTENTIAL**

# AAD2016

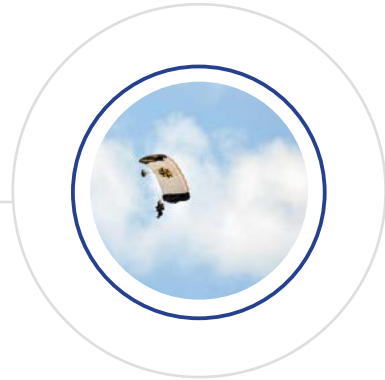
14-18 SEPT 2016

# POST SHOW REPORT

**WATERKLOOF AIR FORCE BASE  
CITY OF TSHWANE | GAUTENG  
SOUTH AFRICA**

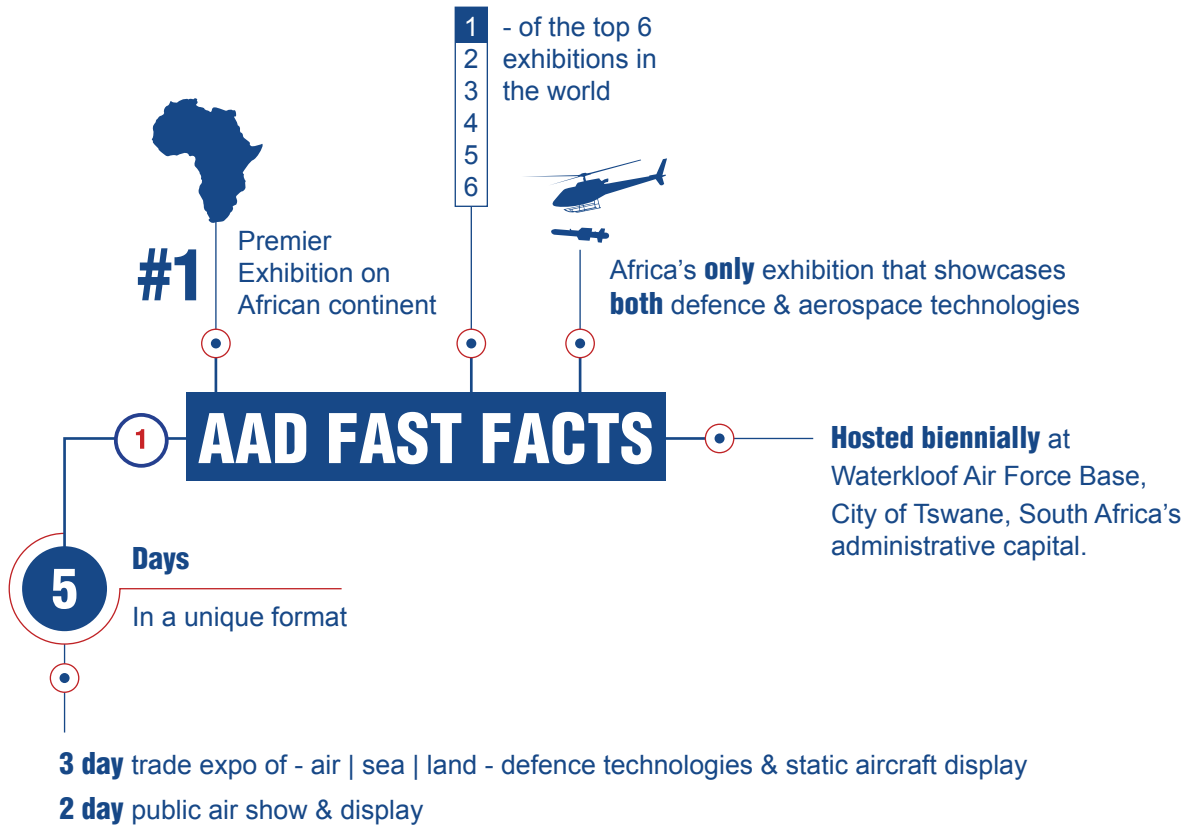






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## 2 **AAD2016** **THE OPENING CEREMONY**

The official opening ceremony of AAD2016 took place at Air Force Base Waterkloof, the resident venue of the AAD Expo in City of Tshwane on 14 September 2016.

