

## **WAA AT AEROMART MONTREAL 2010**

In a first place it is important to bear in mind that this is a business convention. The aim is to arrange one to one meetings between Primes and sub-contractors. Each company has to fill in a registration form to describe their products and capabilities. Three weeks before the show the registered firms have access to the online catalogue presenting all the other participants (buyers and suppliers). Then they must request meetings with relevant contacts identified through the online platform. We get those requests validated and schedule meetings in customized time tables prior to the convention. The most important thing for us is to create direct business opportunities rather than selling space.

This concept has proved so successful that it has become an out sourcing means for Prime contractors, 1<sup>st</sup> and 2<sup>nd</sup> tier suppliers. As you are aware this event is a platform for Bombardier to meet suppliers. The company also encourages its tier 1 and 2 to attend and meet subcontractors. This is a great opportunity for your entire network of subcontractors with aerospace and defense capabilities to have face to face meetings with supply chain, procurement, engineering, production, ... staff. Plus Aeromart also brings Primes from Europe and the USA and would offer unmatched opportunities to your firms.

The list of participants in 2008 is available at the following link:

[http://www.aeromart.tm.fr/aeromart\\_montreal/Montreal08 - liste des participants.pdf](http://www.aeromart.tm.fr/aeromart_montreal/Montreal08_-_liste_des_participants.pdf)

In the event where WAA will make the decision to actively support Aeromart Montreal 2010 and coordinate a pavilion with companies, BCI would offer the following conditions:

- Detailed profile of each WAA company in the online catalog
- Access to the catalog prior to the event to identify and request meetings
- **A customized schedule of meetings for each WAA company**
- A fully equipped 6sqm booth (turn key) for each WAA company
- Access to the workshops and Do Business With presented by Primes

Such a package will be selling at €4000 to European companies. **BCI Aerospace agreed with the steering committee partners to take this rate down to CAD 3500 per company (registered in Canada).**

If WAA has at least 5 companies in its pavilion the association will be granted a free 6sqm option for its own use.

Should a WAA company request a larger booth and still be in the pavilion, BCI would grant them a 20% discount on any larger booth options.

If WAA will take the decision not to actively support and participate in Aeromart Montreal 2010, BCI will still be happy to offer WAA companies its facilitation service individually. In this case BCI would highly appreciate WAA to circulate the information through its membership and still give the chance to companies willing to seize these business opportunities.

Further and general details about the convention are available on the website

<http://www.aeromart.tm.fr/montreal/partenaires.html>

After realizing the missed opportunities in 2008, some companies complained about the lack of information sent through their associations. For 2010 we have time to take the right action. Any comments and suggestions from your side will be welcome.

Alain NGOIE  
BCI AEROSPACE  
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