

Boeing Bullish on APAC Defence & Services Market



Boeing Defence is bullish on its market prospect for defence equipment and services, senior company officials informed during a media briefing at the airshow. Boeing views opportunities in the APAC region for maritime domain awareness, with requirements for precision and long-range surveillance and multi-mission capabilities. "Next modernization of air forces in the region will also drive growth for the company in the region with upgrades and new aircraft sales," said Bernd Peters, VP Business Development & Strategy, Boeing Defence, Space and Security. He added that Boeing offers a large and differentiated portfolio of offerings in the region, with tactical fighters and trainers, strategic IIR and sensing, command and control, surveillance, autonomous solutions, maritime patrol and ASW, vertical IIR and human terrain assistance.

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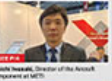
Saab Eyeing Sales Ops in the Region



Sweden's former Saab is confident of additional sales prospects for its Gripen fighter jet in the APAC region and to offer fighter competition elsewhere in the world. In a briefing at the show, Saab's Sales & Finance, Chief Marketing Officer Engren, highlighted emerging opportunities for the Gripen fighter jet. He noted that Air Force (RAF) is the only operator of the Gripen in the region, looking to acquire the new 3rd generation, for which the Gripen appears to be a frontrunner. The STAF is looking to procure additional F-16s or Gripen, to replace F-16s operated by STAF. The Swedish airframe has said that it would procure the Gripen E to meet any future STAF requirement.

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INTERVIEWS



TOP PICK
Junichi Iwasaki, Director of the Aircraft Component at METI



SIDE PICK
Putri Ramadhani, Vice President of Marketing at PTDI



MINUTE PICK
Fukawa Hideki, Director of ATLA's Defence Equipment Cooperation Planning Office

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Greetings!

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For our complete coverage of the ongoing Show as well and the latest news from the world of aerospace and defence, please visit us online at www.gbp.com.sg.

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Sincerely,

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IN THIS ISSUE

- ▼ Boeing Bullish on APAC Defence & Services Market
- ▼ Saab Eyeing Gripen Sales Ops in the Region
- ▼ STARLUX Invests in More Airbus Aircraft

INTERVIEWS

- ▼ Junichi Iwasaki, Director of the Aircraft Component at METI
- ▼ Putri Ramadhani, Vice President of Marketing at PTDI
- ▼ Fukawa Hideki, Director of ATLA's Defence Equipment Cooperation Planning Office

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