The illustrious affair marked a significant milestone in the history of the AAD Expo. As best stated by Hon Min Mapisa - Nqakula, the South African Minister of Defence and Military Veterans:  
“For the first time, Africa is proactively showcasing its defence capability to the world.”

## **HON MINISTER OF DEFENCE & MILITARY VETERANS - MAPISA-NQAKULA**

“Global interest in the South African defence industry is growing and there is broad agreement that it is among the best in the world and in the forefront of the development of innovative products”

## **SECRETARY FOR DEFENCE - DR. SAM GULUBE**

“A key objective of the National Defence Industry Council is to ensure that defence technology serves both defence & society.”

## **CEO CAASA - LEON DILLMAN**

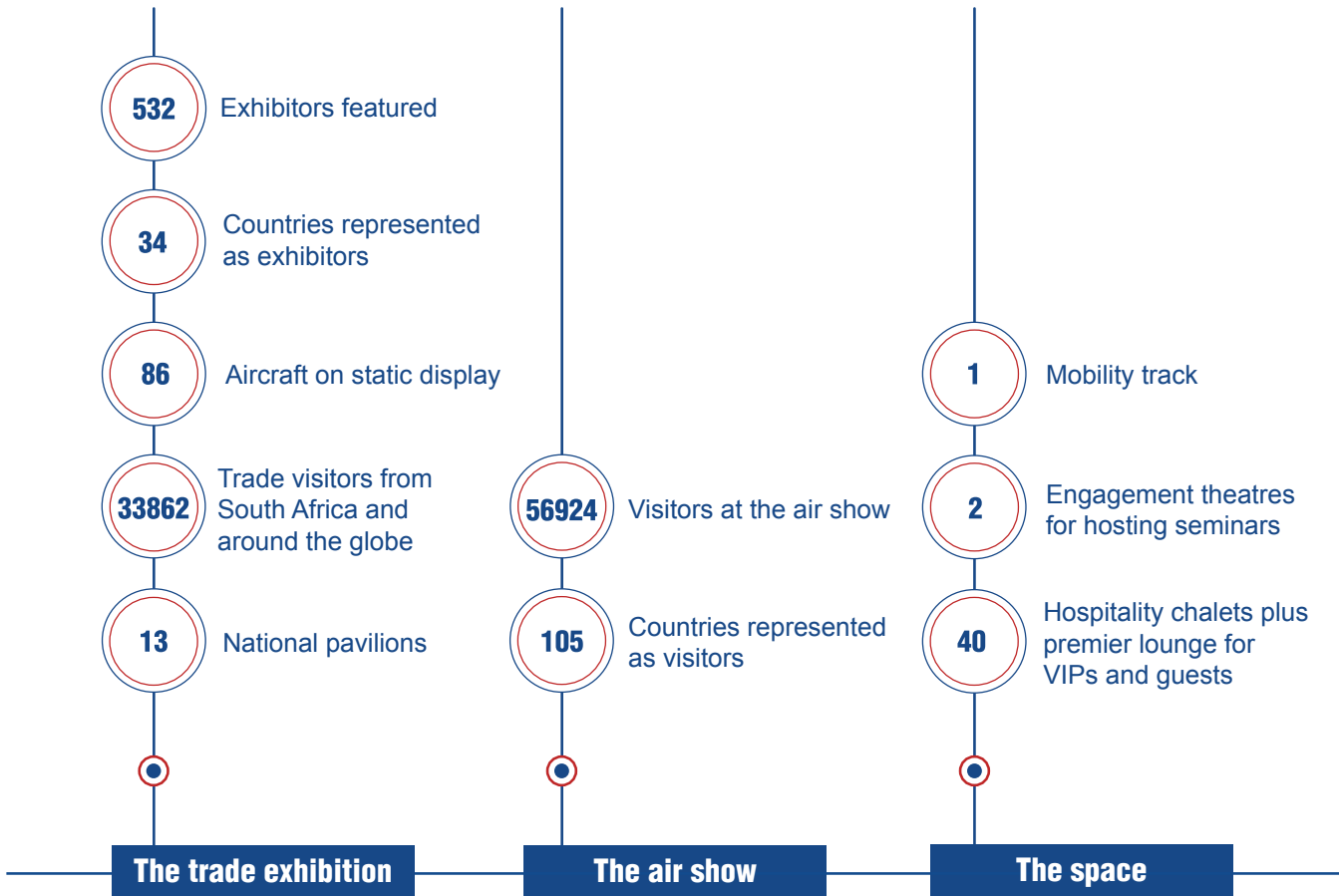
“AAD is a unique event for the general public and has a very good mix of exhibitors and activities that cause a massive migration of people and institutions to Air Force Base Waterkloof. People want to keep up with the new satellite technology, global positioning systems, and latest in radar and radio technologies, because everything is evolving so quickly, which is evidenced by the manner in which unmanned aerial vehicles or drones are being employed, from intelligence and surveillance to border control.”



