Boeing to Promote 787 Dreamliner, 777, 737 and 747-8 at Asian Aerospace 2007

The Boeing Company [NYSE: BA], the world's largest aerospace company, will present an exhibit, briefings and other activities at Asian Aerospace 2007 beginning Sept. 3 in Hong Kong.

"Asian Aerospace showcases this exciting and dynamic market," said Larry Dickenson, senior vice president, Sales, Boeing Commercial Airplanes. "In addition to featuring our products and services, Boeing will take the opportunity to underscore its strong commitment to customers, partners and suppliers," he said.

With the new show's focus on commercial aviation, Boeing will be represented by its Commercial Airplanes unit, with participation by the Commercial Aviation Services team, Alteon Training and others. Boeing's schedule begins on Monday, Sept. 3, when Larry Dickenson discusses the commercial aviation fleet and the market outlook for the Asia-Pacific region in a presentation to the Air Transport Strategy Conference.

Additionally, on Tuesday, Sept. 4, Boeing Regional Marketing Director Jim Edgar will conduct a press briefing on the global air cargo market; including the latest Boeing freighter fleet forecast data. Air cargo traffic growth to, from and within Asia is forecast to exceed the world average during the next 20 years.

Boeing also will be well represented at a number of conferences during the show. The programs are noted below:

(Note: All times listed below are local to Hong Kong)

Monday, Sept. 3

Noon - Boeing Presentation - Air Transport Strategy Conference

Larry Dickenson, Boeing Commercial Airplanes senior vice president of Sales, will discuss Boeing's Asia Pacific airplane market in a presentation entitled "Fleet and Evolving Market Outlook in Asia Pacific."

1:30 p.m. - Boeing Presentation - Aircraft Expo

Alan Anderson, Boeing Commercial Airplanes, director of The Concept Center and chief engineer Payload Systems, provides a fresh look at interiors standardization.

2 p.m. - Boeing Presentation - Aircraft Expo

Klaus Brauer, Boeing Commercial Airplanes director - Passenger Satisfaction and Revenue, will provide a presentation entitled "The Changing Economy Product Mix" -- a look at how airlines are evolving their passenger cabins.

2 p.m. - Boeing Presentation - APATS 2007

Capt. Brad Thomann, COO/EVP, Alteon Training L.L.C., will provide a presentation on pilot command training.

Tuesday, Sept. 4

2:30 p.m. - Boeing Presentation - Master Class Program

Joe Brummit, Boeing Commercial Aviation Services, director - Integrated Materials Management, will participate in a panel discussion on new customer care programs for air transport maintenance.

Wednesday, Sept. 5

10:05 a.m. - Boeing Presentation - Aerospace Technology Conference

John Bruns, Boeing Commercial Airplanes vice president - China Operations, will provide a presentation on "Boeing's partnership with China."

10:15 a.m. - Boeing Presentation - Air Freight Asia

Jim Edgar, Boeing Commercial Airplanes, regional director - Cargo Marketing, will participate in a panel discussion on feeder airplanes for cargo in China.

11:30 a.m. - Boeing Presentation - Master Class Program

Dennis Floyd, Boeing Commercial Airplanes, director - Aviation Information Services, will participate in a panel discussion on "Learning the lessons from successful East-West partnerships."

2 p.m. - Boeing Presentation - APATS 2007

Paul Niles, Boeing Commercial Airplanes, manager - Maintenance Training, Asia Pacific, Alteon Training L.L.C., will provide a presentation on maintenance training.

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