



DUBAI AIRSHOW 2023

MEDIA KIT

November 13-17, 2023
Dubai, UAE



ORGANIZER OF THE
USA PARTNERSHIP PAVILION



OFFICIAL DIGITAL DIRECTORY FOR
THE USA PARTNERSHIP PAVILION

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USA PARTNERSHIP PAVILION FAST FACTS

75+ U.S. Companies Exhibiting within the USA Partnership Pavilion

7 exhibitors new to the market

21 exhibitors new to the show

22 U.S. states represented

2 State Pavilions
(Washington and Arizona)

[VISIT DIGITAL DIRECTORY HERE](#)

[VIEW FLOORPLAN HERE](#)

[VIEW PROGRAM OF EVENTS HERE](#)



FOR IMMEDIATE RELEASE

WITH LARGEST PRESENCE EVER AT DUBAI AIRSHOW 2023, U.S. INDUSTRY LOOKS TO BUILD ON REGIONAL AEROSPACE AND DEFENSE PARTNERSHIPS

- *More than 130 American companies participating, majority in the USA Partnership Pavilion*
- *Former NASA Space Shuttle Commander Col. Mike Bloomfield (USAF, Ret.), to attend as goodwill Ambassador for industry and Astronaut Al Worden Endeavour Scholarship*

Dubai, UAE and Waldwick, NJ, USA/ November 11, 2023 — The decades-strong bilateral partnership between the United States and the United Arab Emirates will be prominently on display at the 2023 Dubai Airshow, the region’s largest aerospace and defense exhibition, with more than 130 American companies exhibiting, an impressive number of U.S. military and commercial aircraft on display, and a high-level delegation of American diplomatic, military and industry leaders in attendance 13-17 November at the DWC Dubai Airshow site.

Against a backdrop of geopolitical tension and strained alliances across the Middle East and North Africa (MENA), the strong U.S. showing, the largest ever at this event, underscores the country’s commitment to cooperation on a wide range of issues including regional peace and stability. The UAE is the United States’ single largest export market in the MENA region, and more than 1,000 U.S. firms operate in the country, according to the U.S. State Department.

The centerpiece of the U.S. national presence at the show is the USA Partnership Pavilion, organized for the 9th consecutive edition — 13th overall — by Kallman Worldwide, Inc., in coordination with government agencies including the U.S. departments of Commerce, Defense, State and Transportation. The Pavilion is America’s headquarters on-site, a high-profile showcase for 80 participating U.S. exhibitors to maximize their exposure and impact at the event, and a forum for all to share ideas and insights.

The Pavilion roster includes 21 exhibitors that are new to the show and seven new to the market. A total of 22 states are represented, including two stand-alone state pavilions — Washington and Arizona — within the larger U.S. space, all looking to generate new business and create more jobs back home by growing exports, expanding in their in-region footprint, and/or recruiting overseas partners to establish or participate in stateside operations.

Notable among the U.S. manufacturers, technology innovators, and supply-chain leaders participating in this year’s show are multi-national companies with significant in-country operations, including Raytheon (Booth RT1), Lockheed Martin (Booth LM1), and General Atomics Aeronautical Systems (Booth 1380).

Kallman Worldwide President and CEO Tom Kallman said the American participation in the show reflects a global trend.

“Now more than ever, success in international trade comes from partnership and teamwork. The USA Partnership Pavilion sharpens our focus on advancing America’s national security and global trade interests by building stronger relationships with our international customers,” Kallman said. “From publicly traded OEMs to small-and-medium sized enterprises, many of our exhibitors already have significant partnerships and operations in the UAE and the MENA region. After this show, many more will.”

A corollary to building partnerships and creating jobs is finding people to do the work, said Kallman. As industries and supply chains struggle to attract skilled workers, the organizer has sharpened the focus of its corporate social responsibility (CSR) efforts to inspire and empower the future workforce.

“Every country we work in — at least 50 over our 60-year history — is facing the same challenges to prepare young people for the future. Our lead CSR initiative, the Astronaut Al Worden Endeavour Scholarship, connects with worldwide interest in space to promote science, technology, engineering, and math (STEM) careers,” he said.

The program honors its namesake Worden, pilot of the Apollo 15 Command Module “Endeavour,” whose lifelong commitment to science, technology, engineering, and math (STEM) education included serving as Kallman’s STEM ambassador at trade shows around the world from 2016 until his death in 2020. Scholarship winners receive an all-expenses paid trip to the U.S. Space and Rocket Center Space Camp in Huntsville, AL.