**3** **AAD2016**  
**IN NUMBERS**

The 9<sup>th</sup> edition of the AAD Expo -  
A premier exhibition of air, land & sea.





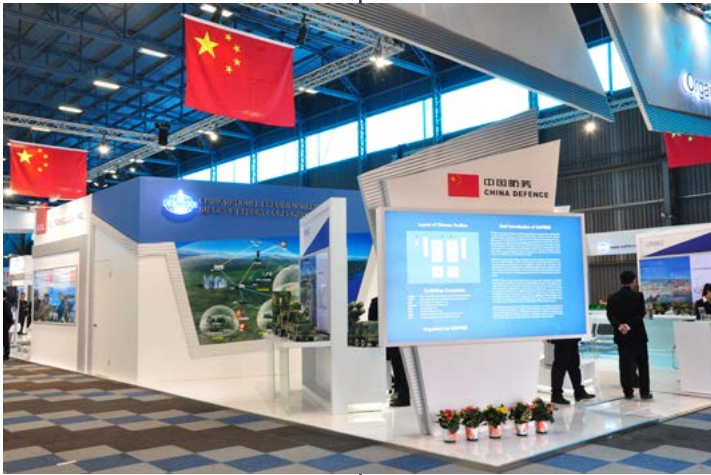
## 4 | COUNTRIES AND PAVILLIONS

### /// Pavilions & Countries that exhibited

- |                    |                     |                        |
|--------------------|---------------------|------------------------|
| 1. Australia       | <b>13. Italy</b>    | <b>24. Russia</b>      |
| 2. Austria         | 14. Ireland         | 25. Slovenia           |
| <b>3. Belgium</b>  | <b>15. Jordan</b>   | 26. South Africa       |
| 4. Bulgaria        | 16. South Korea     | 27. Spain              |
| 5. Canada          | 17. Lithuania       | 28. Sudan              |
| 6. Chile           | 18. Luxemburg       | <b>29. Switzerland</b> |
| <b>7. China</b>    | 19. Namibia         | <b>30. Turkey</b>      |
| 8. Czech Republic  | 20. Netherlands     | 31. UAE                |
| 9. France          | 21. Nigeria         | <b>32. UK</b>          |
| <b>10. Germany</b> | <b>22. Pakistan</b> | <b>33. USA</b>         |
| 11. Greece         | <b>23. Poland</b>   | 34. Uganda             |
| <b>12. India</b>   |                     | 35. Zimbabwe           |

