

MEBAR

MIDDLE EAST BUSINESS AVIATION REVIEW

LAUNCHING IN NOVEMBER 2008




THE NEW ANNUAL
PUBLICATION OF

MEBAA

إتحاد الطيران الخاص في الشرق الأوسط
MIDDLE EAST BUSINESS AVIATION ASSOCIATION



Founding chairman of MEBAA, Ali Al Naqbi said, *"We are really pleased with the whole concept of this publication. The Middle East deserves to have a first class publication to review and consider the activities of the business aviation industry in our region and also demonstrate the growing strength and importance of our Association."*



The business aviation market is expanding at an amazing rate. While a decade ago 70 per cent of the world's business aircraft fleet was built for and operated in the United States, today more than half of the aircraft are destined for countries outside the Americas. Leading the change for emerging business aircraft markets is the Middle East.

While the Gulf States in particular have always had a place in the top end of the market with airliners converted for VIP use, the region is now at the heart of the business jet growth as the smaller, lighter and faster aircraft find their places as business tools in this vibrant arena.

In May 2008, Pierre Beaudoin, Chairman of Bombardier said that the Middle East market was a vital part of his company's growth plans and Middle East investors now play a key role in the funding of business aircraft manufacturers, as flight support businesses - maintenance and repair shops and the providers of top end service support and developing fixed base regional operations - cater for the demands of first class operations.

There is also a framework of regulatory, advisory and industry support through the creation of the Middle East Business Aviation Association (MEBAA).

THE PUBLICATION

Middle East Business Aviation Review (MEBAR) is an official MEBAA publication being produced annually by The Times Group of the UK (publishers of the official book celebrating the tenth Dubai Air Show in 2007), designed to inform - and provide a forum for - business aviation organisations working or interested in doing business in the region. As the publication of record for the business aviation market in the Middle East, *MEBAR* will reflect the achievements and aspirations of MEBAA and its membership.

The editorial team of top industry experts is led by Alan Peaford - author of *Flight Pocket Guide to Business Aircraft*, editor of *Flight Daily News* and (four times) Aerospace Journalist of the Year - with renowned business aviation journalists including Brendan Gallagher, Ian Goold and Elizabeth Moscrop, and complemented by contributions from key industry leaders.

Saudi Arabia's Prince Alwaleed bin Talal bin Abdulaziz Al Saud, the chairman of Kingdom Holdings becomes the launch customer of the Airbus A380 Flying Palace, demonstrating the importance the Middle East has for VIP aviation.

EDITORIAL SYNOPSIS

The book is both for and about MEBA, informing the industry about developments in the Middle East market while demonstrating the strength in depth of MEBA's membership and the organisation's aims. The *Preface* for this new publication is by Sheikh Ahmed bin Saeed al Maktoum, President of Dubai Civil Aviation and Chairman of Emirates Airlines Group, and examines the importance of business aviation in a balanced transport structure. The *Foreword* by Ali Al Naqbi, Founding Chairman of MEBA, looks at the need for a robust professional association to allow business aviation the freedom of the Arab skies, while the *Introduction* from Ammar Balkar, MEBA President and CEO, examines MEBA's continued growth over 2008 and its changing role.

THE MARKET

This section looks at the age and changing shape of Middle East fleets and why the Gulf is so important to global manufacturers. It includes the MEBA census of aircraft and operators in the region, outlining the latest models and operations that are making an impact, plus the personal views of industry leaders on the future of business aviation in the region under 'Industry Perspective'.

SERVICE STANDARDS

While manufacturers' customer support programmes may be mature in the USA, there has been criticism of the support available in emerging markets. This feature looks at how manufacturers support their products in the region in a difficult climate, the various programmes offered, and the region's key business aviation support facilities.

THE AIRCRAFT

MEBAR reports on what is newly available to those in the market for new aircraft (recently certified at or after NBAA 2007), aircraft currently in development, and changes in the type of aircraft coming into the region's fleets as OEMs report a shift from traditional widebody aircraft to now include smaller jets.

THE MEMBERSHIP

This section gives a brief profile of all MEBA (Founding, General & Affiliate) members and provides case studies to show the range of activities in the region.

THE INSIDE STORY

The main feature for this year's MEBAR is a full report on aircraft interiors and the impact on business aviation in the region. The demand has been so great that the sector has even generated its own show, AIME (Aircraft Interiors Middle East).

The major design houses and completion centres are vying to express their vision on the blank canvasses of the world's largest and most prestigious business jets. With the first A380 Flying Palace on order and the first two VIP versions of the Boeing 787 Dreamliner set for the Middle East, the region is leading the way in widebody design.

This feature looks at companies providing the design, the materials and the delivery of the best in cabin systems, and includes interior design concepts, IFE and onboard communications, cabin safety, lighting, hygiene systems, catering, galleys and links from the Motor Industry, as well as the future of cabin design and systems overall.

SAFE LANDINGS

Providing airports fit for business: how Middle East airports cope with today's business aviation growth while others struggle, and MEBA's work with airports and various ATC operations to accommodate premium passengers.

RECRUITMENT

Meeting the demand for pilots to address rapid expansion.

BUSINESS & SHOW BUSINESS

The 2008 MEBA show is set to be the biggest yet, holding its own alongside Europe's EBACE and America's NBAA. MEBA and its members also play a major role in other events around the region and beyond, with one responsible for the world's fastest growing and richest aerospace show. This feature looks at the business aviation show scene and what is in store for the industry.

THE BOARD AND THE BUSINESS

Picture profile of MEBA's Board, its aims and objectives, and the value of MEBA membership.



DISTRIBUTION

To be released on the 2nd of November 2008 - and officially launched at MEBA in Dubai 16th to 18th November 2008 - *Middle East Business Aviation Review (MEBAR)* will have a total print run of 12,500 copies.

Distribution is two pronged, with copies going to relevant major industry events throughout the year and on a controlled - direct named and job title basis - to business leaders, government officials and senior decision makers at management level across the Middle East and internationally to companies with an interest in the region. Copies will also be available for VIP visitors going through all the major FBO / VIP Airport Terminals situated in the Middle East & North Africa (MENA) region.

Controlled circulation to:

- Aircraft Owners & Operators
- Charter & Air Taxi Operators
- Aircraft Brokers
- Emiri / Royal Flights across the GCC
- Aircraft Manufacturers & Prime Aerospace Contractors
- MRO / Aviation Support Service companies
- FBOs
- VIP / Executive Travel Terminals in the GCC region
- Top 1,000 companies throughout the GCC (Chairmen, Presidents, CEOs)
- Finance, Banking, Leasing, Insurance, Legal and Consultancy firms

Middle East Business Aviation Review (MEBAR) will be distributed to the following events:

- MEBA, EBACE, NBAA Annual, LABACE, ABACE, Aircraft Interiors Middle East (AIME), Aircraft Interiors EXPO, plus the Paris Airshow

ADVERTISING RATES

	MEBAA Members Rate 10% Discount	Non MEBAA Members Rate
RUN-OF-PAPER		
Full Page Colour / Mono	£4,950	£5,500
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Gulfstream President Joe Lombardo signs another customer in the Middle East. Gulfstream are key supporters of MEBAA



The static park at the Dubai Airshow 2007 shows just how important business aviation is in the market



Royal Jet is the leading charter company with aircraft ranging from the Learjet (pictured) through to the Boeing Business Jet



The Cessna Citation Mustang is the first of the VLJs heading for the Gulf