



AERO ASIA 2025 – A CHINA-GERMANY PARTNERSHIP PAVES THE WAY IN A NEW ERA FOR GENERAL AVIATION

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With the forging of an alliance between Messe Frankfurt and Zhuhai Airshow Group, AERO Asia 2025 is leveraging new resources to strengthen its position as the leading platform in the Asia-Pacific region for Zero Emission Aviation and General Aviation. An AERO Asia press conference held yesterday at the Zhuhai Airshow kicked off the new Sino-German partnership and preparations for the second edition of the general aviation show, which will take place next year from November 6-9, 2025 at the Zhuhai International Airshow Center.

By joining forces, AERO Asia organizers Messe Frankfurt (HK) Ltd and Zhuhai Airshow Group are meeting favorable market conditions for general aviation in the Asia-Pacific region. Driven by robust demographic trends, a shift towards zero emission aviation and the rapid development of the lower altitude economy in aviation, the region, with China at the forefront, continues to be a catalyst for the global growth of this dynamic industry.

Stefan Reisinger, CEO of fairnamic, commented: “China and Asia are one of the most dynamic markets in the world and offer us a unique platform to showcase these advances and promote international cooperation.” AERO Show Director Tobias Bretzel added: “With this new cooperation,

AERO Asia is building on the rich heritage of AERO Friedrichshafen as accelerator of innovation for the industry. We believe that AERO Asia will serve as a strong driver for new partnerships and business relationships.”

Taking place every two years, AERO Asia 2025 is themed “A New Era: Explore More” and features five key areas: Fixed wing aircraft, Rotorcraft, Drones, Engines and Infrastructure. The exhibition space with indoor and outdoor areas is expected to be around 40,000 m².

The show will take place in Zhuhai, situated in the Greater Bay Area, and easily accessible to major GBA cities, including Guangzhou, Hong Kong, and Shenzhen. Zhuhai itself is one of five key clusters for the country’s aviation industry, and a focal point for aircraft manufacturing and related services, while neighboring Shenzhen is home to the most low-altitude economy enterprises in China and accounted for over 60% of the country’s drone production in 2023

Mr Stephan Buurma, Member of the Board of Management, Messe Frankfurt Group & Managing Director, Messe Frankfurt Asia Holding Ltd, said: “AERO Asia is positioned for industry players to expand their business in the Chinese and Asian markets, and Messe Frankfurt aims to be a key part of that journey. We have 30 years of experience operating in Asia, and currently organise around 80 fairs per year in developed and developing markets on the continent.”

Mr Sun Jiefeng, Chairman and General Manager of Zhuhai Airshow Group Co Ltd, stated: “We are very pleased that this alliance has come to fruition, and look forward to working with our new partners to grow this exciting show. As we are also the organiser of Airshow China in Zhuhai, the country’s leading aviation exhibition, we are well-connected with various domestic associations and authorities in the sector, with a vast network of exhibitors and buyers.”

As a key part of the global AERO trade show portfolio, AERO Asia is one of the continent’s leading platforms for the general aviation industry. Other shows in the brand portfolio include AERO Friedrichshafen, the leading international trade show for general aviation, business aviation and air sports, and AERO South Africa, Southern Africa’s premier GA event.



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