

EBACE2017

highlighted many roles
of Europe's business
aviation community

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operators across Europe, and around the world.

Business aviation makes companies of all sizes, in all parts of the world, more efficient, productive and successful. It provides the means for these companies to visit customers and operations in outlying areas more quickly and conveniently than any other means of transportation available.

Our industry serves as a productivity tool used by tens of thousands of companies and organizations of all sizes. These forward-thinking organizations utilize business aircraft to minimize travel time; enhance the efficiency, productivity, safety and security of key personnel; and remain nimble, competitive and successful in today's highly competitive marketplace.

That said, 'business aviation' encompasses far more than that term implies, as it also describes an industry that serves as vital transportation lifeline for communities of all sizes; supports millions of quality jobs worldwide; and regularly provides humanitarian relief to people in hard-to-reach communities across continents, and around the globe.

The continuing strength, size, and resilience of the European business aviation community was in focus throughout the 2017 European Business Aviation Convention & Exhibition (EBACE2017), held at Geneva's Palexpo Convention Center from 22-24 May 2017 and jointly hosted by the European Business Aviation Association (EBAA), the leading association for business aviation in Europe, and the National Business Aviation Association (NBAA), the industry's most powerful voice in the United States.

In the years since the first EBACE was held in 2001, the event has grown into a must-attend gathering not only for European aviation stakeholders, but also one of the largest showcases for the international business aviation community.

The inaugural EBACE featured approximately 200 exhibitors, and 30 aircraft on static display; this year's event was one of the most successful in recent memory, featuring more than 400 exhibitors representing nearly 40 different countries, and 56 aircraft displayed – including several new models making their first appearances at EBACE.

Additionally, more than 450 journalists from Europe and around the world covered EBACE news and product introductions – an impressive demonstration of the event's scope and significance not just for European business aviation operators, but also for industry stakeholders around the globe.

Promoting and protecting the interests of business aviation – a vital and diverse global industry that offers innumerable contributions to citizens, companies, and communities around the world – remains a core mission

In addition to serving as a valuable opportunity to showcase the diverse roles of business aviation across Europe, as well as the latest products and services available throughout the industry, EBACE2017 also marked EBAA's 40th year of advocacy on behalf of Europe's business aviation community.

Among the most powerful examples of this important mission is EBACE itself, which serves not only as an industry trade event, but also a diverse and dynamic showcase of the numerous and diverse ways that business aviation contributes to local and regional economic growth, and its importance to the European economy through the creation of jobs, improving the competitiveness of companies and industries, and increasing access for towns and cities across the region.

A powerful forum for education and advocacy

The week kicked off with an inspiring Opening General Session address by solar aviation pioneer, Dr Bertrand Piccard. As the first pilot to fly around the world entirely on solar power – aboard the groundbreaking Solar Impulse aircraft – Piccard predicted innovation would lead aviation toward a more sustainable future.

In recognition of EBACE as a premier venue for hosting discussions on matters of concern not only to business aviation operators across Europe, but also on a global scale, panels and education sessions held throughout the show covered timely and important issues, such as the implications of Brexit for business aviation, security and top advocacy priorities across Europe. EBACE2017 also included two well-attended day-long seminars, with expert analysis and advice for aircraft transactions and business aviation safety.

Looming shortages of qualified aviation and aerospace workers represent a significant concern not just for European operators, but business aviation stakeholders worldwide. Held on the event's final day, the inaugural EBACE Careers in Business Aviation Day highlighted the importance of promoting the industry's next generation of aviation

professional, by introducing more than 250 high school and university students, from about 120 area schools across Europe, to our industry and its many rewarding career opportunities.

In summary, EBACE2017 not only highlighted the global significance of business aviation, and the multitude of roles this vital industry provides in linking communities and companies in North America, Europe, and all points in between; the event also provided an important forum to address the challenges faced by business aviation operators across Europe, and around the world.

NBAA-BACE 2017 to highlight 70 years of representing business aviation community

These vital discussions will continue throughout NBAA's upcoming Business Aviation Convention & Exhibition (NBAA-BACE) in Las Vegas, NV from Oct. 10-12, 2017. More than 25,000 business aviation operators, decisionmakers, and stakeholders from around the world are expected to attend NBAA-BACE, offering the opportunity for us to gather and reflect on these issues, while also demonstrating the size and scope of our diverse and vital industry.

NBAA will also celebrate an important milestone in 217, marking 70 years since a group of visionary business leaders and pilots united to encourage safety and professionalism throughout their nascent industry, and to protect access to airports and airspace.

Promoting and protecting the interests of business aviation – a vital and diverse global industry that offers innumerable contributions to citizens, companies, and communities around the world – remains a core mission of the association today. Throughout NBAA-BACE, several programs and sessions will highlight the many NBAA initiatives designed to advance and safeguard the industry's interests.

Of course, as with all NBAA events, NBAA-BACE will also feature an impressive roster of dynamic and influential speakers; more than 1100 exhibitors displaying a wide range of products and services for our industry, and approx-

imately 100 business aviation aircraft of all sizes; and several Education Sessions focused areas of interest for business aviation operators.

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.

Just as EBACE highlighted our shared interests and concerns between the US and Europe, NBAA-BACE 2017 will be truly a memorable event showcasing our industry's vitality and relevance throughout the world. I invite all readers of *World Commerce Review* to make plans to join us in Las Vegas later this year. ■

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