

# The NZ Industry is substantial

- \$10b worth of activity in 2009, approx \$4b in exports
- >1000 aviation organisations, 23,000 employees
- Most companies SMEs apart from MRO and Airline sectors
- Industry spread throughout New Zealand
- 9% growth rate 2004 – 09 and forecasted 9% to 2015
- The sector can provide significant wealth creation

➤ Source: New Horizons, Knotridge Limited, 15 June 2010



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# Innovation abounds in NZ Aviation

- **New Zealand quickly appreciated the potential of aviation**
  - **First aviation exports 1912**
  - **First passenger flights 1915**
  - **First Pilot School 1916**
  - **First airmail service 1919**
  - **Pioneered use of aviation in tourism, forestry, agriculture, horticulture**
- **Proven marine composites capabilities now incorporated in aircraft fit-outs**
- **The innovative approach benefits customers**



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# Companies succeed internationally

- HNZ to supply offshore services to Shell in the Philippines from 2013
- Kansas City uses the Airport 20/20 Flight Display System
- Air Asia uses the merlot.aero airline management system
- Radiola Calibration secured UK CAA certification in Sep 2011 and won contract in March 2012 to provide air inspection services for Ministry of Defence, India
- CTC Aviation received CAA Singapore approval in Feb 2012 to train pilots for Singapore airlines. In May 2012 it won a cadet agreement with Qatar Airways
- Australian Aerial Firefighting Centre uses the SpiderTracks System
- 110+ customers with 5000+ aircraft across 50 countries use Superstructure's AQD Risk and Safety Management System
- Airports around the world use BCS and Glidepath baggage and freight handling systems
- NZ companies consult to/work to airlines and airports on all the continents
- New Zealand is engaged throughout the aviation world



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# Strong International Recognition

→ **'.. very pleased with AQD, .. met all of our functionality needs and was much easier to implement than expected.'** First Air Canada about Superstructure Group

→ **Glidepath .. understood our requirements and are capable of meeting the fast-track construction,** Amarillo City, United States, Deputy Director of Aviation

→ **'...breakthrough new program and partnership...with CTC Aviation'** Jetstar CEO, Australia

→ **'SpiderTracks .. the best fit for our needs – and the most reliable.'** Papillon Helicopters Director of Operations, United States

→ **'TakeFlite revolutionised our business',** CEO Sydney Airplanes, Australia



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# More International Recognition

**“Very good skills, deliver on time and at a reasonable cost”**

Fabrice Rochereau, CEO EADS Australia/Pacific

**“New thinking, combined with deep industry experience and a rich history can make New Zealand the ultimate place to do aviation business”**

Jim McCoy US entrepreneur and venture capital investor



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# Value Proposition (Training)

- New Zealand supplies 'fit for purpose' training which improves your performance
  - New Zealand provides a challenging training environment - lots of clear airspace over spectacular and diverse terrain, with varied weather patterns
  - New Zealand teaches professional and life skills
  - New Zealand companies customise to client requirements, and produce quality graduates



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# Value Proposition (Engineering)

- New Zealand's competitive engineering MRO expertise keeps your aircraft safe and cost-efficient.
- Top quality performance, and on time delivery, are critically important attributes of the New Zealand industry
- Rising productivity levels and moderate OECD-level costs mean New Zealand companies are internationally competitive



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# Value Proposition (Services and airports)

- New Zealand provides practical, elegant and new technology applications to solve your problems.
- New Zealand provides practical and realistic approaches to problem solving
- New Zealand draws expertise from world-class marine and flourishing information technology industries to develop new solutions for customers



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