



Seoul Airshow 09 shortly

High flying for Provence!

The biggest companies in the defence, aeronautical and aerospace industries will be present at the Seoul Airshow to be held between October 20 and 25 2009. This will provide a unique shop window in which visitors can get to know the Provence region and the vitality of its companies who have everything necessary to attract their Asian homologues in the search for European partnerships and installations.



Séoul airport

The South Korean industry has been considered to be one of the most dynamic in Asia for many years. Since its strong growth in the 1970s, the country has considerably expanded subcontracting and co-development agreements with many Western partners, including France. South Korea has many high performance industries in the shipbuilding, car manufacturing, aeronautical and space industries, it has gradually made progress on the international market and is now one of the leading countries for large industries and is home to groups such as Daewoo, Hyundai, Samsung Electronics, etc.

> See and be seen!

In this context, South Korea's "Seoul Air Show" is one of the principal international events based in Asia and dedicated to defence, aeronautics, aerospace and derived activities. The number of visitors and participants from all around the world increases in each show, and includes small and medium-sized companies and large industrial heavyweights. Once again this year, the organisers are expecting about 250 000 "passengers" and more than 300 companies from about thirty different countries at Seoul airport. Military and civil aircraft, space equipment, new fighter planes, drones, commercial aviation, electronic components, etc., the Airshow provides an opportunity to discover the latest news in the field and to build new B to B contacts.



> Use French "heavyweights"...

Obviously, the French flag will be flying high with groups such as Thales, Dassault, Eurocopter etc. Provence Promotion will be present alongside these "inescapable" French companies with a stand and equipment on display, and will seize the opportunity to promote companies operating in Provence-Alpes-Côte d'Azur, that have expertise and know how that could interest South Korean manufacturers, and more broadly Asian companies searching for a cultural and technological counterpart.

> ... to show our "muscles" !

During the B to B meeting, the agency will concentrate particularly on composites, drone engineering activities and new aircraft concepts developed by our local companies. Provence Promotion will also emphasise the highlights of the Pégase competitiveness centre, without forgetting the very attractive tax advantages in France for R&D activities, with the objective of encouraging the development of new partnerships and attracting companies wishing to set up in Europe for the first time to our region.

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For further information :

www.seoulairshow.com