

news +++ AERO Asia

Zhuhai International Airshow Center, China, 6 – 9 November 2025



AERO Asia 2025 to reach new heights as partnership agreed between Messe Frankfurt (HK) Ltd and Zhuhai Airshow Group Co Ltd



Aircraft display at AERO Asia 2023. Source: AERO Asia.

Zhuhai, 25 September 2024. Following the alliance between Messe Frankfurt (HK) Ltd and Zhuhai Airshow Group Co Ltd, AERO Asia, a leading platform for the general aviation (GA) industry, is set to leverage new resources to elevate its position in Asia-Pacific amidst favourable market conditions. The region is a key driver of growth for the global sector, due to favourable demographics, green transformation, and the emergence of the low-altitude economy, with China in particular propelling the industry forward. Now featuring both organisers at the helm, the show's second edition will take place 6 – 9 November 2025 at Zhuhai International Airshow Center, situated at the epicentre of one of China's main aviation manufacturing clusters in Zhuhai.

Held biennially, next year's show is set to cover 40,000 sqm, with the offering ranging from piston planes, turboprops, and business jets; to helicopters, gyrocopters, and drones; to a full range of avionics, components, services, and systems. The previous edition featured 268 exhibitors from 17 countries/regions, 92 aircraft with 32 fly-ins, and

welcomed over 68,000 visits. The new partnership aims to use its global network to add impetus to the show, and fuel growth in Asia's burgeoning GA sector.

Providing feedback on the company's new undertaking, Mr Wolfgang Marzin, President and CEO of Messe Frankfurt GmbH, said: "Sealing the agreement which makes AERO Asia Messe Frankfurt's first-ever aviation show in China is a huge step forward for the Group. To elevate the show's influence in Asia, we will contribute our extensive resources on the continent and beyond, including our first-class business network and well-developed Mobility and Logistics trade fair portfolio, which hosts 25,000 exhibitors and 830,000 visitors yearly. Our JV fairnamic GmbH, the organiser of the leading show for general aviation AERO Friedrichshafen, has also stood us in good stead to use our expertise to further bridge the gap between the Asian and international GA sectors."

In the face of robust growth projections, the industry is set to benefit from sustainability-linked aviation finance and increasing demand from the Asia-Pacific market¹ (predicted CAGR of 8.5% until 2031²), with the low-altitude segment demonstrating huge potential for delivering packages, cargo, medical supplies, and passengers³.

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. With the rise of the low-altitude economy and aviation decarbonisation initiatives, as well as Asia's upward-trending population, urbanisation, and per-capita income, we have identified several growth drivers for us to help make AERO Asia an even more significant catalyst for industry expansion."

A relatively new concept set to gain prominence at the show, the low-altitude economy generally encompasses manned and unmanned activities within airspace under 3,000 and 1,000 metres respectively. It is an area undergoing significant development in China for more effective urban and rural transportation, and encompasses economic activities relating to eVTOL and eCTOL aircraft, unmanned aerial vehicles (UAVs) or drones, and more. The Civil Aviation Administration of China (CAAC) projects the sector to expand fourfold by 2030 to value USD 280 billion⁴. Falling under the general aviation category, low-altitude offerings will be in demand at AERO Asia 2025, with the show well-positioned to benefit global GA business.

The show will take place in Zhuhai, situated in the Greater Bay Area (GBA), 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 services⁵, while neighbouring Shenzhen is home to the most low-altitude economy enterprises in China and accounted for over 60% of the

¹ 'Aviation: Set For Green Investment', May 2023, Forbes, retrieved September 2024,

<https://www.forbes.com/councils/forbesfinancecouncil/2023/05/30/aviation-set-for-green-investment/>

² https://www.marketresearchintellect.com/download-sample/?rid=381139&utm_source=Asia-PacificL&utm_medium=072

³ 'Low-altitude Economy to Fly High – China Makes Great Strides in Advanced Air Mobility Development', January 2024, Airports Council International, retrieved September 2024, <https://www.aci-asiapac.aero/media-centre/perspectives/low-altitude-economy-to-fly-high-china-makes-great-strides-in-advanced-air-mobility-development>

⁴ 'It's no empty talk, low-altitude economy takes off', September 2024, Shanghai Daily, retrieved September 2024, <https://www.shine.cn/news/in-focus/2409020148/>

⁵ 'Navigating the Skies: An Overview of the Thriving China Aviation Industry', December 2023, EAC International Consulting, retrieved September 2024, <https://eac-consulting.de/navigating-the-skies-an-overview-of-the-thriving-china-aviation-industry/>

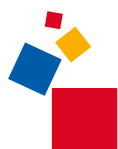
country's drone production in 2023⁶. Adapting and growing to meet evolving industry requirements is a key focus as AERO Asia approaches its second edition.

Commenting on the new organiser arrangement, Mr Sun Jiefeng, Chairman and General Manager of Zhuhai Airshow Group Co Ltd, said: "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. We strongly believe that Messe Frankfurt's experience as a globe-leading exhibition organiser will further increase AERO Asia's influence outside of China, and we will work together to grow this international brand, for next year's show and beyond."

As a key part of the global AERO trade fair brand, 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 fair for general aviation, business aviation and air sports, and AERO South Africa, Southern Africa's premier GA event.

AERO Asia will be held from 6 – 9 November 2025. For details, please visit www.aero-asia.com.

The fair is organised by Messe Frankfurt (HK) Ltd and Zhuhai Airshow Group Co Ltd.



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Newsroom

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its

⁶ 'Shenzhen's drone industry accounts for more than 60% of the country's total', May 2024, Guangdong-Hong Kong-Macau Greater Bay Area, retrieved September 2024, https://www.cnbayarea.org.cn/city/shenzhen/zxdt/content/post_1244044.html

headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com