



**AERO  
ASIA**

27-30.11.2025

Zhuhai International Airshow Center, China



Get your own wings



2025 Show report





# 亚洲通用航空展 | AERO ASIA 2025

Building on the professional standards of the AERO brand, AERO Asia combines international expertise with deep local industry resources accumulated through Airshow China. As a leading platform for the general aviation (GA) industry in the Asia-Pacific region, it offers global manufacturers, service providers, and innovators direct access to one of the world's fastest-growing GA markets. As the only industry event approved by the Ministry of Commerce, it stands as the region's premier international general aviation fair connecting China with the worldwide aviation community.

Since its inaugural edition in 2023, AERO Asia has generated strong expectations from the industry. Transitioning from an exploratory first edition to the more confident and mature presence of the current show, AERO Asia continues to align closely with industry trends, remain committed to developing "high-quality projects and platforms," enhance the exhibition's core value, and actively deliver returns for partners and exhibitors.

Today, AERO Asia is steadily shaping a professional exhibition model that maintains a **dual focus on both general aviation and the low-altitude economy.**



# Key Figures



**387** exhibitors

from **22** countries and regions



**174** static and dynamic aircraft

UAVs  
VTOL aircraft  
New energy aircraft



**98<sup>+</sup>** fringe programmes

Industry conferences, forums, signing ceremonies, competitions, and flying demos



**60,000** sqm

of total indoor and outdoor exhibition area  
-50% increase compared to 2023



**2,000<sup>+</sup>** exhibits

across other categories  
(incomplete statistics)



**80,153** visits

from **55** countries and regions



**837** aircraft of various models ordered

RMB 7 billion transaction value (nearly USD 1 billion)

# Trade Visitor Analysis

The number of trade visitors increased significantly compared with the previous edition. More than **20,000 trade visitors** from public security, firefighting, civil aviation, maritime affairs, meteorology, transportation, agriculture and forestry attended the exhibition.

**95%** of visitors expressed satisfaction with the exhibition's B2B effectiveness, including procurement, market intelligence, new product discovery, forum participation, supplier comparison, competitor analysis, new business development and maintaining existing supplier relationships.

