Boeing To Be Well Represented At Dubai Air Show 2000

The Boeing Company has long considered the Dubai Air Show to be one of the world's premiere aerospace exhibitions. During the Nov. 14-18 "Dubai 2000," the company will continue to be well represented - both with people and products and services.

The Boeing theme for Dubai 2000 is "Building the Future of Flight Together." The theme will be displayed using graphics that depict historical drawings of flight as first created by Leonardo da Vinci.

"Boeing has been a market leader in the Middle East for approximately 53 years," said Seddik Belyamani, Boeing Commercial Airplanes Group executive vice president - Sales and Marketing. "Our commitment to Dubai 2000 reflects our intention of maintaining that leadership position, and creating superior value for our Middle East customers by offering the most complete line of products and services."

Belyamani noted that the show would feature a Boeing exhibit displaying graphic panels, plasma screens and models of various Boeing products for each major Boeing business unit - Commercial Airplanes Group, and Space and Communications. Boeing also will debut a new video presentation at the show. Additionally, Boeing will have an F/A-18E/F Super Hornet cockpit simulator on display, a mockup of the 737 Airborne Early Warning & Control aircraft and a 777 cutaway kiosk.

Boeing has tentative plans to feature several product displays, including an Atlas Air Boeing Business Jet (static display). Plans for additional displays were still in progress at press time.

In addition to Belyamani, other Commercial Airplanes executives attending the show will include Randy Baseler, vice president - Marketing; Borge Boeskov, president, Boeing Business Jets; Doug Groseclose, vice president - South Asia/Pacific, Africa and Middle East; and Dinesh Keskar, president - Boeing India.

Boeing Military Aircraft and Missile Systems will be represented by Marcus Hurley, president - Boeing Middle East Limited; Bill Lawler, vice president/general manager - Business Development; and Glenn Hess, vice president - Aerospace Support, among others.

John Lorber, vice president - International Business Development, leads the Space and Communications unit Dubai 2000 team.

Since 1916, The Boeing Company has made machines that fly - carrying people and their goods the world over, defending the peace, helping in the exploration of space. In the process, Boeing has become one of the nation's largest companies, and the world leader in designing and building commercial jet airplanes. Today, the long-range mission of The Boeing Company is to be the No. 1 aerospace company in the world and among the premier industrial concerns in terms of quality, profitability and growth. To achieve that goal, the company is guided by its long-term vision: People working together as one global company for aerospace leadership.

Belyamani said The Boeing Company is proud of its long-standing partnerships in the Middle East. For more than 50 years, Boeing has worked closely with regional airlines, governments and businesses to nurture air travel in the Middle East. Boeing is firmly committed to making these partnerships continue long into the future, he added.

In 1998, company revenues were $56 billion - making Boeing the No. 1 U.S. aerospace firm and among the country's largest industrial corporations. Boeing also is consistently one of the nation's leading exporters - with nearly half of its revenue in foreign sales. More than 70 percent of Boeing business comes from commercial customers; about 30 percent is derived from U.S. government business. Worldwide, Boeing and its subsidiaries employ 202,000 people.

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