At the Dubai Airshow this year, former NASA Space Shuttle Commander, Col. Mike Bloomfield (USAF, Ret.), will attend as goodwill ambassador for industry and the Endeavour Scholarship. In addition to his presence on the show floor, Bloomfield will participate in the introduction of the third UAE Endeavour Mission Team and will tour area schools to promote STEM education and careers.

From the show floor to the wider stakeholder community, the collective U.S. presence at the 2023 Dubai Airshow is a strong indication of how important the MENA region is to the United States, and that buyers and influencers there are looking to U.S. industry for innovative solutions and partners to help strengthen regional defense and economic security, particularly as China gains influence and market share there.

“The People’s Republic of China has chosen to compete in the region and is aggressively expanding its diplomatic, informational, military, and economic outreach,” U.S. CENTCOM Commander, Gen. Michael Erik Kurilla told the Senate Armed Services Committee last March. “We are in a race to integrate with our partners before China can fully penetrate the region.”

For more information about U.S. exhibitors and activities at Dubai Airshow 2023, search the USA Partnership Pavilion Directory at [Sourcehere.com](https://www.sourcehere.com).

MEDIA EVENTS

Official Opening of the USA Partnership Pavilion

Kallman Worldwide will host the Opening Ceremony for the USA Partnership Pavilion at **1 pm Monday, 13 November** in the Meeting Point (Booth 1280). Invited guests of honor include the Honorable Martina Strong, U.S. Ambassador to the UAE; H.E. Maj Gen. Dr. Mubarak Al Jabri, Assistant Undersecretary for Support and Military Industries, UAE Ministry of Defense; and Kelli L. Seybolt, Deputy Under Secretary of the Air Force for International Affairs.

AI Worden Endeavour Scholarship Awards

In the Meeting Point (Booth 1280) at **4 pm Monday, 13 November**, Kallman Worldwide will host the signing of an MOU between the Bahrain International Airshow and the Astronaut AI Worden Endeavour Scholarship to select a second “Mission Team” of students and an educator from Bahrain to attend the U.S. Space and Rocket Center’s Space Camp in Huntsville, AL. Invited guest of honor is Dr. Mohammed Al Aseeri, CEO of the Bahrain National Space Science Agency.

In the Meeting Point (Booth 1280) at **11 am Wednesday, 15 November**, Kallman Worldwide will host the introduction of “Mission Team #16,” six UAE high school students selected by the Astronaut AI Worden Endeavour Scholarship to attend Space Camp in 2024. Invited guests of honor are The Honorable Martina Strong, U.S. Ambassador to the UAE, and Col. Mike Bloomfield (USAF, Ret.), Space Shuttle Pilot/Commander (STS- 86,97,110)

ABOUT KALLMAN WORLDWIDE, INC.

Since 1963, Kallman Worldwide has worked with individuals and organizations in more than 50 nations to advance global trade in STEM-driven industries. The company’s portfolio of international trade shows, event management services, custom stand building and design, global supply chain networking tools, and workforce advocacy programs connects thousands of buyers and suppliers to more opportunities around the world every year. As an international U.S. representative, Kallman is a strategic partner of the U.S. Department of Commerce and a proud recipient of the President’s

“E” and “E Star” Awards for its active role in aiding U.S. exporters and in recognition of its export promotion efforts. The company is headquartered in Waldwick, NJ, with U.S. satellite offices in Washington, DC and Houston, TX, a Latin America office in Santiago, Chile, and a bureau in London, UK. For more information, visit www.kallman.com.

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FOR RELEASE AFTER 16:00 ON 13 NOVEMBER 2023

**ENDEAVOUR SCHOLARSHIP AND BAHRAIN NATIONAL SPACE SCIENCE AGENCY
PARTNER TO PROMOTE STEM EDUCATION AND CAREERS**

Country's third scholarship "Mission Team" will be introduced at the 2024 Bahrain International Airshow

Dubai, UAE and Waldwick, NJ / November 13, 2023 — The Astronaut Al Worden Endeavour Scholarship and the Bahrain National Space Science Agency (NSSA) today formalized a Framework Program to continue their partnership as advocates for the future engineering workforce in Bahrain, including promoting science, technology, engineering and math (STEM) careers, and in conjunction with the biennial Bahrain International Airshow in 2024, selecting four high school students and an educator to receive scholarship awards to attend the U.S. Space and Rocket Center Space Camp in summer 2025.

