



24<sup>th</sup>-25<sup>th</sup> March 2010  
Passenger Terminal (City Centre)  
Amsterdam, The Netherlands  
[www.avionics-event.com](http://www.avionics-event.com)

# AVIONICS EUROPE 2010 (Incorporating Defence Electronics) PennWell Corporation

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## MEDIA INFORMATION

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**Subject: ADS support AVIONICS EUROPE.**

AVIONICS EUROPE, incorporating Defence Electronics, has been given the support of ADS – the new UK based AeroSpace, Defence and Security Industry Association of Europe.

The trade body, ADS, is the new identity formed from the merger of the Defence Manufacturers Association (DMA), the Society of British Aerospace Companies (SBAC) and the Association of Police and Public Security Suppliers (APPSS),

Neil Walker, Senior Marketing Manager for Avionics Europe, said, “*ADS is the amalgamation the UK's aerospace, defence and security industry associations into one super body and we are delighted to have gained their support. This endorsement further enhances the position of Avionics Europe, especially with the incorporation of Defence Electronics, and will position it as the leading event in this important industry sector.*”

Further information on AVIONICS EUROPE incorporating Defence Electronics can be found at: [www.avionics-event.com](http://www.avionics-event.com)

Conference information can be found at: <http://www.avionics-event.com/index/conference-information.html>

### Editors Notes

**Avionics Conference** now in its 8th year, once again has the envious title of the premiere conference for avionics. Recently purchased by PennWell Corporation, and now incorporating Defence Electronics, the Avionics Conference 2010 will consist of a trade exhibition, two-day conference program, workshops, master classes, exhibitor presentations and technology



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demonstrations. The next Avionics will be held 24-25 March 2010 in Amsterdam followed by Avionics USA 2010 3-4 June 2010 in San Diego, USA.

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