Pavilions

African countries



# AAD GROWTH STATISTICS

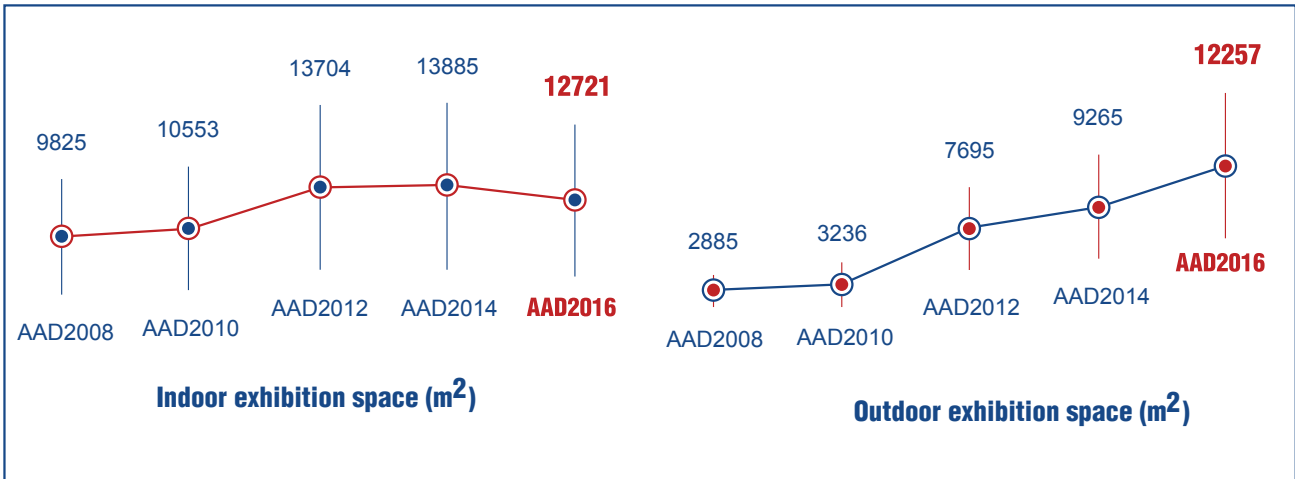
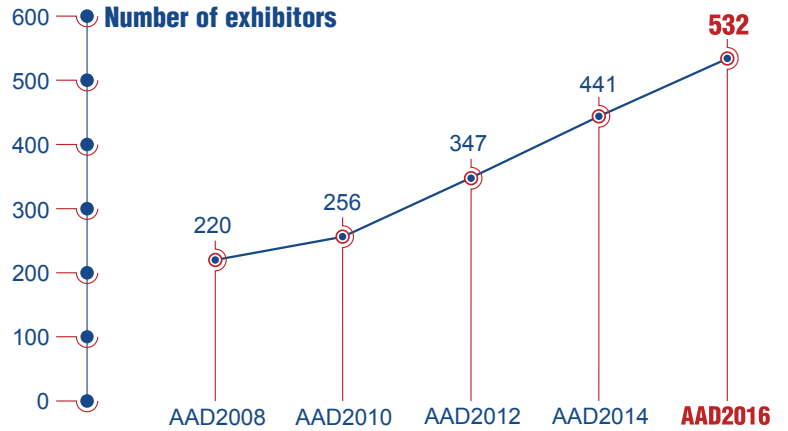
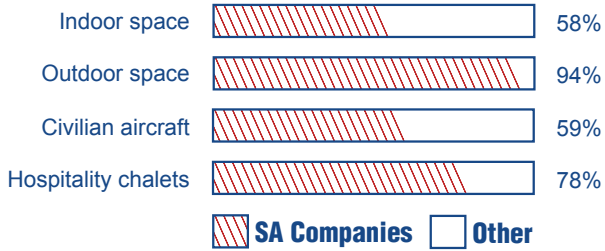