**50%**

visited to learn about new products and emerging industry trends

**40%**

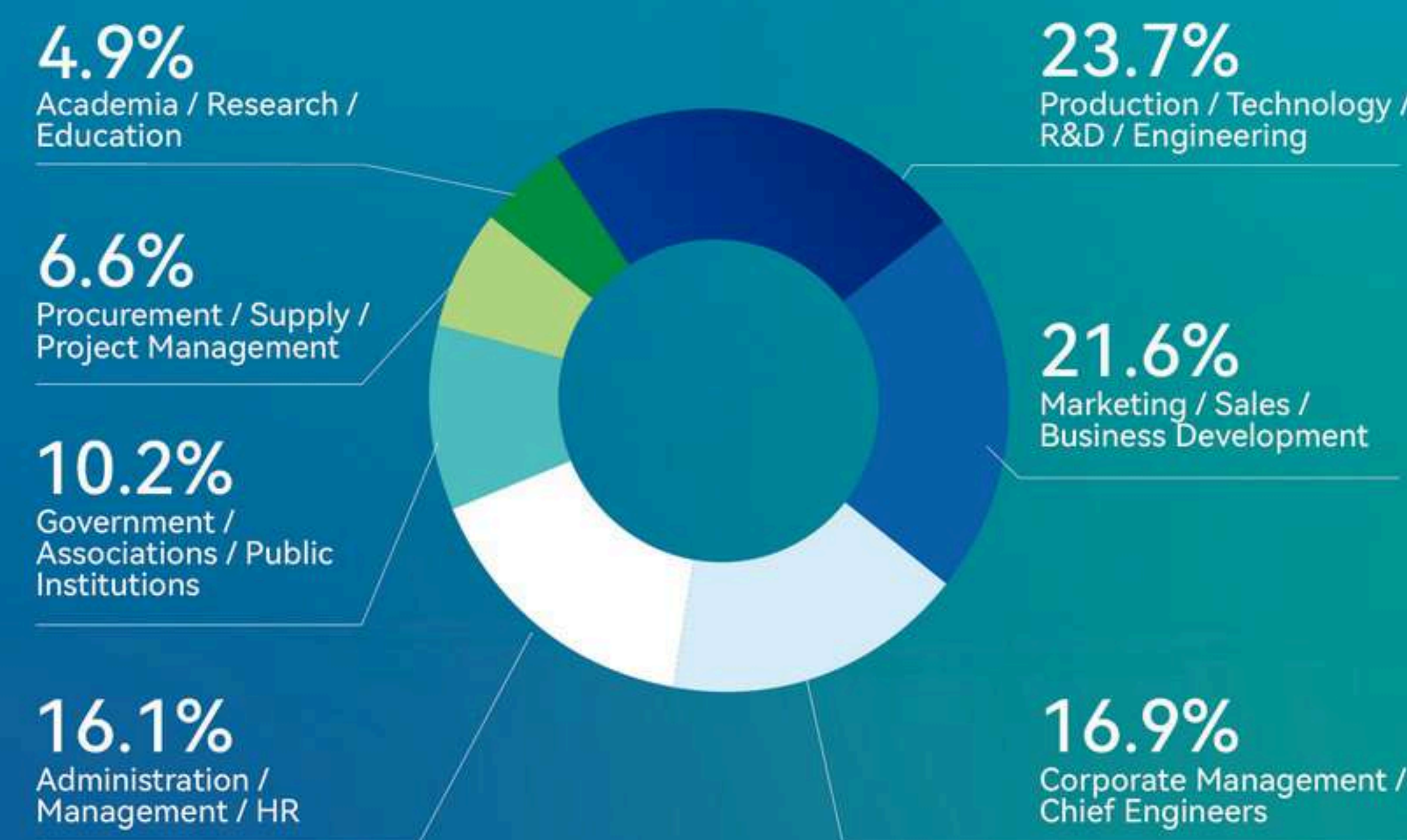
attended for business matchmaking purposes

