

There were two critical reasons for the publicity – the signing of the Aviation Arrangement between India and New Zealand, the first such arrangement for New Zealand, and the critical mass of the New Zealand group which presented scale and breadth of solution. The Aviation Arrangement and mission attracted considerable media (including TV) interest while there. Media interviews with each mission participant (the who's who of the Indian aviation media) will see stories filed over the coming weeks. We've seen media coverage of the mission in India Infoline, YahooNews.com, GlobalTimesNews.com, 14u News.com and Scoop, (all online publications); The Business Standard, Financial Chronicle, Economic Times and Navbharat News (all hard copy publications).

This publicity is very positive in terms of raising the profile and increasing knowledge about the New Zealand aviation sector in India, and globally. Some of these stories are being picked up in other international media – the New York Times for example has run a short story on the Aviation Arrangement.