## 5 | GROWTH STATS

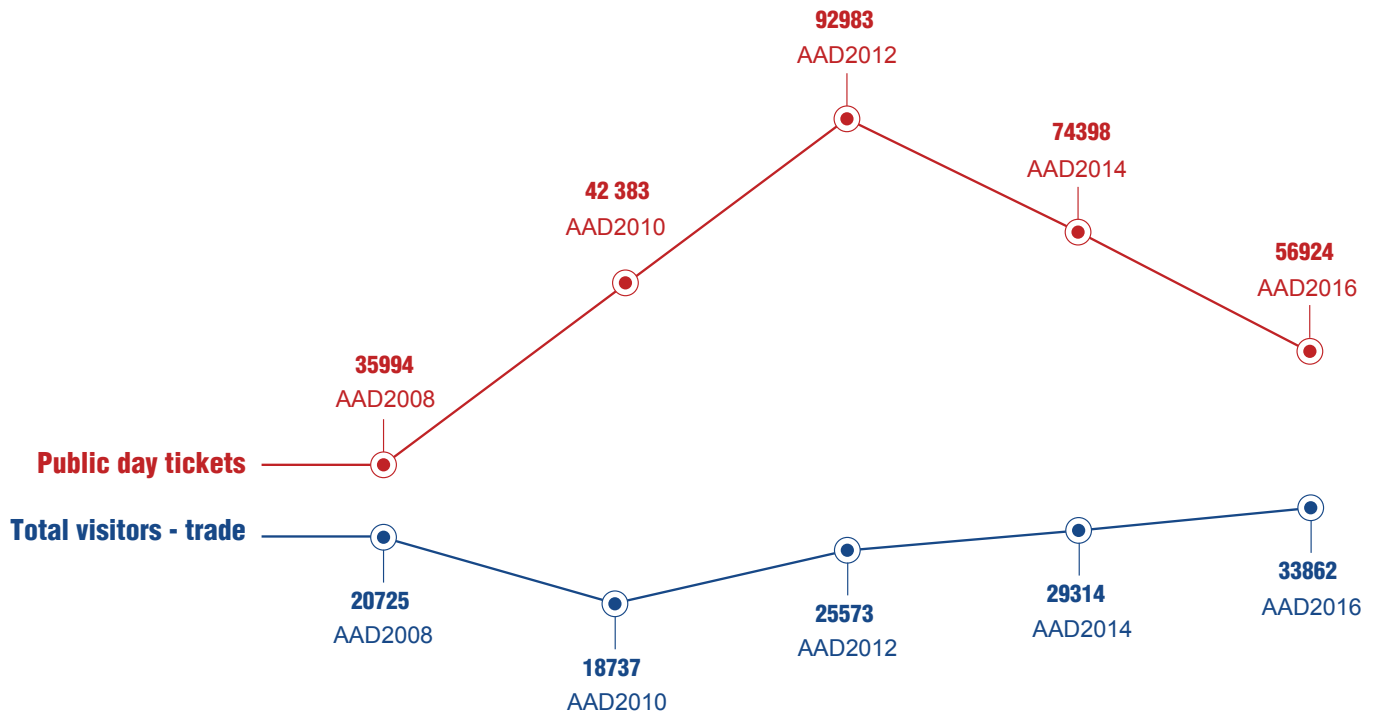
	AAD2008	AAD2010	AAD2012	AAD2014	AAD2016
Exhibitors	220	256	347	441	532
Countries exhibiting	32	31	26	30	34
Total trade visitors	20725	18737	25573	29314	33862
Countries as visitors	43	59	101	86	105