**26%**

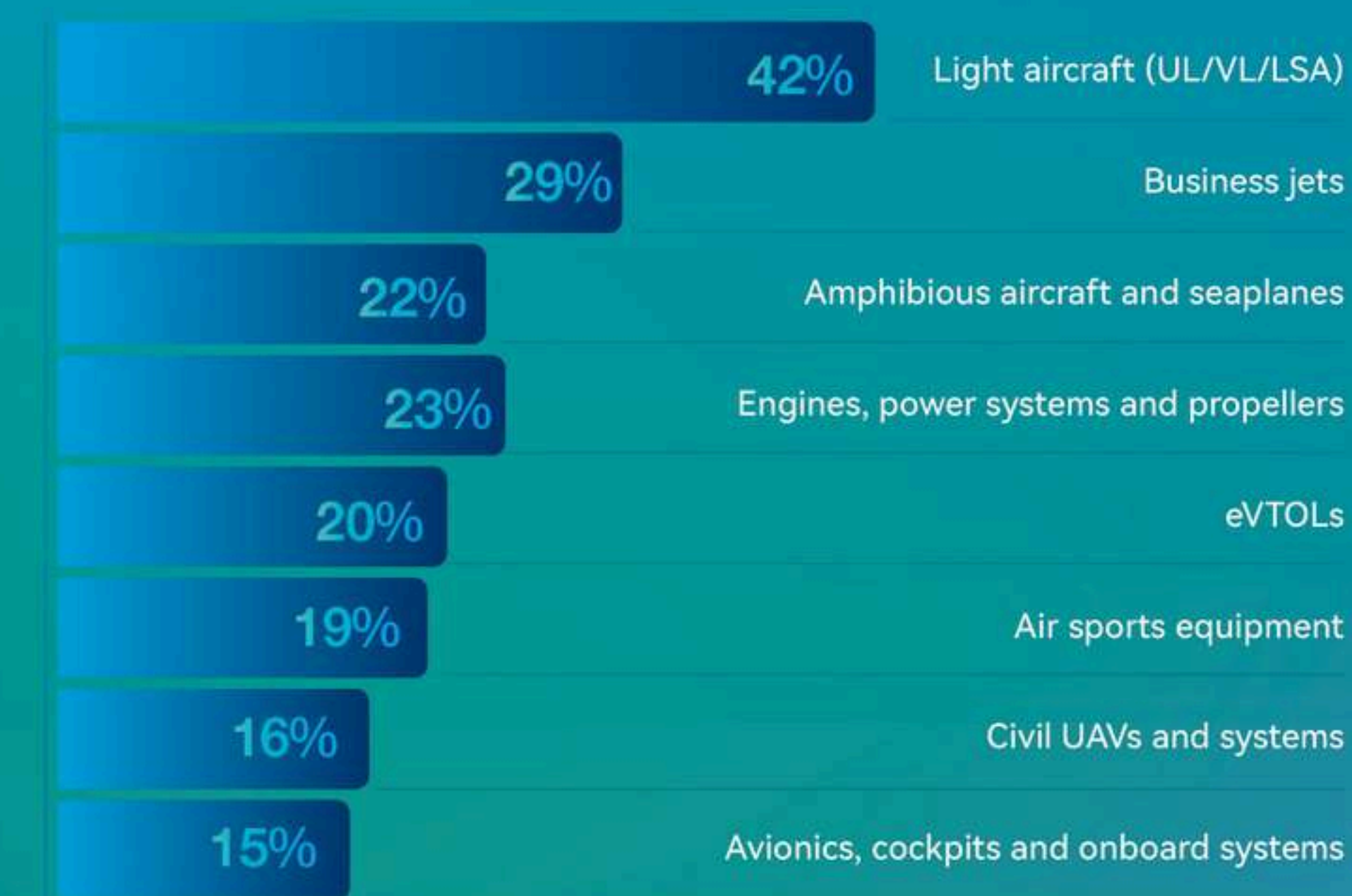
participated in on-site forums, roadshows and seminars



## Visitor Profile



## Top Product Categories of Interest



**55**

countries and regions



**80,153**

visits

AOA23  
AOA25

**17.6%**

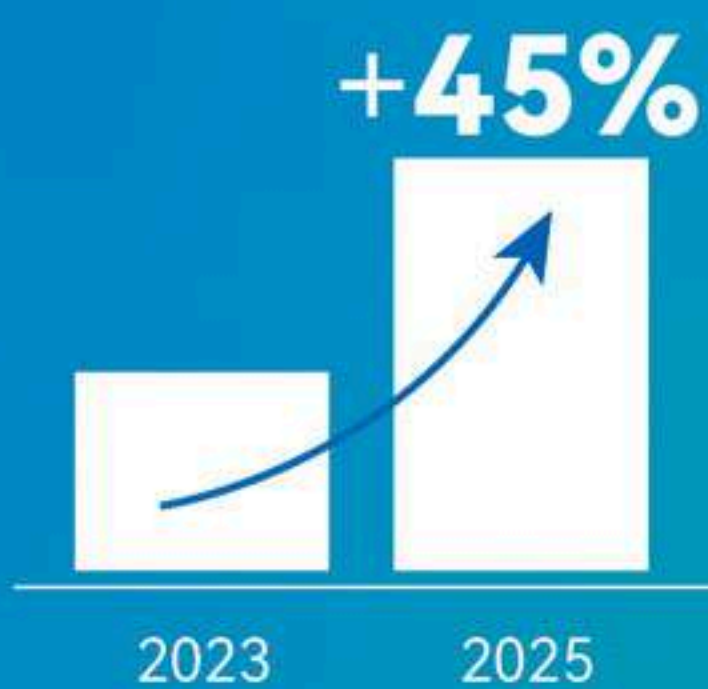
The number of visitors has increased year-on-year.

