

# Recap:

## Farnborough Business Development Mission

Report ASIC24-005



Peterborough  
Airport

# Overview

- Globally recognized biennial event at the Farnborough International Exhibition and Conference Centre in Hampshire, England.
- Brings together the entire aviation & aerospace industry to learn, network, and conduct business.
- Key themes:
  - Space, Defense, Sustainability, Innovation, Future Flight, Workforce Development

**1500**

**Exhibitors from 48  
Countries**

**80K**

**Attendees over four  
trade visitor days**

**\$145**

**Billion in Deals Signed  
During the Show**



Photo Credit: Farnborough  
International

# Trip Objectives



## Business Development:

Meeting potential tenants, collaborators, and leads



## Trend Research:

Identifying opportunities and challenges for economic development



## Customer Discovery:

Clarifying ideal customers and solutions



## Strategy Development:

Building on the 2022 Airport Master Plan



# Business Development Initiatives

## PKED's Marketing Approach

- LinkedIn advertising strategy
- Geo-targeted ads
- Research FDI lead generation
- CanExport funding for cost-sharing

## Outcomes

- 9 pre-booked meetings
- 6 additional leads identified
- 11 live leads
- Active discussions and potential collaborations



# Active Discussions & Leads

## Active Leads:

- Ontario-based aerospace parts fabricator, technology, and MRO firm
- US aerospace hydraulic component manufacturer
- UK Unmanned Aerial Vehicles (UAV) service provider
- International Engineering Consulting Firm
- European pre-fabricated building firm

## Requested More Info/Long-term Consideration:

- UK aerospace parts manufacturer
- European gear manufacturer

## Developmental Leads:

- eVTOL Air Taxi manufacturer
- Additional collaborations with Ontario Colleges
- Canadian aircraft manufacturer
- UK-based hydrogen-powered aircraft research

# Networking & Key Events

## Ontario Aerospace Council Dinner:

- Attended by 150 professionals from 60 businesses and agencies.
- Key speakers included Bombardier's VP, Ontario's Minister of Economic Development, and federal ministers of Innovation and Transport.
- Offered valuable connections for Peterborough Airport with industry leaders.

