

ADSE set to soar in 2017 when it welcomes CBAA to pre-Abbotsford Airshow stage

*Abbotsford to host two major aerospace, defence and aviation forums
in the days leading up to the Abbotsford International Airshow in 2017*

Abbotsford, B.C. – August 12, 2016: The 2016 Aerospace, Defence and Security Expo (ADSE) attracted unprecedented industry support and delegates from across North America and around the world. In addition, participants engaged in over 160 scheduled “business-to-business” and “peer-to-peer” meetings. “Peer-to-peer”, a new conference concept that debuted at ADSE, is designed to encourage businesses with complementary capabilities and skills to collaborate and pursue contracts that they would not be able to pursue on their own.

With another successful ADSE in the books, the Aerospace Industries Association of Canada, Pacific Division (AIAC Pacific), looks forward to August 2017 when the Canadian Business Aviation Association (CBAA) will hold its annual convention side-by-side in the TradeEx exhibit hall with ADSE in Abbotsford. ADSE and the CBAA in 2017 are planning a number of shared activities to provide an outstanding experience for their respective delegates – expected to number over 1,100, combined.

“Co-presenting with the CBAA in 2017 represents an exciting opportunity for the delegates of both shows,” said AIAC President and CEO, Jim Quick. “It will also enable us to grow ADSE and continue to raise its profile and secure its place as premier national aerospace and defence event.”

“The fact that we could time our event to ADSE as well as the Airshow is an added bonus, and sure to be a huge attraction for business aviation operators. Holding the three events together gives Canadian aviation an unprecedented level of synergy and focus,” said CBAA President and CEO, Rudy Toering.

ADSE and the CBAA annual convention will be held over three days, August 9 to 11, 2017, just ahead of the 2017 Abbotsford International Airshow.

AIAC Pacific extended a special thanks to ADSE 2016’s Presenting Partners – the Government of Canada, the Province of British Columbia, and the City of Abbotsford – for their generous and ongoing support, without which ADSE would not be possible.

About AIAC:

AIAC is the national association representing Canada’s aerospace manufacturing and services sector. As the world’s fifth-largest aerospace industry, Canada’s aerospace sector contributes nearly \$28B to the economy in GDP, exports 80% of its output, and dedicates over 20% of its activity to research and development (R&D). Aerospace is responsible for the employment of 172,000 Canadians. AIAC represents the interests of over 700 aerospace companies across Canada.

About AIAC Pacific:

The Aerospace Industries Association of Canada founded [AIAC Pacific](#) in 2014 to promote and develop aerospace business in British Columbia by acting as an advocate for industry and facilitator with governments. Working in partnership with the Government of BC, AIAC Pacific is helping leverage the unique strengths of British Columbia’s aerospace industry to meet emerging global demand.

About CBAA

Since 1961, the Canadian Business Aviation Association ([CBAA](#)) has been the voice of business aviation. With the best safety record of any aviation segment worldwide, Canadian business aviation operations and manufacturing sectors are major contributors to Canada's economy, employment and international trade.

Media contacts:

Kristen VanderHoek

Director of Communications

Aerospace Industries Association of Canada

(613) 232-4297 x225

kvanderhoek@aiac.ca

Mike Mueller

Vice President, Operations and Communications

AIAC Pacific

Cell (604) 655-3566

mmueller@aiac.ca

Debra Ward

Industry Relations and Marketing

Canadian Business Aviation Association

(613) 850-9118

dward@cbaa.ca