Algeria	Australia	Austria	Belgium	Brazil	Bulgaria	Canada	China
Côte d'Ivoire	Czech Republic	Egypt	France	Germany	Ghana	Greece	Hong Kong China
Hungary	India	Indonesia	Iran	Iraq	Ireland	Italy	Japan
Jordan	Korea	Laos	Macau China	Malaysia	Mali	Morocco	Nepal
Netherlands	New Zealand	Nigeria	Norway	Philippines	Portugal	Russia	Saudi Arabia
Senegal	Singapore	Slovakia	South Africa	Spain	Switzerland	Taiwan China	Tajikistan
Thailand	Turkey	Uganda	United Kingdom	United States	Belarus	Zaire	

# Exhibitor Analysis

 **387** exhibitors

Overseas exhibitors accounted for **20%** of the total, while the overall exhibition scale **doubled** compared with the inaugural edition.



**90%** of exhibitors reported satisfaction, highlighting benefits like product launches, market insights, brandbuilding, and relationship strengthening

**85%** established new business relationships **76%** reported direct sales impact

**67%** met expectations for qualified leads

## Top 10 Exhibitor Categories

- 01 **19.9%** Aviation Parts and Materials
- 02 **14.9%** Engines, Power Systems and Propellers
- 03 **14.9%** Other Products and Services
- 04 **11.8%** Civil UAVs and Unmanned Systems
- 05 **10.5%** eVTOLs
- 06 **9.6%** Avionics, Cockpits and Onboard Systems
- 07 **6.4%** Light, Ultralight and Sport Aircraft
- 08 **4.7%** MRO Equipment and Services
- 09 **4.4%** Training, Education and Simulation
- 10 **2.9%** Green Aviation, New Energy, Batteries and Hydrogen



# Exhibition Testimonials

AERO Asia has been highly **significant for our business growth**, as it is more specialised, focusing exclusively on general aviation. This targeted approach has brought together enthusiasts passionate about general aviation and the low-altitude economy, providing us with a platform for **precise connections in this niche market**. This has undoubtedly been **very beneficial for expanding our business in China and across Asia**. Our booth attracted numerous domestic and international visitors demonstrating strong interest in our general aviation aircraft, helicopters, and core components.



Mr Zhiliang Xu, Deputy Secretary,  
Wanfeng Auto Holding Group (Diamond Aircraft/Volocopter), China

We're very happy to conclude a deal at AERO Asia. We have different operators across Southeast Asia, and we see the market as a huge growth opportunity. This fair is a perfect showground, allowing industry players to see the plane up close and perhaps think about its capabilities.



Mr Dennis Keller, CEO, Seaplane Asia

We are at AERO Asia to introduce to the Chinese market our newly designed Skyranger airplane, which can land on short runways or small fields and reach rural areas that are unreachable with normal airplanes. This show is a **good opportunity to reach out to our customers, show the public our products**, and an **important platform for collaboration**. We've made many **valuable connections** with visitors showing genuine interest in our products, which is **very encouraging**, and we spoke with some operators who **provided insightful feedback** on our design.



Mr Patrik Molander, Project Chief Engineer,  
Jiangxi Explorer Aviation Technology Co Ltd (Pilatus), Switzerland

We **achieved our intended goals** at AERO Asia 2025: we successfully **released product updates, showcased technological advancements**, and announced the launch prices of two new products. We've also held **signing ceremonies with multiple customers** related to our traditional turboprop engines, and connected with numerous domestic unmanned cargo aircraft manufacturers who intend to follow up on our turbine hybrid power products. This show has **propelled the low-altitude economy from technological development to practical implementation**, and we will definitely keep **participating in the coming years**.



