Boeing To Be Well Represented At Lima '99

The Boeing Company has long considered the Langkawi International Maritime and Aviation Exposition to be one of the world's premiere aerospace exhibitions. During the Nov. 30 - Dec. 5 "LIMA '99," the company will continue to be well represented - both with people and products and services.

The Boeing theme for LIMA '99 is "Building the Future of Flight". 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 Malaysia for more than 40 years," said Paul Dubeck, Boeing Commercial Airplanes Group regional director - Sales. "Our commitment to LIMA '99 reflects our intention to maintain that leadership position, and create superior value for our Asia Pacific customers by offering the most complete line of products and services.

"Boeing has participated at every LIMA exposition since the biennial event's inaugural in 1991," he added.

Dubeck noted that the show will feature a Boeing exhibit displaying graphic panels, plasma screens and models of various Boeing products for each major Boeing business unit - Commercial Airplanes Group, Military Aircraft and Missile Systems, and Space and Communications. Boeing also will debut a new video presentation at the show. Additionally, Boeing will have on display, models of its 717, Next-Generation 737 family, 777, the Boeing Business Jet (BBJ), the 737 Airborne Early Warning & Control aircraft, an F/A-18E/F Super Hornet, the Apache and the Chinook helicopters.

In addition to Dubeck, other Commercial Airplanes executives attending the show will include Dan Olason, director - Product Marketing; and Manfred Schindler, Boeing Business Jets vice president - International Sales.

FlightSafetyBoeing Training International (FSBTI) will be represented by Jerry Nickelsburg, vice president.

Boeing Military Aircraft and Missile Systems will be represented by Doug Miller, vice-president - Asia Pacific Operations, Alan Colegrove, director - Asia Pacific Business Development, Dean Milsap, regional director - Asia Pacific, among others.

Mike Devers, director - Asian Region, leads the Space and Communications unit LIMA '99 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.

Dubeck said The Boeing Company is proud of its long-standing partnerships in Malaysia. For more than 40 years, Boeing has worked closely with regional airlines, governments and businesses to nurture air travel in the Asia Pacific. Boeing is firmly committed to making these partnerships continue long into the future, he said.

With 1998 revenues approaching $57 billion - Boeing is the world's number one aerospace company, and is the United States' top exporter, with nearly half of its revenue coming from international sales. More than 70 percent of Boeing business comes from commercial customers; about 30 percent is derived from U.S. government business. Boeing employs about 200,000 people worldwide.

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