The signing took place in the USA Partnership Pavilion Meeting Point Forum at the Dubai Airshow 2023. The framework was signed by Tom Kallman, president and CEO of Kallman Worldwide, organizer of the Pavilion at trade events around the world, including the Dubai and Bahrain airshows, and NSSA CEO Dr. Mohamed Al-Aseeri. Also in attendance was Col. Mike Bloomfield (USAF, Ret.), former NASA Space Shuttle Pilot/Commander (STS- 86,97,110), who is attending the show as the Pavilion goodwill ambassador for industry and Endeavour.

Launched at the 2019 Paris Air Show, the scholarship program is Kallman's lead corporate social responsibility (CSR) initiative. The program honors its namesake Worden, pilot of the Apollo 15 Command Module "Endeavour," whose lifelong commitment to STEM education included serving as Kallman's STEM ambassador at trade shows around the world from 2015 until his death in 2020. To date, the program has awarded scholarships to 48 students and 12 educators from eight countries, including two Bahraini teams, "Mission 4" in 2020 and "Mission 9" in 2022.

"Every country we work in — and we've worked in at least 50 of them since our company was founded in 1963 — is facing the same challenges to prepare its young people for the future. Many also see that future in space," said Kallman. "As an extension of our work advancing global trade in exhibition halls around the world, and with the support of global partners such as NSSA in government, industry, the military, and academia, the Endeavour Scholarship mission is to connect with worldwide interest in space to promote STEM careers in all industries."

The 2024 Bahrain International Airshow will coincide with the 10th anniversary of the founding of the NSSA, a milestone achievement that Dr. Al-Aseeri said validates its accomplishments and investments in partnerships.

“The ultimate purpose of NSSA is to place the Kingdom of Bahrain among countries playing an active role in space activities who are foremost in utilizing space diversified applications to enhance comprehensive development and ensure prosperity and well-being,” said Dr. Al-Aseeri. “Establishing relationships of cooperation on regional and international joint projects with space agencies and with technical, industrial and research organizations actively engaged in space science and STEM education, such as the Endeavour Scholarship, is an integral part of NSSA Strategic Plan.”

ABOUT ENDEAVOUR SCHOLARSHIP FOUNDATION

Endeavour graduates return to their home communities from a week at Space Camp excited to share their experiences and empowered to reach for the stars. If that's the kind of impact you're looking to have on the future, join our mission. As a 501(c)(3) non-profit organization, Endeavour is funded entirely through the generosity of organizations and individuals who share our passion for inspiring young people to work across national borders in a purposeful spirit of global partnership.

For information, visit www.endeavourscholarship.org, or contact us at info@endeavourscholarship.org.

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Aventure Aviation NEWS

BOOTH #1381 IN THE USA PARTNERSHIP PAVILION AT DUBAI AIRSHOW 2023

Aventure Acquires Seven WestJet Boeing 737NGs

Aventure Aviation has acquired seven Boeing 737NGs from WestJet Airlines of Canada

All seven aircraft, MSN 34284, 34285, 34286, 34287, 34288, 35111 and 35112, will undergo immediate teardown for parts. The first will take place in Marana, Arizona.

“This major acquisition will provide a significant inventory increase for our global customer base,” said Kevin Lang, Aventure’s director of strategic accounts.

“We are constantly seeing new ways to support our global customer base, who trust us to provide quality parts on time with full traceability and recent shop work,” said Andrew Crombie, Aventure’s product line sales director. “This adds to 15 aircraft dismantled in recent months, providing our customers with the latest 737NG inventory.”

To better accommodate the increased inventory, Aventure will begin construction of a 100,000+ square foot state-of-the-art warehouse in Atlanta, supplementing two existing warehouses.

“Aventure continues to offer a unique global aviation investment platform for investors, leasing companies, and owners,” said Talha Faruqi, president of Aventure Aviation. “We are in active discussions to find solutions for idle aircraft.”

TARGET SECTORS

Commercial Aviation

PRODUCTS/SERVICES

Parts Supplier

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Capella Space NEWS

BOOTH #1487F IN THE USA PARTNERSHIP PAVILION AT DUBAI AIRSHOW 2023

Capella Space Reveals First Light Imagery from Third-Generation, Acadia Satellite

Capella's next-gen satellite provides even better image quality with higher power and bandwidth

Capella Space's first Acadia satellite (Acadia-1) launched from the Rocket Lab Launch Complex 1 in New Zealand at 4:45 pm Pacific Time on August 23. This mission, "We Love the Nightlife", was the initial launch of Capella's third-generation satellites, enhancing Capella's existing constellation with even higher power, increased bandwidth, improved payload downlink and reduced latency. Just a week later and after a flawless commissioning, Capella shared Acadia's first light imagery.