# EXHIBITION SPACE

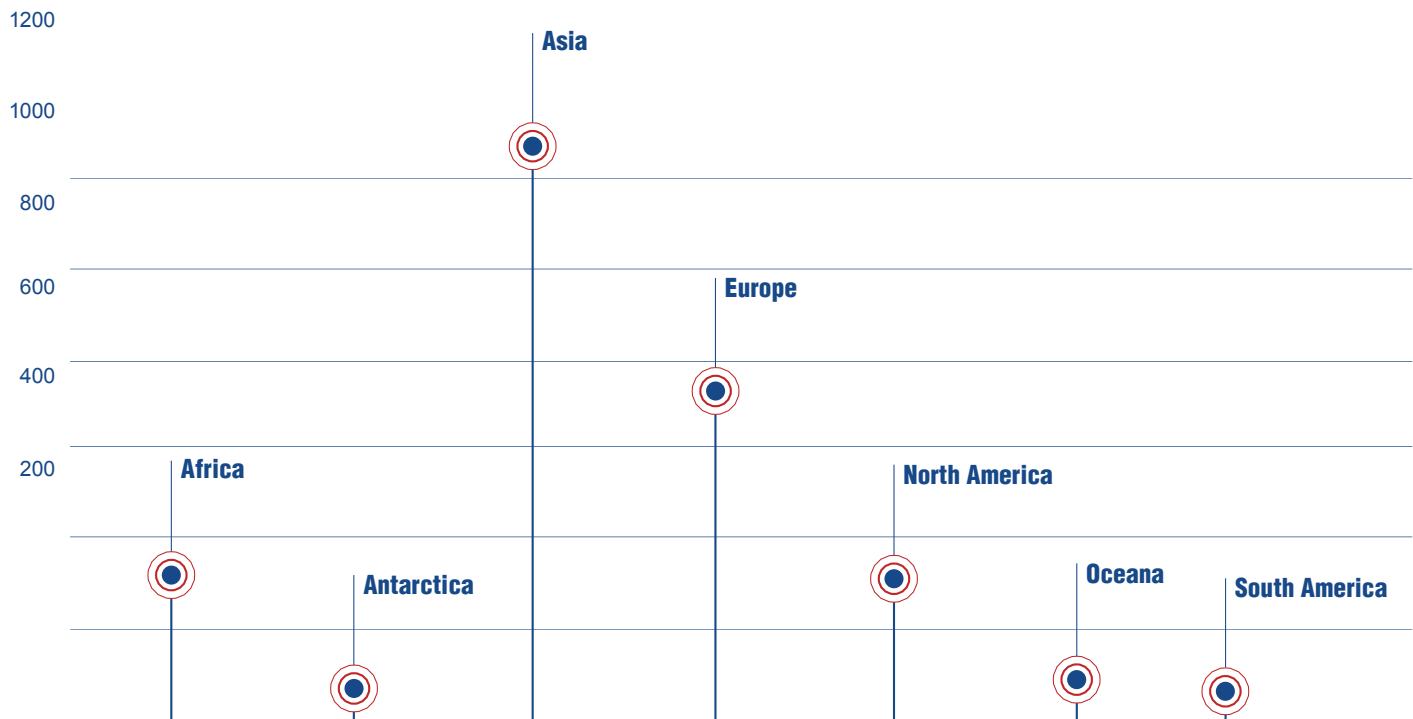
## EXHIBITION SPACE



# NUMBER OF TRADE AND PUBLIC VISITORS



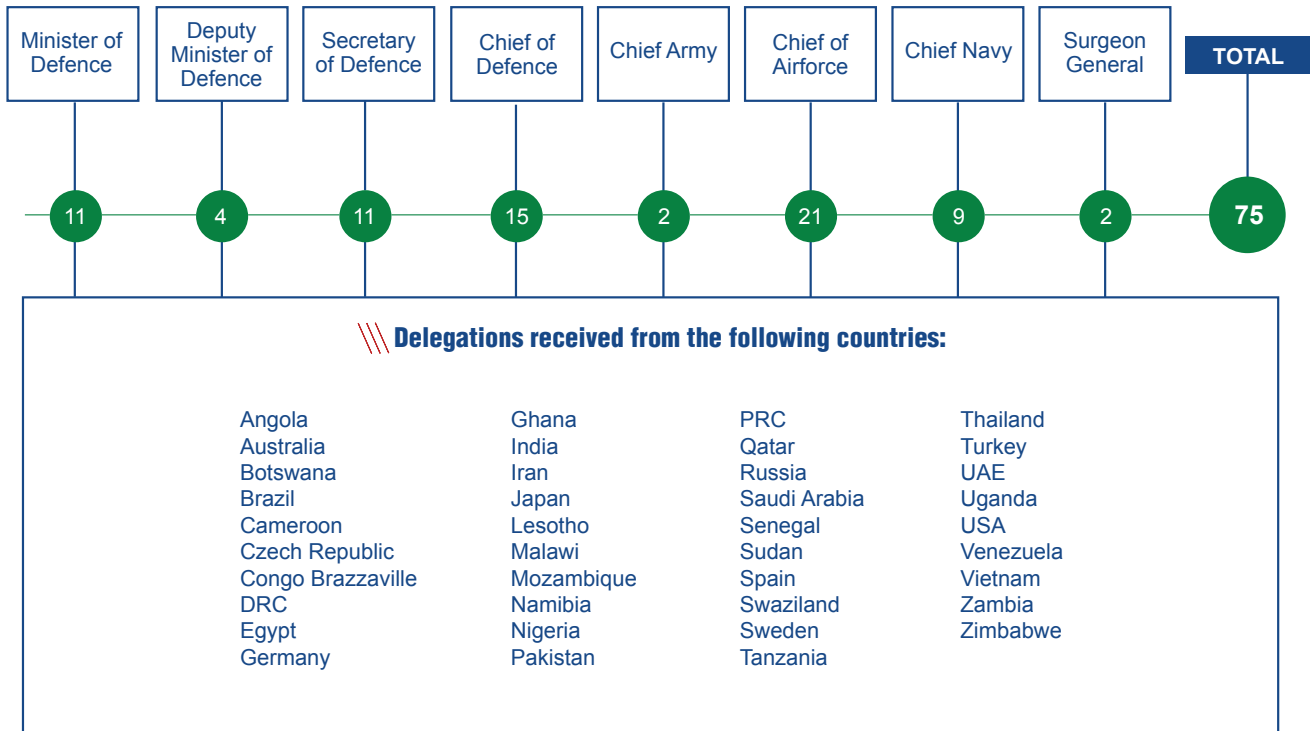
# VISITORS - PER CONTINENT



/// International only



# OFFICIAL DELEGATION







## 6 | 2016 HIGHLIGHTS

1

Pioneering of a **MOBILE APP** to enhance the experience of both exhibitors and visitors. The app was utilised for announcements, promotions and important information.

2

An appearance by the **PARABOT**, Africa's largest super hero robot that has also been paramount in thwarting rhino poaching.

3

The official launch of the trailblazing **CAASA INDEX** to create an objective and balanced measure of economic activity in the various spheres of the aviation industry.

4

A display of the **BLOODHOUND SSC**, a supersonic land vehicle faster than a .357 Magnum bullet, plus a meet & greet of the genius crew who engineered it. The vehicle will attempt a new world speed record in 2017.

5

The latest advanced family of renowned **PARAMOUNT MBOMBE INFANTRY COMBAT VEHICLES** (ICVs) displayed together for the first time.

6

