



ABACE2017 to  
highlight growth,  
importance of business  
aviation in Asia

A preview of the 2017 Asian Business Aviation  
Conference and Exhibition to be held in Shanghai in April

**T**hroughout history, all great civilizations have been built upon, and advanced, in large part through the promotion of commerce between nations. In today's fast-paced and increasingly competitive international marketplace, business aviation is a vital asset towards promoting this high level of economic activity in a safe and secure environment.

Business aviation offers the unparalleled capability to safely, securely, and efficiently link large cities with smaller regional markets, including areas that may offer limited infrastructure for ground transportation. This directly serves to increase economic activity and investment in those areas, which in turn boosts regional economies in the process.

That is one reason why the Asia-Pacific region has matured over the past decade to become one of the most dynamic and high-performing markets of the global business aviation industry. Highlighting these diverse missions and objectives, in addition to introducing new businesses to the advantages that business aviation can bring to their companies, is the focus of the 2017 Asian Business Aviation Conference & Exhibition (ABACE2017).

To be held in Shanghai from April 11-13, 2017 in partnership between the National Business Aviation Association (NBAA) and the Shanghai Airport Authority (SAA), and co-hosted by the Asian Business Aviation Association (As-BAA), ABACE2017 will showcase the multiple - and growing - roles of business aviation throughout China and the Asia-Pacific.

When NBAA and our partners launched ABACE in Shanghai more than five years ago, our goal was for the show not to become just an annual event, but also an enduring event. In the years since then, we have seen significant growth in the number of attendees and Exhibitors, and ABACE is now firmly established as a must-attend event for the international business aviation community, and for China's aerospace community.

For example, the footprint for last year's exhibit floor was the largest ever, and 40 percent of the 165 exhibiting companies were based in the region, making ABACE a truly Asian event. The 2016 edition of ABACE attracted attendees not just from China, but from more than 50 other countries, across Asia and beyond.

The Asian region has proven to be one of the most dynamic and high-performing markets of the global business aviation industry, as companies and entrepreneurs have learned that, much like a smartphone or tablet device, business aviation is an indispensable tool for increasing efficiency and productivity, while also providing a secure environment for companies to conduct important meetings and discussions while en route to their destinations.

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The increasing importance of business aviation to the region was highlighted in a 2013 study conducted by NEXA Advisors LLC, which found that fully 98 percent of the top 50 among *Fortune* magazine's 'World's Most Admired Companies' utilize business aviation as a vital tool in maintaining productivity and global competitiveness. Included on that list were such internationally renowned, Asia-Pacific-based companies as Samsung Electronics and Toyota.

In recognition of the unlimited potential that business aviation represents to companies in the Asia-Pacific region, government leaders have also increasingly embraced policies and initiatives fostering the continued development of a robust aviation network in the Asia-Pacific.

For example, Chinese officials plan to significantly increase their country's investments in aviation infrastructure, including new general aviation (GA) facilities, as part of their latest Five-Year Plan drafted this year. The new aviation infrastructure is part of the land-based Silk Road Economic Belt – including roads and rail lines, energy pipelines and power stations – envisioned to extend west to improve economic connections with Central Asia, the Middle East and Europe.

This important development follows years of enthusiastic participation in ABACE by key officials from throughout China and the across the Asia-Pacific. These important discussions towards further growing business aviation in the region will continue at ABACE2017, where esteemed government officials will share their perspectives on issues relevant to the industry's ongoing development. Attendees will also hear from international aviation officials, and have the opportunity to discuss regional operations with experts on the Asia region.

ABACE2017 will also feature an extensive lineup of business airplanes and rotorcraft on display at Shanghai Hongqiao International Airport, and organizers expect the event's largest-ever static displays and exhibits at the host facility, Shanghai Hawker Pacific Business Aviation Service Centre.

Established business aviation operators, as well as those considering their first purchase of a business aircraft, will benefit from a wide range of informative Educational Sessions throughout the three-day event.

In much the same way business aircraft transcend borders and cross oceans to link cities and communities around the globe, so too will the issues and concerns in one country or region often reverberate across these vast distances.

ABACE2017 will continue to promote the value of business aviation for supporting the transportation needs of companies in all parts of the Asian region, and we look forward to seeing you in Shanghai next year. ■

**National Business Aviation Association (NBAA)**