Boeing Leaders to Address Bio-Fuels, Growth, Emerging Issues at Asian Aerospace 2011

HONG KONG, Mar. 2, 2011 – Experts from Boeing [NYSE: BA], the world's largest aerospace company, will present key trends at Asian Aerospace 2011 and discuss their implications for commercial aviation. Asian Aerospace takes place March 8-10, at AsiaWorld-Expo in Hong Kong.

Boeing also will provide the latest information about its commercial business, including updates on recent improvements to its existing family of airplanes and the company's single- and twin-aisle development programs.

Boeing executives will speak at conference sessions that address sustainable aviation bio-fuels and explore developments in the cargo sector. The company also will conduct a media briefing to share the company's market outlook for the next 20 years. All Boeing speakers and executives will be available for exclusive interviews prior to and during Asian Aerospace 2011 on a first-come, first-served basis.

Asia continues to be a growth region for Boeing Business Jets (BBJ) which now has airplanes certified and available for charter in both Hong Kong and mainland China. Media are invited to tour a BBJ, managed by Hong Kong based Metrojet, on static display March 8 and 9 at the Hong Kong Business Aviation Centre (HKBAC). Transportation will be provided from AsiaWorld Expo to HKBAC during show business hours, 10:00am – 4:00pm, by Asian Aerospace organizers.

"Asian Aerospace is a great venue for Boeing to work with Asian customers, partners and suppliers, to share ideas and identify opportunities in technologies, products and services that present the best value," said Rob Laird, vice president of Sales for India, East and South Asia, Boeing Commercial Airplanes. "Asia leads the world in terms of growth and the return to profitability. Boeing's strategy is to provide the right mix of products and services that enable our customers provide a great customer experience, generate more revenue and reduce operating expenses."

With the commercial aviation sector growing ever more conscious of environmental issues, Al Bryant, vice president of Boeing Research and Technology, plans to share Boeing's experience in promoting the development of sustainable aviation biofuels. The presentation will take place during "The Future of Aviation-Emerging Issues & Solutions" conference as part of the Asian Aerospace Congress.

Randy Tinseth, vice president of Marketing, and Jim Edgar, regional director, Cargo Marketing, both of Boeing Commercial Airplanes, will provide a commercial airplane and air cargo market update for media, with a focus on the Asia Pacific region. In addition to providing the company's market projections for the next 20 years, the media briefing also will include product updates.

Edgar also will participate on a panel at the "Air Freight Asia Conference" on the growth of the air cargo industry in countries neighboring China. The full list of Boeing Commercial Airplanes speakers is noted below:

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

Tuesday, March 8
11:30 a.m Media Briefing – Market Update
Randy Tinseth, vice president of Marketing, Boeing Commercial Airplanes will present Boeing's 20-year market outlook of the commercial aviation market in Conference Room 105.

Wednesday, March 9
10 a.m. Boeing panel discussion participation – Air Freight Asia Conference
Jim Edgar, regional director, Cargo Marketing, Boeing Commercial Airplanes will participate as a panelist on the growth of the air cargo industry in countries neighboring China in Function Room 109.

2:40 p.m. Boeing presentation – Asian Aerospace 2011Congress
Al Bryant, vice president of Boeing Research and Technology will share Boeing's expertise on the development of sustainable aviation biofuels during "The Future of Aviation-Emerging Issues & Solutions" conference in Pearl Room, Hall 11.

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