

Innovation, investment in focus at EBACE2018



NBAA remains committed to protecting and promoting the global development of business aviation. Readers are invited to attend events to experience the strength and scope of industry innovation

Jointly hosted by the National Business Aviation Association (NBAA) and the European Business Aviation Association (EBAA), the annual European Business Aviation Convention & Exhibition (EBACE) continues to stand as one of the world's premier aviation events, hosting Europe's top business leaders, entrepreneurs, and other industry stakeholders, as well as regulatory officials and other policymakers, to discuss the most pressing matters affecting the industry.

EBACE2018, which took place 29-31 May in Geneva, continued this proud tradition with discussions regarding such important topics as the probable effects from the upcoming implementation of Brexit which will carry ramifications not only for European operators, but business aviation stakeholders worldwide. Additional sessions at EBACE2018 addressed matters including operational safety and security, access to European airports and airspace and use of helicopters as a business tool.

The ongoing personnel shortage across the global business aviation industry, and with it the need to attract new personnel to fulfill a multitude of roles, are also key concerns. Following a successful introduction last year,

Careers in Business Aviation Day returned to EBACE2018 to introduce students to business aviation and help ensure this next generation of aviation leaders has the opportunity to explore and learn about the industry, and its many rewarding career opportunities.

Perhaps the most significant announcement to come from this year's event concerned the industry's new initiative focused on raising awareness and adoption of available and emerging alternative jet fuel options, and the introduction of the *Business Aviation Guide to the Use of Sustainable Alternative Jet Fuels (SAJF)*.

Promoting alternative fuels

Business aviation has long been on the forefront of technological innovation. Advancements in winglets, composites and propulsion systems, as well as technologies such as GPS and ADS-B, have not only made business aircraft more efficient, but have also delivered gains in safety and environmental sustainability.

The business aviation community has also long been dedicated to reducing greenhouse gas (GHG) emissions from aircraft, with a proven record of advances in carbon reduction. Previously, the industry's commitment to emissions reduction was codified through the Business Aviation Commitment on Climate Change, unveiled in November

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2009, which outlined steps to realize a 2 percent improvement in efficiency per year from 2010 until 2020, carbon-neutral growth from 2020 onwards, and a 50 percent reduction in carbon emissions by 2050, relative to 2005.

It's quite fitting that EBACE marked the introduction of this new, concrete step towards widespread adoption of emissions-reducing alternative fuels. As has been shown through numerous announcements and demonstration flights over the past several years, alternative fuels are already a reality; the technology is here, but the limiting factor against widespread adoption has primarily been the lack of production facilities, and widespread distribution sources.

Through this new initiative, we hope that business aviation may advance the proliferation of SAJF at all the logical touchpoints: the manufacturers, the ground handlers and the operators, at the national, regional and international levels.

As an industry, we want to answer questions that aircraft operators, FBOs, owners, pilots, fuel providers, airports and others may have about these new fuels, and we want to allay any concerns they may have about the performance, safety and appropriateness of using them wherever they are available.

From a global standpoint, our aim is equally certain: business aviation is an industry with a past, present and future commitment to emissions reduction. That commitment is shared by the industry globally, here in Europe, back in the United States - and locally at every airfield and manufacturing facility.

The primary stakeholders in this initiative include the European Business Aviation Association (EBAA), General Aviation Manufacturers Association (GAMA), the International Business Aviation Council and National Air Transportation Association (NATA) and NBAA.

Learn more about business aviation at NBAA-supported events

As recognition has increased for the many contributions of business aviation to citizens and communities throughout the European continent, so too has EBACE grown to become one of the world's premier aviation events, in line with other global events hosted or co-hosted by NBAA.

By every measure, EBACE2018 was a great success, and we look forward to welcoming everyone back to Geneva for the 2019 edition of EBACE scheduled for 21-23 May 2019. Similar to the role EBACE plays in the European business aviation community, so too has the Asian Business Aviation Conference & Exhibition (ABACE) grown to become the premier event focused on the industry's growth throughout China and the Asia-Pacific.

Jointly hosted by the NBAA and the Shanghai Airport Authority (SAA), and coordinated with the Asian Business Aviation Association (AsBAA), ABACE2018 underscored the enthusiasm, growth and potential for business aviation in the Asian region. Next year's ABACE will take place in Shanghai from April 16-18, 2019.

I would also like to invite readers of *World Commerce Review* to join the estimated 27,000 industry professionals attending the upcoming 2018 NBAA Business Aviation Convention & Exhibition (NBAA-BACE), which will take place October 16-18, 2018 in Orlando, FL.

Widely regarded as the most important three days in business aviation, NBAA-BACE will once again bring together current and prospective aircraft owners, manufacturers and customers into one meeting place to get critical work accomplished, all while once again showcasing the size, strength, and diversity of this vital global industry.

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 you to consider attending one or more of these impressive events, where you may experience the strength and scope of our industry firsthand. ■

