



# INNOVATIVE AIRCRAFT INTERIORS COMES TO THE MIDDLE EAST WITH AIME

News / Events / Festivals



**Aircraft Interiors Middle East is all set to converge leading airlines and the entire aircraft interiors industry for two days. Spanning sectors from seating materials and flooring to cabin lighting, and logistic support solutions, exhibitors are travelling from around the globe to be part of the region’s booming market. In addition, new to AIME this year will be the market’s lightest and most robust on-board wheelchair, the Airchair. Weighing just 6kg, the Airchair contributes to fuel saving, yet despite its lightweight properties it can support passengers weighing up to 40 stone and is small enough to be stored in an overhead locker.**

**“We believe that the Middle East aircraft cabin interiors market will grow in the upcoming years via airlines with larger fleet sizes,” said Bahadır Hakyemez, Marketing Manager at Logo Sky. The company is returning to AIME after its inaugural appearance in 2019 to promote its extensive range of livery, interior – exterior placard, cabin advertisement,**

## stencil and identification plates.

“Creating new products that caters to everyone while striving for weight reduction is one of the biggest challenges facing the aircraft interiors market,” says Sarah McOnie, Operations Manager at Airchair. She adds, “There is a distinct increase in the number of people of determination who are flying, and airlines are under pressure to provide a service to cater for them. The Airchair is designed to make air travel inclusive and comfortable for everyone without adding unnecessary weight to an aircraft.”



Astronics Advanced Electronics Systems (AES) will also be demonstrating its onboard, innovative, aircraft cabin inductive Wireless Charging Module (WCM) that provide airlines and passengers with a convenient way to charge their wireless-enabled devices. While returning exhibitor Boxmark Leather are all set to promote a newly developed leather called Queen, which is perfectly suited for the interiors of Business Jets, VIP, First-Class or Business Class projects.

Demonstrating the global appeal of the event, Business France will once again host the French Pavilion which includes French companies, eager to showcase their cutting-edge products and technologies while strengthening their ties with local decision-makers and contribute to the development of the aeronautics sector in the region. Among the companies taking part in the French Pavilion include ImaginAir, presenting the G7 Stowage unit that has been developed in partnership with Atlantic Aviation Group; The Aerospace Logistics Alliance (TALA) will be showcasing its full range of logistics support services including supply chain management, specialised packaging and customs clearance support and Latecoere, demonstrating airborne video systems dedicated to both passenger entertainment and safety.

“Security of flights and operations are becoming key elements for gauging the performance of airlines. Video assistance is increasingly becoming considered a major contributor for security and operations,” says Patrick Fretelliere, Head of Sales, Equipment and Systems at Latecoere. He continues, “Middle East Airlines are very proactive in introducing innovative products and services

on board and for a supplier like Latecoere, it's an instrumental place to support that innovation and growth.”

UK-based Percival Aviation, specialising in the design, production and maintenance of aircraft interiors and associated equipment, launched a global expansion plan at the beginning of 2019 and has recently moved to a new purpose-built 40,000sq ft factory, increasing both its manufacturing capabilities and workforce.

CEO Neil Percival says, “With production capabilities significantly increased through the new factory, Percival Aviation is looking forward to attending AIME 2020. The team are excited to expand the Percival Aviation client base in the MEASA region and are looking forward to welcoming new and existing clients to the event.”

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