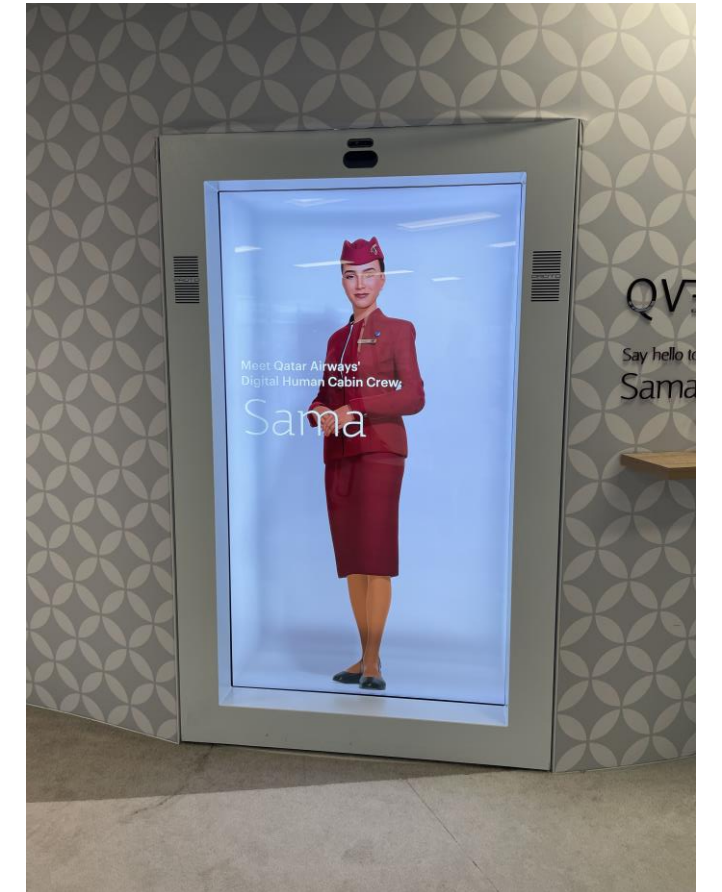
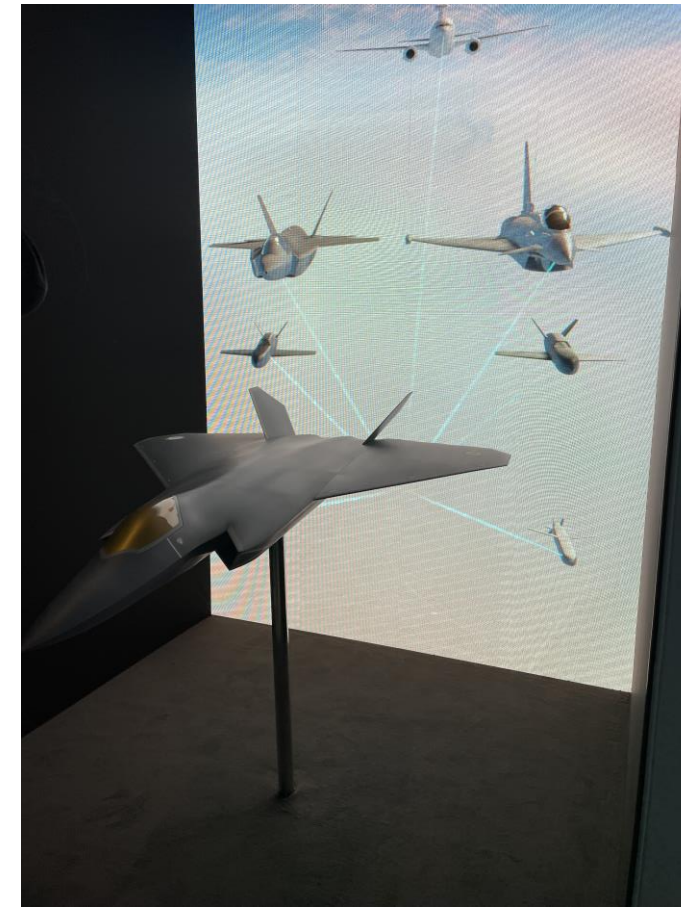
## Canadian Aerospace Industry Reception:

- Over 200 officials and international representatives attended at Canada House, London.
- Participants from one other airport and four municipalities in the Ontario-Quebec Aviation Clusters were included.
- Provided strategic networking opportunities for Peterborough Airport.



# Key Trends Identified at Farnborough

- **Employment Gap:** Workforce challenges in the aerospace sector
- **Sustainability Shift:** Advancements in green technologies
- **Infrastructure Evolution:** Refueling and charging infrastructure
- **Air Traffic Rebound:** Implications for MRO and R&D
- **Emerging Technologies:** eVTOL and UAV developments





## Customer Discovery Insights

- European UAV/Drone & Aviation Tech Companies
- eVTOL Operators & OEMs
- OEMs & MRO Companies
- Supply chain companies



# Strategic Implications

- Reinforcement of 2022 Master Plan:
  - Focus on MRO, Flight Training, and Emerging Technologies
- Peterborough Airport's Strengths:
  - Ideal geography and uncontrolled airspace
  - Workforce development as a critical factor
  - Potential to become a training hub
  - Revenue generation opportunities through tech testing and development



# Conclusion & Next Steps

## Summary of Key Takeaways:

- Strengthened sector strategy
- Enhanced industry connections
- Identification of growth opportunities

## Proposed Actions:

- Further discussions with key industry players
- Exploration of partnerships and collaborations
- Continued focus on workforce development and training programs



Thank You!