A showcase of the revolutionary inventions of **A SOUTH-AFRICAN BASED COMPANY, SCS AEROSPACE GROUP**, whose work will contribute to the international QB50 science mission. This mission serves to achieve sustained and affordable access to space for small scale research space missions and planetary exploration.

7

**THE DEPARTMENT OF TRADE AND INDUSTRY (THE DTI)**; revealed their plans to lead the research and development of South Africa's 1st maritime pilot training simulator, as part of Operation Phakisa.

**OPERATION PHAKISA** is an initiative of the South African government that was designed to fast-track the implementation of solutions on critical development issues as highlighted in the National Development Plan (NDP) 2030; such as poverty, unemployment and inequality.

8

A first showing of the **MEERKAT WEAPONS STATION**, a retractable overhead weapons station for machine guns and similar weapons, produced by Land Mobility Technologies (LMT), a subsidiary of Denel Land Systems and the Mechatronics unit of Denel Vehicle Systems.

9

The Turkish Pavilion received the **"IMPRESSIVE STAND DESIGN" AWARD**.

10

**GLOBAL PARTNERSHIPS** were forged, **INTERNATIONAL TRADE** was stimulated.

11

Members of the youth were exposed to opportunities and careers through the **YOUTH DEVELOPMENT PROGRAMME (YDP)**.



