

**NEWS****For Immediate Release**

Aviation's 'Runway to Recovery' to be Focus of AVIATION WEEK's 2009 MRO Europe Conference and Exhibition in Hamburg, Sept. 22-24

New York – August 19, 2009 – More than 2,500 aviation industry professionals and executives will convene on September 22-24, 2009, during [AVIATION WEEK's 2009 Maintenance Repair and Overhaul \(MRO\) Europe](#) Conference and Exhibition in Hamburg, Germany at the [Hamburg Messe und Congress](#) to discuss ways to rise out of the current economic crisis. The event includes an educational conference and a sold-out, international exhibition hall with more than 200 MRO product and services suppliers.

“The first concrete signs are emerging that European passenger traffic has bottomed out and will gradually start increasing. But that does not mean airlines can breathe easier yet, with yields still falling and cost pressures weighing on many carriers” (*Aviation Week*, Aug. 17, 2009, p. 34). How long will MRO market growth be delayed, and what strategic changes are required to prepare for the coming months and years? The MRO industry's “Runway to Recovery” will be mapped out at MRO Europe as attendees review changes in contracts, aircraft aging and ordering, inventory management, economic pressures, fuel consumption, process improvement, and more. In addition, *Overhaul & Maintenance* magazine will present the prestigious MRO Europe Awards, which recognize the best companies and individuals in the aviation MRO industry for their outstanding service and contributions.

Conference sessions will deliver best practices and case studies from MRO and aviation leaders, such as:

- Charles Champion, EVP Customer Services, Airbus
- August W. Henningsen, Chairman of the Executive Board, Lufthansa Technik
- Ivan Misetic, AEA Chairman 2009 & CEO, Croatia Airlines
- Nigel Turner, CEO, British Midland Airways Limited

Additional information and online registration are available at <http://aviationweek.com/events/> or by calling 1-800-240-7645 or +1-212-904-4483. Register by September 1 for a free exhibit hall pass and discounted conference fees. Special rates apply for MRO providers, airlines, government, military, media, and groups of three or more. Check out [MRO Connect](#) for further conference information, a meeting scheduler, and networking with other attendees, speakers and exhibitors. Onsite demos of [MRO Prospector](#), AVIATION WEEK's intelligence tool for MRO providers, airlines, suppliers and OEMs, are also available.

MRO Europe is produced by AVIATION WEEK Conferences & Exhibitions and *Overhaul & Maintenance* magazine, in partnership with Lufthansa Technik, and with support from Hamburg Messe und Congress, the Association of European Airlines, and the International Air Carrier Association. Gold sponsors include AAR Corp., Goodrich Corp., and Turkish Technic Inc. Silver sponsors include Air France Industries/KLM Engineering & Maintenance, Aveos, Chromalloy, HEICO Aerospace, Pratt & Whitney and Spirit AeroSystems. Bronze sponsors are Airbus, Delta TechOps, Europe Aviation and TRAX USA Corp. Media support is provided by Aerobrief.com, *Aviation Week & Space Technology*, and Shephard. The supporting airline is American Airlines.

About AVIATION WEEK

AVIATION WEEK, a division of The McGraw-Hill Companies, is the largest multimedia information and services provider to the global aviation, aerospace and defense industries, and includes the publications *Aviation Week & Space Technology*, *Defense Technology International*, *Business & Commercial Aviation*, *Overhaul & Maintenance*, *ShowNews*, *Aviation Daily*, *Aerospace Daily & Defense Report*, and the World Aerospace Database. The group's website, <http://www.aviationweek.com>, offers the industry's most reliable news, information, search and online community tools. Premium content services include the Aviation Week Intelligence Network, MRO Prospector, and the Top-Performing Companies Benchmarking Tool. The group also produces prominent conferences, exhibitions and management forums around the world.

About The McGraw-Hill Companies

www.aviationweek.com



Founded in 1888, The McGraw-Hill Companies (NYSE: MHP) is a leading global information services provider meeting worldwide needs in the financial services, education and business information markets through leading brands such as Standard & Poor's, McGraw-Hill Education, BusinessWeek and J.D. Power and Associates. The Corporation has more than 280 offices in 40 countries. Sales in 2008 were \$6.4 billion. Additional information is available at www.mcgraw-hill.com.

###

Media Contact:

Lisa Jaycox, Communications Specialist,
The McGraw-Hill Companies Information & Media, +1 212-512-3272, lisa_jaycox@mcgraw-hill.com