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The Newsletter of Airbus Middle East
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## Ahlan!

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First, I would like to congratulate the CEO of Air Arabia, Mr. Adel Ali for his initiative in bringing key industry experts together with members of the media through the Arab Aviation and Media Summit every year.

Previously held in Dubai and Sharjah, Asfaar attended this year's event that took place in Salalah, Oman during which more than 120 media and industry expert participants discussed the critical role aviation and tourism sectors play in driving economic growth in the Middle East.

The summit held under the theme of 'Aviation and Tourism, Enabler of Economic Growth', covered Airbus Global Market Forecast of 2012 showcasing the growing importance of the aviation sector driving of global economy. In fact, if aviation were a country, it would be a member of the G20, with the 19th largest economy in the world.

The Middle East aviation market will witness significant growth over the next 20 years with passenger traffic forecast to grow 6.2 per cent annually.

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Fouad Attar

## NEWS BITES

- A350 XWB achieves 92 flight test hours since first flight
- Deliveries this month:
  - Libyan Airlines A330-200

## SPOTLIGHT Arab Aviation and Media Summit 2013

The 2013 edition of the Arab Aviation and Media Summit was held from June 25-27, 2013, in Salalah, Sultanate of Oman. Themed "Aviation and Tourism: Enabler of Economic Growth," this year's summit was organised in association with Oman's Ministry of Tourism, Airbus, CFM and CNBC Arabia.

Launched with an objective of creating constructive dialogue between industry business leaders and the media community, this year's summit has once again shone a spotlight on key opportunities and challenges currently faced by the aviation and tourism sector in the Arab world.

Speaking on a panel discussion titled, the future of Arab travel and tourism: challenges and opportunities, Adel Ali, Chief Executive Officer of Air Arabia, said: "Nobody doubts the tremendous potential of the aviation and tourism sectors in the Arab world, but there are a number of significant challenges that still need to be addressed if it is to be fully realised. The starting point is the implementation of a full open skies policy."

The consensus among the industry experts gathered for the third Arab Aviation and Media Summit was that the Middle East aviation and tourism sectors continue to play a critical role in driving economic growth across the region.

Also at the summit, leading aviation experts at the summit called on regional governments to create a level playing field by adopting an "open skies" policy in the region.

## Airbus Global Market Forecast: Focus on Middle East

We all know air travel industry in Middle East has been experiencing impressive growth and especially in the past decade. As part of this year's Airbus Global Market Forecast study on the Middle East, we have learned of a number of interesting facts with respect to aviation and air travel industries and their impacts on our region.

The aviation sector has contributed greatly to this region's economies, and by supporting 2.7 million jobs and $129 billion in GDP annually, it has been playing an increasingly significant role for the development of Middle East. This is directly linked to the remarkable growth in air traffic which has increased by 236% over the last ten years.

Apart from established factors such as the unique geographic advantage offered by Middle East through connecting many regions of the world, the urbanization and increasing propensity to travel by the region's populations; there is the relatively new concept of Low Cost air travel in our region that has been also driving the growth. From 2% share of LCC traffic in 2006 of the total Middle East traffic; to capturing nearly 13% of the same last year is a clear manifest of this trend.

### Middle East demand for nearly 2,000 new aircraft

Looking forward, according to our forecast, during the next two decades, four of the top twenty fastest growing air traffic flows will start or end in the Middle East. This is part of the 6.2% annual increase rate in traffic volume which will result in quadrupling of current figure to over 1.4 trillion RPKs in 2031. Such significant growth translates in turn to demand for nearly 2,000 new aircraft valued at $408 billion in the next 20 years.

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