For additional information, please click here: <https://www.capellaspace.com/capella-reveals-first-light-imagery-from-third-generation-acadia-satellite/>

TARGET SECTORS

Earth Observation

Aerospace

PRODUCTS/SERVICES

SAR Imagery

SAR Imagery Analytics

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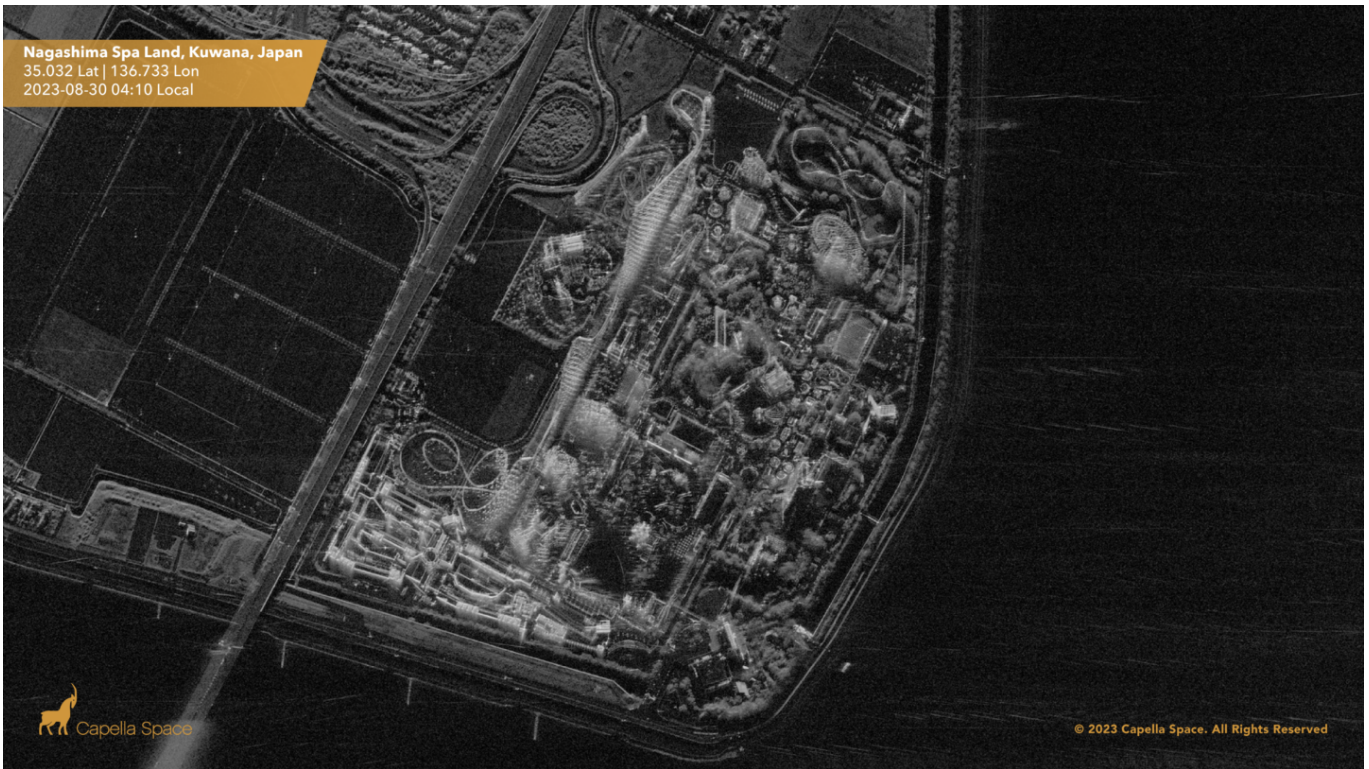


