



July 25, 2012

Media Statement

International Air Show Confirmed For Auckland, New Zealand

Auckland, New Zealand's largest city, is to host an international air show over its Anniversary weekend (Saturday, January 26, 2013 to Monday, January 28, 2013) that will be the largest air expo ever held in New Zealand.

The announcement that the air show is to be held in January next year was made overnight at the Oshkosh Air Show, the world's largest air show, currently being held in Wisconsin, USA, by the Chief Executive of Airshow Systems, Peter Newport, the company staging the event.

The New Zealand International Air Show has the support of the New Zealand aviation industry. Its primary role is to showcase New Zealand's aviation industry to the world.

"The event will be a combination of international trade expo and the staging of a new generation air show which delivers much of the action via high tech TV and big screens," said Peter Newport.

"Ardmore [an secondary airfield in Auckland] is confirmed as one of the venues, and we are in discussion with the Auckland City Council to extend the event to the downtown waterfront area, which will enable the public to view the air racing and air displays from vantage points around the harbour.

"For the public, it will be the equivalent of seeing a world class air show at no cost.

"So as not to compromise traditional Anniversary Regatta events [a yachting regatta held annually and continuously since 1840] on the Monday, the grand finale air display will be held at Ardmore.

"Our discussions to date with Auckland civic leaders have been positive, and we hope to finalise negotiations and secure funding support to extend as much of the air show as possible to the harbour area by no later than the end of August."

NZ Aviation Industry Association CEO, Irene King, says the air show fills a gap in marketing the industry's products and services to the world.

"The industry already has a turnover of US\$8 billion, and our goal is to build our contribution to the New Zealand economy to US\$13 billion by 2016.

“Internationally we are recognised for the strength of our agricultural aviation design and manufacturing; pilot, engineering and cabin crew training; infrastructure design and parts manufacturing.

“With revenue exports of US\$3 billion, and a workforce of some 23,000 people, aviation represents a major business growth opportunity.

“This trade show gives us a way of showing the world how special our aviation industry is in terms of innovation and quality, and the depth of our knowledge and skills,” said King.

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NZ International Air Show

Background Information

Traditionally, air shows are more about exhibition than competition.

The NZ International Air Show has the dual objective of showcasing New Zealand's aviation industry and introducing the public to air racing and presenting the pilots as the true stars of air racing and the flight displays.

This is achieved through using advanced TV technology, on board cameras and large spectator screens, giving the audience the same views and experiences as the pilots.

The air show will also introduce different formats of air sports competition and will feature a number of world record attempts.

The NZ International Air Show has the support of the USNZ \$8 billion aviation industry.

Already, 38 per cent of the aviation industry's revenue comes from export markets, and the industry and Government recognise its growth potential. Some 1000 New Zealand businesses are involved in aviation activity.

Of the aviation industry's US\$8 billion turnover, 70 per cent of export and domestic revenues are generated from Auckland based companies.

International aircraft manufacturer Boeing is forecasting that over the next 20 years, the international aviation industry will require 460,000 additional pilots and 600,000 additional engineers to service projected growth. New Zealand is ideally positioned to contribute to filling this demand through its extensive training network and by using the new air show format to encourage more people to become pilots.

Talks are underway with both domestic and international TV channels to carry coverage of the New Zealand International Air Show, and already one of New Zealand's two free to air networks, TV3, has joined the project as official broadcast partner.

Television coverage will give international viewers a never before seen aerial view of Auckland's stunning waterfront and environs.

The event website is www.nzairshow.com.

For further information please contact

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