

2010

Media Information & Rates

The LIMA SHOWDAILY
LIMA '09
 1-5 December 2009
 Langkawi, MALAYSIA

Day 1
 1st December 2009

LIMA 2009
Bigger And Better Than Ever!

Contents

- 01 Forward View
- 02 Russian Helicopter Champion
- 03 The Royal Malaysian Navy - Enhancing Operational Capabilities
- 04 LIMA Guide
- 05 Sail to the sky with Pegasus
- 06 CTRM plans for 2010
- 07 ATR Activity in Malaysia

5-70A and Nu10 helicopters present. The Royal Malaysian Navy will have its Agosta/Westland Super Lynx and Eurocopter Fennec helicopters, with Malaysian Army Aviation showing its AgustaWestland AH69.

A new guest at LIMA in the aircraft department will be the Republic of Singapore Air Force bringing the Lockheed Martin F-16C-D Block 52 fighter and the Boeing AH-64D Apache attack helicopter. We will also see the return of an old friend in the form of the F-111 from the Royal Australian Air Force (RAAF). This will be the last visit of an RAAF F-111 to LIMA, as the aircraft is due to be withdrawn from service starting next year. There are expected to be 55 different aircraft and helicopters on display at LIMA 2009.

LIMA 2009 is as much a maritime exhibition as it is an aerospace exhibition, and this year a record total of 94 warships and other vessels will be present. The Royal Malaysian Navy will showcase the new submarine KD (RMN) will showcase the first of two highly sophisticated Suterpe class submarines that will be joining the fleet. There will also be a large number of RMN surface combatants as well. From the Republic of Korea Navy (ROKN) the KDX-II class destroyer HANSON (DDM-909) and the KDDX-II class destroyer HANSON (DDM-909) will be present, as will the highly advanced LPH HANSON (DDM-909). The destroyer USS Maigne, an Arleigh Burke Flight IA, of the US Navy will also be present.

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Day 2
 2nd December 2009

LIMA 2009 takes off

LIMA 2009 officially kicked off yesterday with the Honourable Minister of Defence for Malaysia Datuk Seri Dr. Ahmad Zahid Hamid cutting the ribbon and three MIG-29 entering the skies above Langkawi.

The air display included, in addition to the three MIG-29, a Sukhoi Su-30MKM, a F-16 and a Republic of the Straits Air Force (RSAF) F-16. The RCAF F-16 was the first to take to the skies above Langkawi.

Minister of Defence for Malaysia Datuk Seri Dr. Ahmad Zahid Hamid opened the show yesterday, flanked by System Prime Minister Tan Sri Mahathir Mohamed.

Contents

- 08 F-16 & Spirit sign deal
- 09 Maritime awareness enhanced with MCA
- 10 Airbus delays A380 deliveries in Malaysia
- 11 Cobham closes in on Asian EPR deal
- 12 Interview with Malaysia's Chief of Air Force
- 13 Planning RMAF's future
- 14 M&E maintains growth & improves productivity
- 15 LIMA Guide
- 16 Sales Kallitex outlines Asian growth strategy
- 17 Anti-Skip Missile Development

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Day 3
 3rd December 2009

Contract Bonanza!

Less than 24 hours after stepping off a plane from the Commonwealth meeting in Trinidad, Malaysian Prime Minister Datuk Seri Mohd Najib bin Tun Abdul Razak attended a mass signing ceremony at LIMA yesterday for contracts valued at over RM2.2 billion.

The largest of these was an agreement between Spirit AeroSystems (Europe) and Composites Technologies Research Malaysia (CTRM) valued at over RM2 billion. Earlier in the day, Spirit had also signed an agreement with SME Aerospace - also for commercial aircraft subcontract work (see p.3).

Other deals signed included a shipbuilding contract for the construction and delivery of four units of LARONW docking tug boats of 7000 bollard pull, signed between NGV Tech and Top of Korea Shipbuilding, valued at RM102 million.

Also at LIMA, MBDA, Europe's leading missile systems company, signed a deal for the re-motorization of the Royal Malaysian Navy's stock of French MM40 Block 2 anti-ship missiles. This contract will ensure a further ten years of service life for the missiles in question.

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Day 3
 3rd December 2009

engine deal today

Perth-based Turbomeca Helicopters has secured authorisation to carry out level 3 maintenance on Turbomeca helicopter engines, where engineers need to go inside the engine. In the ASEAN region, Helicopter has one site in Subang and another in Indonesia.

The two firms signed an agreement in early November that authorised Helicopter to carry out level 1 and level 2 maintenance, which entails the removal of helicopter engines from their airframes and the replacement of modules.