Capella Reveals First Light Imagery from Third-Generation, Acadia Satellite

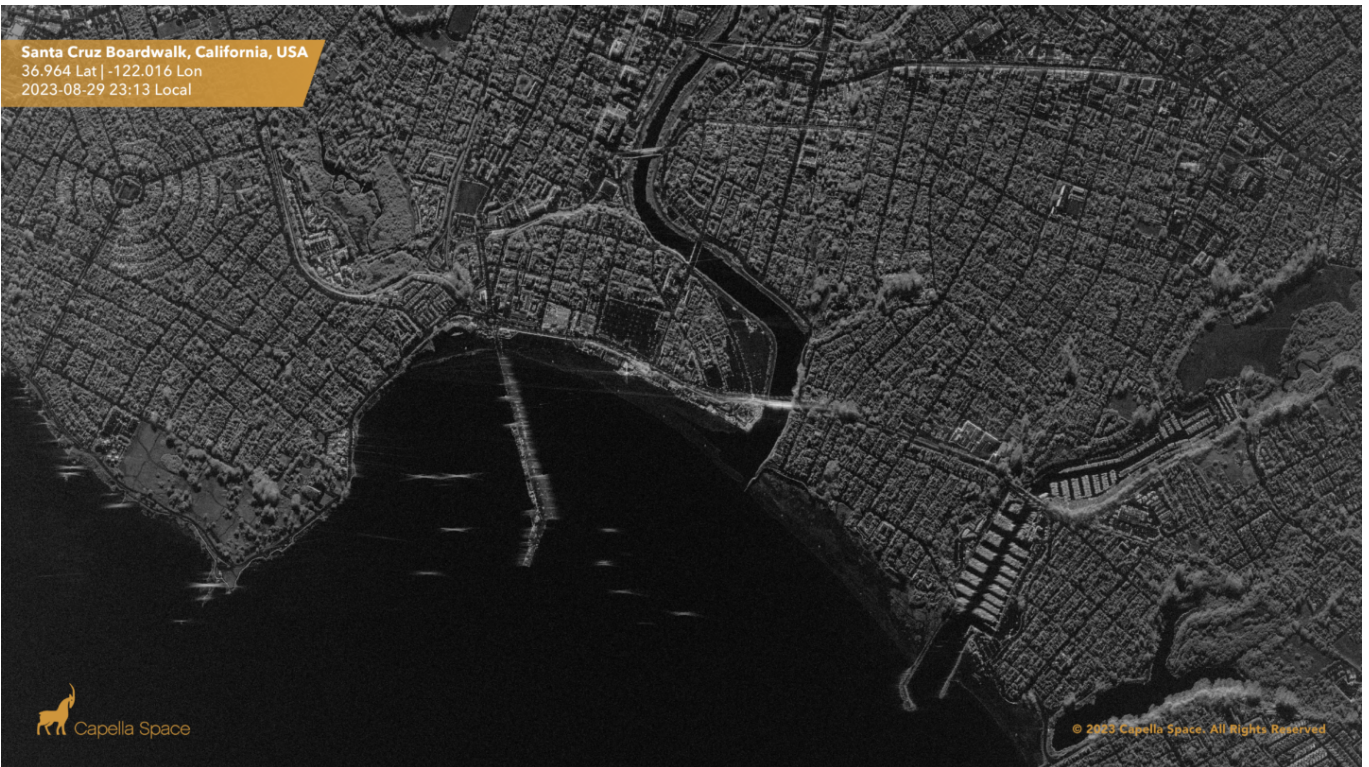
August 31, 2023

Our first Acadia satellite (Acadia-1) launched from the Rocket Lab Launch Complex 1 in New Zealand at 4:45 pm Pacific Time on Wednesday, August 23. This mission, “We Love the Nightlife”, is the initial launch of Capella’s third-generation satellites, enhancing Capella’s existing constellation with even higher power, increased bandwidth, improved payload downlink and reduced latency. Just a week later and after a flawless commissioning, we’re thrilled to share Acadia’s first light imagery.

Today we share imagery highlighting rollercoasters from around the world. SAR sensing works by emitting a radar signal to Earth and measuring how long it takes for those signals to return to the satellite. Smooth surfaces deliver weaker returns making them appear darker in the imagery. Rougher surfaces or metallic objects produce stronger returns, making them appear brighter in the imagery. Here you see rollercoasters and other infrastructure brightly lit up because of the signals bouncing off the metal surfaces of the rollercoasters.

