



Helping business take off

Supporting the SAP Big Data Tour at the Farnborough International Airshow 2014





SAP Big Data Tour at FIA 2014



AGDs delivered a complete on-the-ground support service for SAP at this flagship trade event for the international aerospace and defense industry. From liaising with event organisers to co-ordinating partner sponsorship, AGD ensured that every aspect of the weekend ran smoothly – enabling the SAP hosts to focus on networking with their guests and generating new sales opportunities.





“The Farnborough International Airshow is the biggest event in the aerospace and defense calendar for SAP, and a key opportunity for us to engage with the leading industry players and promote our technology innovation agenda. AGD’s young and enthusiastic team delivered an outstanding service before, during, and after the event. They took care of all the day-to-day details, and that enabled my colleagues and I to focus on developing our business. As a result, we were able to welcome over 160 visitors to the Big Data truck in three days, which resulted in a large number of new contacts and opportunities.”

Thomas Pohl, Senior Director Marketing,
Aerospace & Defense Industry, SAP SE