Mr Jing Wang, Deputy General Manager,  
Shanghai Shangshi Aerospace Co Ltd, China

# Media Coverage & Networking

**Over 600 media representatives** from more than **60 domestic and international media outlets** conducted on-site coverage. These included Aeromag Asia, AeroTime, Aerospace & Defence, AIN, Asian Aviation, Aviation Guide, Emerging Markets, Aviation Wire, Ch-aviation, IndoAviation, JetgalaMRO Business Today, Xinhua News Agency, China Media Group, Guangming Daily, Economic Daily, etc., as well as regional, Hong Kong and Macao media, professional media and digital platforms.

Across platforms such as LinkedIn, Instagram, Weibo, rednote, Douyin, Bilibili, WeChat, Tencent, YouTube, X and Facebook etc, AERO Asia-related topics generated a cumulative **nearly 75 million views and video plays.**



## Networking at AERO Asia



AERO Asia 2025 introduced the exclusive new networking format "Altitude Connect", designed to foster meaningful exchanges between international exhibitors, visitors, media representatives, and key stakeholders from China and across Asia. The session facilitated targeted matchmaking with local suppliers, distributors, and regulators, helping global participants build partnerships and gain market insight. Held on the second show day, the event combined productive business interaction with a relaxed social atmosphere, encouraging dialogue and collaboration among the wider general aviation community.

