

NBAA-supported events promote advocacy for global business aviation industry

Business aviation continues to enable global commerce
and economic growth, thanks to the commitment of
the National Business Aviation Association

Despite its primary advocacy focus on behalf of business aviation operators across North America, the National Business Aviation Association (NBAA) also collaborates regularly with international industry stakeholders and associations on matters affecting our global industry at both the national and regional levels.

One of the most effective methods for doing so is through NBAA's support for influential annual industry events that serve to underscore the importance of business aviation to local leaders in business and government, as it positively impacts communities by aiding companies in efficiently performing day-to-day operations, generating new jobs and spurring economic activity and local investment.

For example, the Asian Business Aviation Conference & Exhibition (ABACE) is the largest event dedicated to showcasing business aviation's impact throughout China and the Asia-Pacific region. Thousands of top business aviation leaders, entrepreneurs, and other purchase decision-makers will come to Shanghai Hongqiao International Airport to experience the size and scope of this emerging industry.

Coming to Shanghai, China on April 17-19, 2018 and co-hosted by NBAA, the Asian Business Aviation Association (AsBAA) and the Shanghai Airport Authority (SAA), ABACE2018 is also the perfect venue for investors considering aviation as a business opportunity; companies thinking of using an aircraft for business; and flight departments who have long used aircraft as a valuable business tool.

The following month will bring the European Business Aviation Convention & Exhibition (EBACE2018) to Geneva's Palexpo Convention Center from May 29-31. Jointly hosted each year by NBAA and the European Business Aviation Association (EBAA), the leading association for business aviation in Europe, EBACE is Europe's largest event showcasing business aviation products and services.

EBACE2018 will serve as a valuable opportunity to learn about the many roles of business aviation across Europe, as well as the latest products and services available throughout the industry. New business aircraft manufacturers, avionics firms, handling organizations, fractional providers, and charter/lease companies and aircraft resellers will display their latest products and services to delegates across three Exhibit Halls, and get critical business done for the year ahead.

Of course, a key aspect of EBACE is its ability to bring together influential leaders, government officials, and key industry stakeholders to discuss regulations and policies of importance to not only European business aviation operators, but to the industry across the globe. This important role will continue in 2018.

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NBAA-BACE hosts international business aviation community

This important advocacy role was also highlighted at NBAA's own recently-concluded 2017 Business Aviation Convention & Exhibition (NBAA-BACE) that featured an impressive demonstration of the industry's size and significance in the US, and around the world. Held October 10-12, 2017 in Las Vegas, NV, NBAA-BACE featured attendees representing all 50 US states, and dozens of countries.

NBAA-BACE 2017 featured about 1,100 exhibitors, including more than 100 new exhibitors. The show also remained the preeminent venue for manufacturers to unveil new models; for example, this year, the Bombardier Global 7000, Gulfstream G600 and Pilatus PC-24 made their debut at the show.

All three days of the show were packed with well-attended education sessions, including half-day programs at the NBAA National Safety Forum and Single-Pilot Safety Standdown. Discussions featured top safety experts and representatives from the Federal Aviation Administration (FAA) and National Transportation Safety Board (NTSB).

On the final day of the show, more than 1,000 students came to NBAA-BACE, many to participate in Careers in Business Aviation Day, hearing from Dreams Soar Founder and around-the-world pilot Shaesta Waiz – plus a chance to interact with industry leaders and potential employers at the College/University Roundtable event.

NBAA-BACE show-goers also had many opportunities at the convention to celebrate the association's milestone 70th anniversary, including a large, three-dimensional, moving "NBAA70" wall filled with signatures from those wanting to be a part of the occasion. The 70th anniversary was also celebrated at the static display of aircraft at HND, with the inclusion of a "70th Anniversary Row," where a 1946 Douglas DC-3 business aircraft joined other vintage aircraft from business aviation's early days.

Perhaps most importantly, the event also demonstrated how our industry is stronger when we work together. NBAA is looking forward to 2018, when NBAA-BACE returns to Orlando, FL on October 16-18.

Regional forums bring industry's message to smaller US communities

For those unable to make the trek to NBAA's annual convention, NBAA also hosts three Regional Forums every year, in different locations throughout the United States, providing local opportunities for aviation professionals to network and expand their knowledge about the issues affecting business aviation.

These Regional Forums take place at some of the most accessible airports and FBOs across the US, bringing many of the features and benefits of NBAA's larger events – including educational sessions, influential speakers, and aircraft static displays – to venues closer to home. In 2018, Regional Forums will be held in West Palm Beach, FL (January 24); White Plains, NY (June 21); and San Jose, CA (September 6).

NBAA Regional Forums are the best opportunities for business aviation professionals to attend education sessions, network with other local professionals and view static displays of aircraft and vendor exhibits, all in one day. Regional Forums also provide a venue for companies exploring the use of business aviation and local elected officials to learn more about our industry.

These gatherings also serve to underscore the importance of business aviation to local leaders in business and government, as it positively impacts communities by aiding companies in efficiently performing day-to-day operations, generating new jobs and spurring economic activity and local investment. Every NBAA Regional Forum includes participation by important local, state, and even national leaders, providing a vital opportunity for business aviation stakeholders to engage with these representatives on critical matters for the industry.

Across the globe, business aviation offers the unparalleled capability to link 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, boosting regional economies while also promoting global commerce and economic growth.

NBAA remains committed to protecting and promoting the global development of business aviation. On behalf of the more than 11,000 members of NBAA, I invite the *World Commerce Review* readership to consider attending one or more of these impressive events in 2018, where you may experience the strength and scope of our industry first-hand. ■

ABOUT THE AUTHOR

Ed Bolen is President and CEO of the National Business Aviation Association (NBAA), promoting the aviation interests of organizations utilizing general aviation aircraft for business purposes in the United States and worldwide.