



PROVENCE PROMOTION

Aero Expo Brazil coming shortly

> A beautiful story...

The Aero Expo Brazil exhibition will be held at São José dos Campos airport 80 km from São Paulo from June 19 to 22 2008; this is a perfectly natural choice of location because it is adjacent to the Embraer site, and Embraer is an aeronautical giant in Latin America. The event will be attended by all aeronautical and civil aviation professionals and is a new target for Provence Promotion that aims at facilitating meetings between professionals ...

> Provence and Brazil: a romantic dream...

There are many business opportunities in the aeronautical industry due to its strong growth. The Provence region, home to Eurocopter, Dassault and others, is the natural counterpart of this region of Brazil in which São José dos Campos airport is located, where helicopters and business jets are made in a highly concentrated industry.

Therefore, Provence Promotion objective is to attract Brazilian investors for whom the PACA region would have many advantages, including its geographic location and its regular connections with Africa (through its port).

> First lessons of seduction...

Before making this journey, Provence Promotion called upon the São Paulo economic mission to prospect the Brazilian market before the exhibition.

Once on site, the development agency will exhibit on the French stand at the Aero Expo Show, organised with the assistance of the DGAC (French Civil Aviation General Directorate) and the Group of French Aeronautical and Space Industries. Ubfiance, Setor Roxo and about twenty French manufacturers including NMA for Provence are all participating in this stand.

Brazil and Embraer take off together

The Brazilian fleet now includes 12 500 aircraft (including 1 100 helicopters) and the milestone of 13 000 aircraft is expected to be exceeded in 2009. Brazil is also the first Latin American country to manufacture helicopters. Sao Paulo has the second largest fleet of helicopters after New York and the second largest fleet of business jets in the world. Embraer was the world's third largest Commercial aviation manufacturer in 2007, after delivering 169 aircraft and holding an order book of 16 billion Euros. Embraer predicts the delivery of 200 aircraft in 2008 (and 300 in 2009). The company has just entered an active phase searching for partnerships to assure that the supply chain can match this growth.



> More if affinities!...

The Economic Mission will also organize visits to industrial sites and cocktail parties as opportunities to bring aeronautics leaders and French stakeholders together. And if the results at the end of the mission look promising, the Provençal delegation might return even stronger next year, with other bodies such as the UIMM (Metallurgy Industry Union) and the Pegase cluster.



EXPO AERO BRASIL 2008
11ª FEIRA INTERNACIONAL DE AVIAÇÃO
19 a 22 de Junho de 2008 - CTA - São José dos Campos - Brasil



For further information

The Aero Expo Brazil exhibition site
[http:// www.expoaerobrasil.com.br](http://www.expoaerobrasil.com.br)

The Embraer site:
<http://www.embraer.com/english/content/empresa/profile.asp>