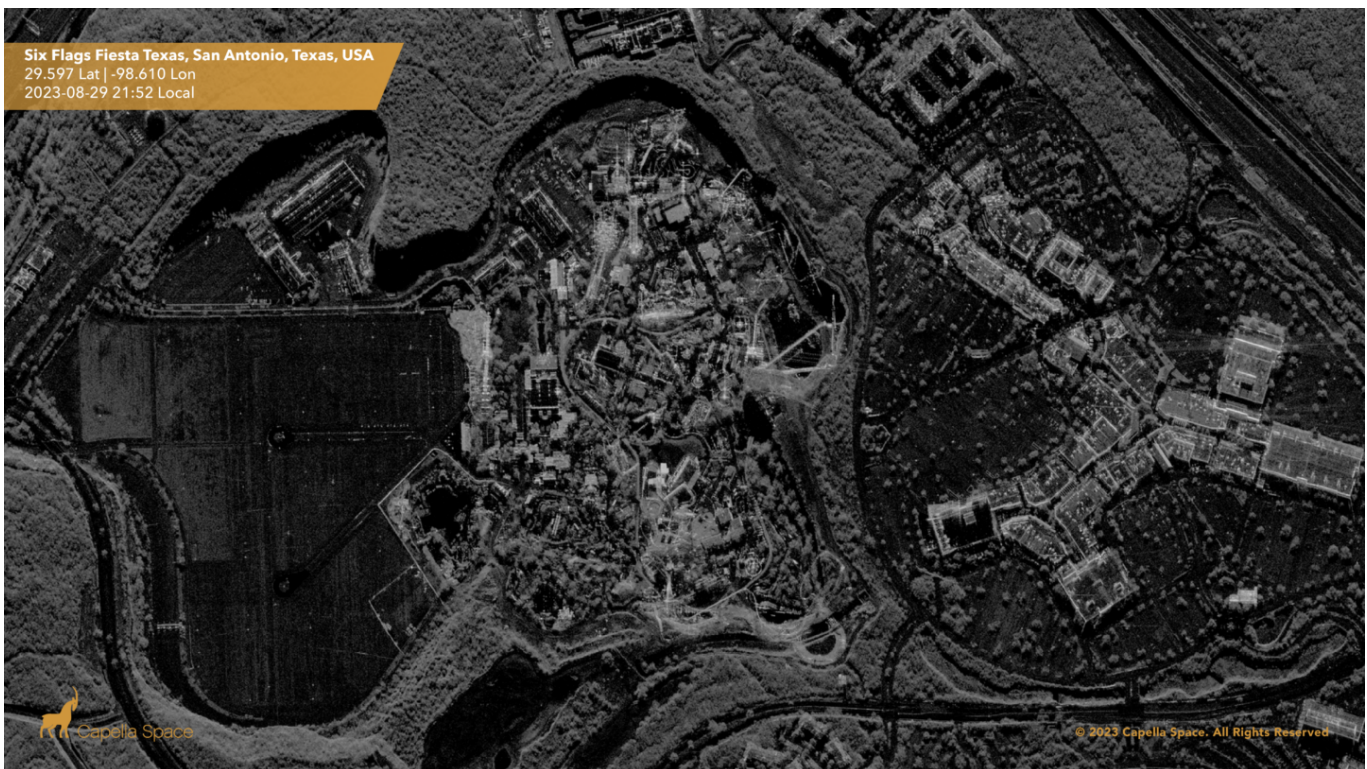


Nagashima Spa Land is an amusement park and vacation resort in Kuwana, Mie, Japan. The Steel Dragon 2000 roller coaster features in this image. The height of the roller coasters is apparent despite the high incidence angle used to take the collect.