"Previously we have been missing the facilities to provide close service support. Helicopter fills that gap," explains Laurence LaGriffoul, business development executive at Turbomeca Asia-Pacific.

Turbomeca and Helicopter say, "The move represents an opportunity for both companies to extend proximity services which will result in the optimisation of reactivity and response time in Malaysian and Indonesian operators."

Contents

- 08 Malaysian e-voice
- 09 M&E signs two MoUs as it gears for growth
- 10 Russia awaits RMAF decision on MDG-29
- 11 BAE Systems looks to industrial partnerships helicopter orders
- 12 Busy year for Rolls-Royce in Malaysia
- 13 The Malaysian military helicopter scene
- 14 LIMA Guide
- 15 Quick self-protection solution by RLIG
- 16 Wallgo looks for take-off capacity
- 17 Airbase early warning - the key capability

Helicopter hub for Subang

Eurocopter and Malaysia Airports have signed a memorandum of understanding (MoU) for a new helicopter centre that will see the first ever helipad and helicopter full flight simulator (FFS) in Malaysia.

The centre, to be built at Sultan Abdul Aziz Shah Airport in Subang will involve an investment "much more" than the RM40 million that Eurocopter has already invested in its Malaysian operations, says Eurocopter Malaysia president, Pierre Nardelli.

The agreement, made between Eurocopter Malaysia and Malaysia Airports subsidiary Malaysia International Aerospace Centre (MIAC), will see the Helicopter Centre housing an EC225 flight simulator - one of only three in the world. The other two are in France and the US. The FFS will serve the needs of customers throughout Asia and Australasia.

"We will have a hub for the entire ASEAN region in Subang," explains Nardelli. "All our customers can come to Subang for their training needs. We will also bring our expertise to flight simulator. The centre, and the flight simulator, will be operational in 2011. It will support both civil and military operations."

Eurocopter and MIAC say the primary objective of the centre is to provide an environment that is conducive to the development of the helicopter industry in Malaysia.

It is one of the six development components of the MIAC, an organization designed to develop Malaysia's aerospace industry.

Eurocopter has pledged to become the anchor tenant for the Helicopter Centre once it is completed, and will relocate from its current facility at Terminal 2.

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About Us

Like most other major publishers, Global Business Press publishes the **ShowDaily** at major aerospace and defence events. Aside from daily news at the event, the ShowDaily carries articles about the products and/or services showcased at the event. It also includes interviews with senior people from the end-user i.e. military or government, as well as the industry. Therefore it is an excellent platform for companies to profile their products and/or services and gain exposure, visibility and reach out to a large group of industry visitors at shows. We have been publishing the ShowDaily since 1992 for many well known events such as the Langkawi International Maritime & Aerospace exhibition (LIMA), International Maritime Defence Exhibition & Conference (IMDEX), Australian International Airshow, IndoDefence, Asian Aerospace, etc. For the year 2010, we are the Official Publication and ShowDaily publishers for the following events:

SHOWDAILY

**Delivering the daily news
and features from the event
Providing insight, knowledge
and background With an
Asian perspective**



Kuala Lumpur, Malaysia

Day 1 (Apr 19)

2010 Deadlines

Day 2 (Apr 20)

Order - March 20, Material - March 25 Day 3 (Apr 21)

**INDO DEFENCE
2010 EXPO & FORUM**

**INDO
AEROSPACE
2010 EXPO & FORUM**

JJEXpo Kemayoran Jakarta, Indonesia *Day 1 (Nov 10)*

2010 Deadlines

Day 2 (Nov 11)

Order - October 11, Material - October 15 Day 3 (Nov 12)

Advertising Dimensions

Centre/Double Spread Page

Full Bleed	295mm	x	430mm
Trim	275mm	x	420mm
Type Area	240mm	x	390mm

Full Page

Full Bleed	295mm	x	220mm
Trim	275mm	x	210mm
Type Area	240mm	x	180mm

Half Page

Horizontal	137mm	x	210mm
Vertical	275mm	x	105mm
Island	160mm	x	120mm

Quarter Page

Horizontal	68mm	x	210mm
Vertical	137mm	x	105mm

2/3 Page

Horizontal	180mm	x	210mm
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1/3 Page

Horizontal	90mm	x	210mm
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1/8 Page

Horizontal	35mm	x	210mm
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Advertisement Rates