7

## UPCOMING EDITIONS

THE 10TH EDITION OF THE AAD EXPO, AAD2018, IS SET TO TAKE PLACE AT AIR FORCE BASE WATERKLOOF IN CITY OF TSHWANE, SOUTH AFRICA FROM 19 - 23 SEPTEMBER 2018:

### UNLOCKING AFRICA'S AEROSPACE & DEFENCE POTENTIAL

TRADE EXHIBITION

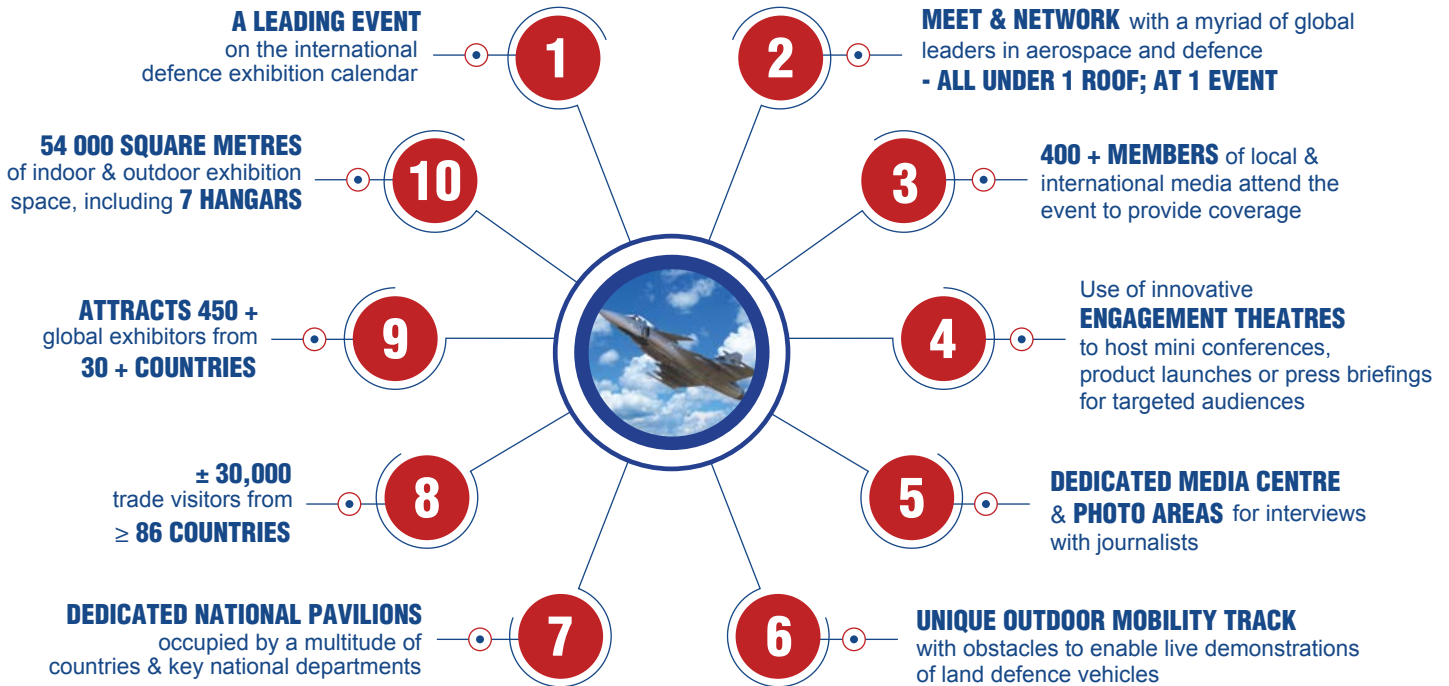


PUBLIC AIR SHOW



# 8 WHY EXHIBIT?

## The trade exhibition



## The air show

**90 000+**  
**VISITORS**  
**OVER 2 DAYS**

A novel format that allows for a live showcase of aircraft prowess.

The AAD Expo is managed through a partnership between:



## 9.1 STRATEGIC PARTNERS





## 9.2 MEDIA PARTNERS



## 9.3 EVENT PARTNERS

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## 9.4 INSTITUTIONAL SUPPORT

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# 9.5 THANK YOU TO OUR SPONSORS



# CONTACT DETAILS

## EXHIBITION DIRECTOR

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