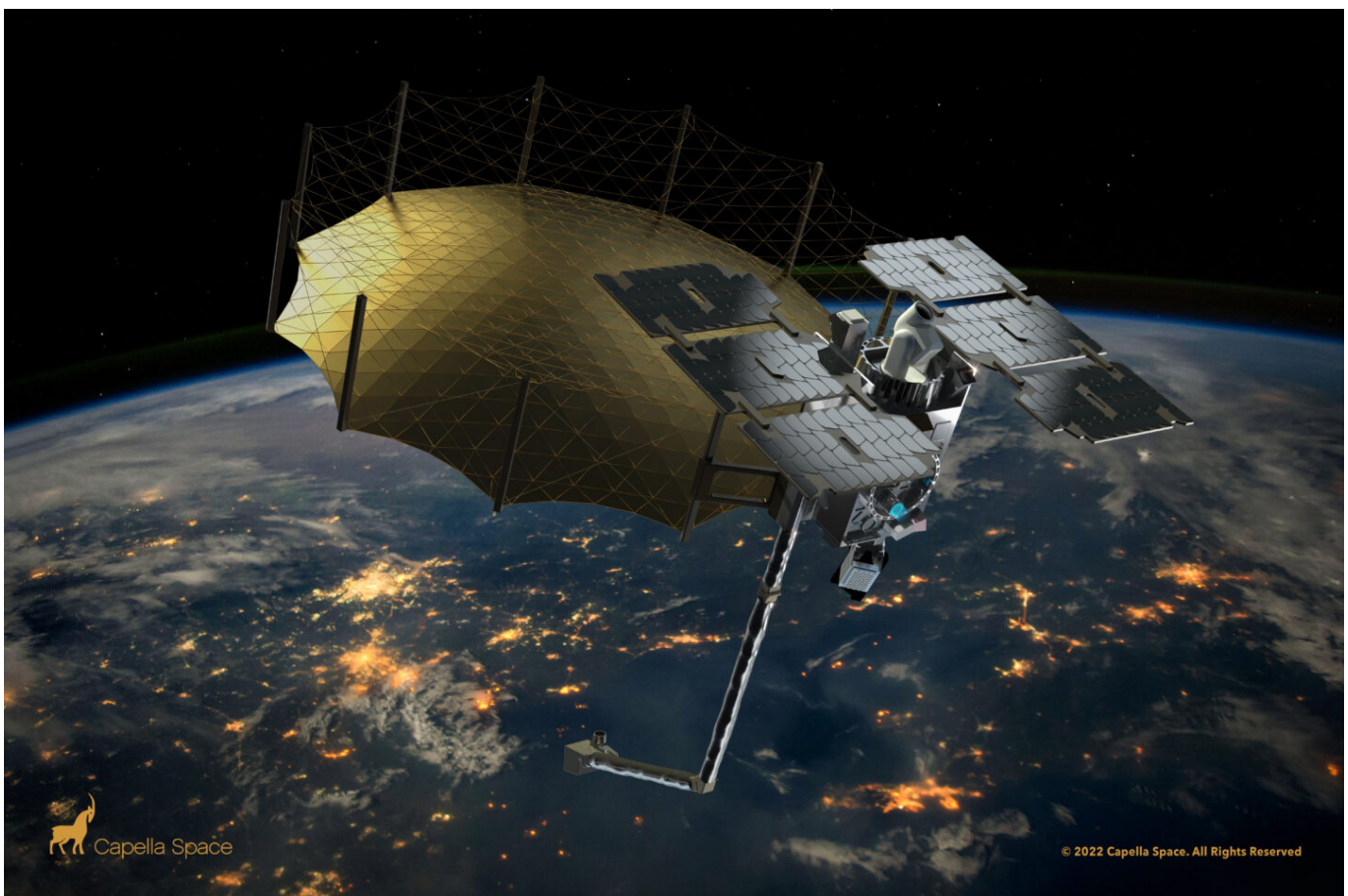
5 km x 5 km 50 cm resolution image of Santa Cruz, California. The Santa Cruz Boardwalk is an oceanfront amusement park that was founded in 1907. It is California's oldest surviving amusement park.

Acadia was built to deliver higher quality imagery with better reactivity and lower latency for our customers. The higher bandwidth of the Acadia radar provides higher resolution SAR imagery than the Whitney class satellites. To maintain Capella’s industry-leading image quality, we also increased the power transmitted by the radar, and to maintain Capella’s existing orbital imaging time of 10 minutes, we added larger batteries and bigger solar array panels. Acadia-1 also has a significantly improved propulsion system that provides enhanced orbit keeping and collision avoidance. Despite the new hardware components and updated commissioning procedures, commissioning of the Acadia-1 satellite was flawless and was finished faster than any previous Capella satellite. This accomplishment speaks to the standard that we set for ourselves and the skill and dedication of the team at Capella.



Six Flags Fiesta Texas spans 200 acres (81 ha) and was originally built as a musical show park. The park’s landmark attraction is the “Scream” drop tower standing 205 feet (about 62 meters) tall, visible as a bright tower at the top of the image.

Capella's success stems from a philosophy for continued growth and innovation. With the Acadia generation of satellites, we offer the latest cutting-edge satellite and SAR technology to our customers. But our work does not stop here. Future Acadia satellites will be able to add even more advanced Earth-imaging capabilities to the Capella constellation. The bus has additional volume that has been designed to accommodate an optical communications terminal that we will fly in upcoming Acadia satellites. The bus has also been designed to accommodate a gimbaled downlink antenna for in-theatre downlink. Acadia-1 is just the start to an innovative new generation of SAR satellites that will continually enhance Capella's existing capabilities.