# Featured Events

 **98** events were held onsite.



Industry forums



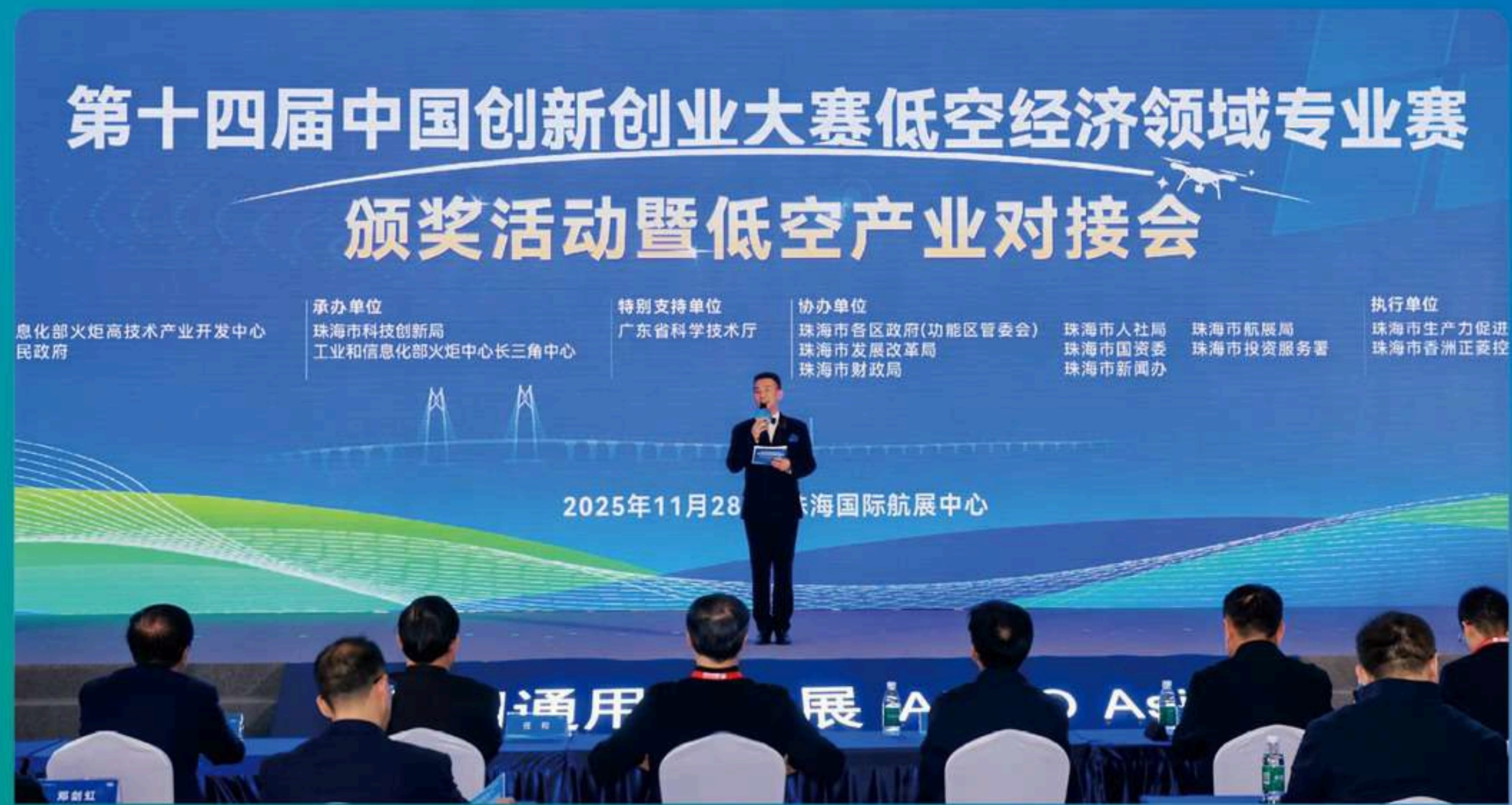
Corporate roadshows



Product launches and signing ceremonies



Talent development programmes



Aviation competitions



Flying displays



# Industry Forums

AERO Asia hosted multiple high-level forums, including:

- The Future of Advanced Air Mobility (AAM) Across Asia-Pacific
- Sustainable Aviation Forum
- Asia Low-Altitude Economy Development Conference
- AI-Enabled Low-Altitude Security Technology Development Forum
- GABA Safety International Symposium
- General Aviation Propulsion Industry Forum

The forums focused on technology, innovation and international cooperation, bringing together academicians, industry leaders, research institutions and global enterprises.



**AAM**



# Corporate Roadshows

AERO Asia offered select global exhibitors the opportunity to participate in the Corporate Roadshow – a dedicated platform showcasing cutting-edge aviation solutions to a targeted audience of industry professionals across China and the wider Asia-Pacific region.

This show is a **great opportunity for our members to engage in business exchange**, and for us to connect with other players in the industry.

Mr Rocky Zhang, Vice Chairman, AsBAA; Chairman, AsBAA Chinese Mainland Committee (AsBAA BoDs), China

AERO Asia's given us an **exciting opportunity to connect with and inspire even more women**. Our presentation on shaping a more inclusive future for aviation enabled us to promote awareness to women and men alike, while we've met so many women here who are in different roles in the industry, and discussed their various, country-specific challenges.

Ms Eloise Shuckburgh, Private Pilot, Research Coordinator at Elevate(her) Aviation, UK

AERO Asia is **one of the only general aviation platforms** where you can present such new innovations. Our whole **seminar audience was very interested** in this new system, and **the platform was very useful** as most of the attendees came to our booth afterwards for more information.

Mr Rolf Stuber, CEO / Head of Design, smartflyer AG, Switzerland



# Product Launches and Signing Ceremonies

Several products made their global or national debut, including **VoloXpro** and **VoloRegion** from Wanfeng Aircraft Industry (Volocopter). The **megawatt-class hybrid propulsion system** developed by AECC, **ZG-T6** from ZeroG, **LE200** by Range Aviation, **EF7** by Easyfly, the **Honghu MARK1 cabin mock-up** by Transfuture Aviation, and **'Tianjia'** eVTOL by Yesheen.

Meanwhile, Volant's **VE25-100** and Wefly's second generation manned aircraft **W280** full-scale model were officially presented to the public.

A number of exhibitors & trade visitors, including **AVIC, AECC, Aerofugia, Shangshi Aerospace, Falcon Aerospace, Autoflight, Range Aviation, ZeroG and Seaplanes Asia**, reached confirmed procurement agreements and strategic cooperation partnerships, securing multiple high-value orders.