2010 RATES US DOLLARS (\$)

Four Colour	1x	3x	6x	9x	12x
Full Page	\$ 2,900.00	\$ 2,755.00	\$ 2,610.00	\$ 2,465.00	\$ 2,320.00
2/3 Page	\$ 2,350.00	\$ 2,200.00	\$ 2,090.00	\$ 1,975.00	\$ 1,860.00
1/2 Page	\$ 1,900.00	\$ 1,810.00	\$ 1,700.00	\$ 1,600.00	\$ 1,510.00
1/3 Page	\$ 1,300.00	\$ 1,250.00	\$ 1,170.00	\$ 1,410.00	\$ 1,040.00
1/4 Page	\$ 1,000.00	\$ 950.00	\$ 850.00	\$ 750.00	\$ 700.00

Spread & Covers

Center Spread	\$ 6,400.00	\$ 6,100.00	\$ 5,800.00	\$ 5,500.00	\$ 5,200.00
2-P Spread	\$ 5,800.00	\$ 5,700.00	\$ 5,500.00	\$ 5,300.00	\$ 5,000.00
Back Cover	\$ 3,400.00	\$ 3,250.00	\$ 3,100.00	\$ 3,000.00	\$ 2,900.00
Inside Front Cover	\$ 3,200.00	\$ 3,100.00	\$ 3,000.00	\$ 2,900.00	\$ 2,800.00

Black & White

Full Page	\$ 2,050.00	\$ 2,000.00	\$ 1,950.00	\$ 1,900.00	\$ 4,000.00
2/3 Page	\$ 1,650.00	\$ 1,600.00	\$ 1,500.00	\$ 1,400.00	\$ 3,440.00
1/2 Page	\$ 1,250.00	\$ 1,200.00	\$ 1,150.00	\$ 1,050.00	\$ 2,600.00
1/3 Page	\$ 950.00	\$ 900.00	\$ 850.00	\$ 800.00	\$ 700.00
1/4 Page	\$ 750.00	\$ 700.00	\$ 650.00	\$ 600.00	\$ 550.00

2010 RATES IN EURO (€)

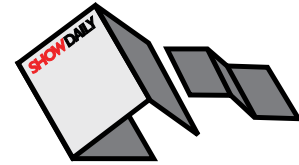
Four Colour	1x	3x	6x	9x	12x
Full Page	€ 2,060.00	€ 1,960.00	€ 1,855.00	€ 1,750.00	€ 1,650.00
2/3 Page	€ 1,670.00	€ 1,560.00	€ 1,485.00	€ 1,400.00	€ 1,320.00
1/2 Page	€ 1,350.00	€ 1,285.00	€ 1,210.00	€ 1,135.00	€ 1,075.00
1/3 Page	€ 930.00	€ 890.00	€ 830.00	€ 780.00	€ 740.00
1/4 Page	€ 710.00	€ 675.00	€ 605.00	€ 530.00	€ 500.00

Spread & Covers

Center Spread	€ 4,550.00	€ 4,330.00	€ 4,120.00	€ 3,905.00	€ 3,700.00
2-P Spread	€ 4,120.00	€ 4,050.00	€ 3,905.00	€ 3,765.00	€ 3,550.00
Back Cover	€ 2,415.00	€ 2,310.00	€ 2,200.00	€ 2,130.00	€ 2,060.00
Inside Front Cover	€ 2,270.00	€ 2,200.00	€ 2,130.00	€ 2,060.00	€ 1,990.00

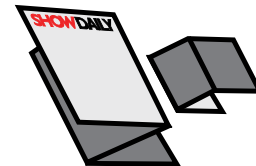
Black & White

Full Page	€ 1,455.00	€ 1,420.00	€ 1,385.00	€ 1,350.00	€ 1,280.00
2/3 Page	€ 1,170.00	€ 1,140.00	€ 1,065.00	€ 995.00	€ 925.00
1/2 Page	€ 890.00	€ 850.00	€ 820.00	€ 745.00	€ 710.00
1/3 Page	€ 675.00	€ 640.00	€ 605.00	€ 570.00	€ 500.00
1/4 Page	€ 535.00	€ 500.00	€ 460.00	€ 425.00	€ 390.00



Gate Fold Cover
(Four Colour)

€ 13,400, US \$ 18,900



Z-Fold Cover
(Four Colour)

€ 13,400, US \$ 18,900



Belly Band
(Four Colour)

€ 6,500, US \$ 9,100

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Advertising Representatives



GLOBAL BUSINESS PRESS

Head Office:

GLOBAL BUSINESS PRESS PTE. LTD.