Cubic Defence NEWS

BOOTH #1285 IN THE USA PARTNERSHIP PAVILION AT DUBAI AIRSHOW 2023

Cubic Celebrates the 50-year Evolution of Air Combat Maneuvering Instrumentation (ACMI)

Live, virtual, constructive training solutions yield mission-ready US and international aircrew

Cubic Defense, the world's leading provider of air combat training systems – commonly referred to as Air Combat Maneuvering Instrumentation (ACMI) training systems – celebrates the 50th anniversary of its first ACMI delivery in 1973.

Created in 1972 in response to U.S. Air Force struggles in Vietnam, the original ACMI system heralded the era of "Truth in Training," allowing fleet pilots to perform mission exercises from anywhere while generating ultra-precise information on their performance. The technology was prominently displayed in the 1986 hit "Top Gun" and the 2022 "Top Gun Maverick" sequel movies and continues to undergird the security stance of the U.S. and its coalition partners to this day, preparing pilots for combat missions more effectively and with markedly less risk.

For half a century, Cubic's ACMI training systems continue to be a vital part of developing aircrew into mission-ready operators, prepared for real-world situations. Our Live, Virtual and Constructive (LVC) training solutions support all branches of the U.S. military and coalition partners around the world.



Cubic's ACMI systems are deployed in more than 30 ranges worldwide, equipped with advanced encryption features, real-time air-to-air and air-to-ground weapons simulations and live monitoring functions. The technology allows for the instantaneous transmission and receipt of an aircraft's Time Space Position Information (TSPI) during exercises as well as Real-Time Kill Notifications (RTKN). Over 2,300 P5 Combat Training Systems/Tactical Combat Training Systems are now in use globally, with 17 coalition partners around the world. Collectively, these demonstrate an unprecedented, documented 97% mission availability rate.

Since the inception of ACMI, our commitment to the warfighter remains the same, positioning aircrew for success. The state-of-the-art technology delivers next-generation capabilities, filling current training gaps by allowing our customers to train in a secure and cost-efficient environment with unprecedented realism.

For additional information, please click here: <https://www.cubic.com/news-events/blogs/cubic-celebrates-50-year-evolution-air-combat-maneuvering-instrumentation-acmi>

TARGET SECTORS

Air Training
Virtual Training
Defence

PRODUCTS/SERVICES

Live, Virtual and Constructive Training
Defence Training
Air Training

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STS AVIATION GROUP NEWS

BOOTH #1383 IN THE USA PARTNERSHIP PAVILION AT DUBAI AIRSHOW 2023

STS Aviation Group's CEO Named Among Florida's Most Influential Business Leaders

Jensen Beach, Fla., October 30, 2023 – The illustrious pages of Florida Trend Magazine have once again featured STS Aviation Group's visionary CEO, Philip Anson Jr., celebrating him as one of the Sunshine State's most influential business leaders. This marks the fifth time in the past six years that Anson has been honored with this esteemed accolade.



Anson is quick to deflect the spotlight from himself, opting to shine it on the entire STS Aviation Group team. In a gracious and heartfelt response, he underscores the collective effort behind this prestigious recognition. "To be acknowledged for your contributions is undeniably a special moment, but I must emphasize that this honor is not mine alone. The entire STS Aviation Group team deserves credit for this achievement. I

view myself as a guide and mentor for our talented professionals, working tirelessly to chart a course that propels STS Aviation Group into a bright and promising future."

Anson is also candid about the challenges that have marked the past three years, noting the exceptional resilience and dedication of his colleagues. With humility and pride, he emphasizes that while his name may grace the award, it truly belongs to the cohesive and committed STS Aviation Group family. In his words, "While the award bears my name, it is, in fact, a tribute to the exceptional individuals who collectively mold STS Aviation Group into the close-knit family we are today."

The recognition of Philip Anson Jr.'s impactful leadership by Florida Trend Magazine serves as a testament to the unity, dedication, and innovative spirit that define STS Aviation Group's culture.

To learn more about Florida Trend's Florida 500 program, please visit: <https://floridatrend500.com/>

ABOUT STS AVIATION GROUP

Founded in 1986, STS Aviation Group is a one-stop service provider to the global aviation industry. With headquarters in Jensen Beach, Florida and offices around the world, STS delivers nose-to-tail solutions with unmatched results and expertise. To learn more about STS Aviation Group and what makes it the company with "Solutions to Keep You Flying," please visit www.stsaviationgroup.com or call 1-800-800-2400.

TARGET SECTORS

Commercial Aviation

Defense / Military Aviation

Business and General Aviation

PRODUCTS/SERVICES

Aircraft Base and Line Maintenance Services / Aircraft Maintenance
Worldwide AOG Support
Aircraft Engineering & Component Solutions

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