## 70<sup>+</sup>

on-site contract values exceeded (billion)



## 837<sup>+</sup>

with transactions involving (aircraft)



# Talent Development and Aviation Competitions

As a tech-intensive and interdisciplinary sector, the low-altitude economy relies on multidisciplinary talent. AERO Asia 2025 has become a key platform for talent matching, fostering connections among enterprises, universities, and institutions through dedicated programmes.



Held for the second consecutive edition, **Career@AERO Asia** attracted **13 high-quality employers** from the general aviation and low-altitude sectors. Recruitment opportunities spanned **Beijing, Shenzhen, Shanghai, Hefei and Dongguan**, covering roles such as engineering, design, sales, R&D and maintenance. Universities including **Beijing Institute of Technology (Zhuhai)** and **Zhuhai College of Science and Technology** organised more than **200 job seekers** for on-site engagement.



The **Future Day@Aero Asia 2025 The Young Generation of Flight**, organised by AsBAA, encouraged students from the University of Macau, Macau **University of Science and Technology** and **Hong Kong Baptist University Zhuhai** to explore aviation culture and share the experience of private flying.



In parallel, the **The 11th China Graduate Future Flight Vehicle Innovation Competition**, jointly organised by national academic and science organisations, presented award-winning projects that expanded young audiences' imagination of future aircraft.



Three competitions—the **11th China Graduate Future Aircraft Innovation Competition**, the **14th China Innovation and Entrepreneurship Competition (Low-Altitude Economy Track)**, and the **Zhuhai International Indoor Aero Show**—were held concurrently, creating a dynamic ecosystem that integrates professionalism with engagement.

# Flying Display

Flying Display once again combined aerobatic artistry with aircraft performance demonstration.

Led by **Mark Hensman**, captain of the South African aerobatic team and a four-time world champion, a four-aircraft formation made a striking appearance. Officially named “**AERO**” for the exhibition, the team flew aircraft featuring a bespoke livery designed exclusively for AERO Asia, with blue “AERO” markings and dynamic colour schemes forming a standout visual highlight.

Solo pilot **Patrick Davidson**, a Red Bull Air Race champion, showcased outstanding flying skills through a series of complex manoeuvres, including crossing flights, synchronised aerobatics, freestyle routines and formation changes.

China’s **Red Star Aerobatic Team**, led by former CAAC Administrator **Yang Yuanyuan** and Vice Administrator **Li Jian**, performed a four-aircraft formation display using CJ-6 trainer aircraft. Their precise and composed handling reflected professionalism and reliability, allowing younger audiences to experience the heritage and accumulated strength of China’s aviation industry.

These impressive performances added energy and vibrancy to the B2B exhibition, reinforcing the presence of aviation education throughout the event.



# The AERO Brand



## AERO – AERO - The world's leading general aviation trade show brand

- Owned by Fairnamic GmbH, a JV company of Messe Frankfurt & Messe Friedrichshafen, specializing in the innovative mobility sector.

## AERO Asia – Strategic gateway for international players entering Chinese & Asia – Pacific markets

- Organised by Messe Frankfurt (HK) Ltd & Zhuhai Airshow Group Co Ltd; hosted by Messe Frankfurt (Zhuhai) Airshow Co Ltd
- Combines the global expertise of Messe Frankfurt, organiser of more than 80 trade fairs across Asia each year, with Zhuhai's strong regional influence as the long-standing host city of Airshow China, creating a uniquely powerful platform for international general aviation business development.

## Distinctive Sino – German Partnership

- Combines German exhibition precision and AERO brand excellence with the vast market scale & growth potential of China and the Asia-Pacific region.
- A "dual-engine" strategy designed to foster collaboration between international and regional players while enhancing global credibility and relevance for all exhibitors.

## Growing Reach & Trust

- Supported by 40+ international organisations
- Many established Airshow China clients have transitioned, building immediate trust & accelerating success



## Supported by







November 2027  
Zhuhai International Airshow Center, China

# Get your own wings

# See you again in 2027

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AERO Asia

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