Level 34, Centennial Tower,

3 Temasek Avenue, Singapore 039190.

T : +65 6549 7706

F : +65 6549 7011

E : marketing@gbp.com.sg

W : www.gbp.com.sg

Publisher's Office:

Global Business Press

Via Marconi 33

35141 Padova-Italy

T : +393356119295

E : vittorio.prudente@gbp.com.sg

ASEAN, People's Republic of China,

Taiwan, Hong Kong & Australasia

Contact: Siva Sachi

Global Business Press (Malaysian Office)

26th Floor, Wisma Tun Sambanthan, No.2,

Jalan Sultan Sulaiman

Tel: +603-2273 1355/5315

Fax: +603-2273 5318

Mobile: +6012-905 6825

Email: siva.sachi@gbp.com.sg Web: www.gbp.com.sg

Europe, Middle East, South Africa & South America

Contact: Vittorio Rossi Prudente

Global Business Press (European Office)

Via Sorio, 47 35141 PADOVA-ITALY

Tel: +39 049723548 Fax: +39 0498560792

Mobile: +39 335.6119295

Email: vittorio.prudente@gbp.com.sg

USA & Canada

Contact: Josh Mayer

President, Mayer & Associates,

5930 Royal Ln, Suite 201 Dallas TX 75230

Tel: 972-816-6745 Fax: 972-767-4442

Email: jm@mayeradvertising.com

Web: www.mayeradvertising.com

Israel

Contact: Tamir Eshel

POB 2696 Kadima 60920 Israel

Tel : 972-544-508028 / 972-9-8911792

Fax : 972-9-8919965

Email : eshel_tamir@yahoo.com

France

Contact: Odile Orbec

Promotion et Motivation, 21, Boulevard Du Parc,

92200 Neuilly Seine, France.

Tel : 33-1-41438300 Fax : 33-1-47386329

Email : odile@orbec.com

Switzerland

Contact: Robert Rottmeier

CORMALLEGRA Marketing, 25, rue du Simplon

CH-1006 Lausanne, Switzerland.

Tel : +41216174412 Fax : +41 (21) 617-09-21

Mob : +41792104466

Email : robertrottmeier@bluewin.ch

Note :

Any other country please contact the Publisher

TECHNICAL SPECIFICATION

Formats

- Acrobat 4 or 5 PDF is the preferred format, and they should be given to us as composite CMYK. Spot colour, RGB colour, LAB colour are not accepted.
- These files must be supplied as single pages.
- The pages must be created to include bleed when required.
- Crop marks must be included to show trim area. A 3mm off set is recommended for bleed.
- Files must contain all images in high resolution, CMYK format and have all fonts embedded.
- Files should not contain any True Type or Multiple Master fonts, original JPEG images, or copydot scan elements.
- Content of digital files must be verified before transmission, and all relevant graphics and fonts must be included.
- The file content remains the responsibility of the sender.
- The flightchecker must ensure the following:
 - Acrobat 3.0 compatibility. Image resolution = 300 dpi (min)
 - All fonts embedded. Colour = CMYK
- File names should include: Advertiser, Publication and Issue date.
- A proof must be supplied of digital file submitted (ie, the PDF), and should be 100% of final size.
- The proof being supplied must be generated from the PDF.
- For colour - cromalin or equivalent must be supplied.

Transfer Methods

- Files may be transmitted via e-mail. The recommended file sizes are 5Mb maximum, and 2Mb minimum.
- If supplying files on disc, please use industry standard CD-ROM.
- Media must be write-protected and contain only the file required for each advertisement.

TERMS AND CONDITIONS

- PRINTING SPECIFICATIONS: Printing: Offset sheetfed. Printed on high quality 85gsm matt art paper stock. Cover is printed on 157gsm Art Paper. Binding: Saddle Stitch Screens: Black and White or Four colour-170 screen.
- MATERIAL ACCEPTED: Complete offset position for single page or less and double spread. Proof or colour keys should accompany all offset material. All offset positives should be emulsion side down. Artwork or camera copy: Complete mechanical properly pasted up and ready for camera.
- DISPOSAL OF PRINTING MATERIAL: All printing material left in the publisher's possession will be destroyed at the end of 12 months unless the publisher receives advice regarding disposal of the material.
- CLOSING DATE: ASIAN DEFENCE & DIPLOMACY is published monthly (8 - 10 issues annually). All advertising copy (positive films, artwork, copy instructions, etc) must be sent to the publisher three weeks before the month of issue.
- CANCELLATION: The publisher will not accept any cancellation after the closing date. Advertisements booked will be published and full rates will be charged to the advertiser.
- PUBLISHER'S RIGHT: The publisher reserves the right to refuse advertisements submitted for publication and/or to hold over any advertisements for later publication. Advertisers shall not be entitled to refunds or to invalidate any existing contract or contracts in the event of printer's errors unless such error distorts the meaning of the advertisement.
- AGENCY COMMISSION: 15%

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