

A white business jet aircraft is parked on a tarmac. The aircraft is a twin-engine turboprop, viewed from a low angle. The background is a clear sky and some distant trees. The text is overlaid on the image.

EBACE2019: showcasing innovation, investment in business aviation

Ed Bolen reviews EBACE2019, which offers an opportunity to view a wide array of aircraft and aviation products in a single location

Readers of *World Commerce Review* know firsthand the value of business aviation in providing safe, efficient and secure transportation for companies of all sizes throughout Europe, and around the world. Since 2001, the European Business Aviation Convention & Exhibition ([EBACE](#)) has been a must-attend show for business aviation professionals and end-users, particularly those interested in seeing the latest in aircraft design and technology.

Thousands of business leaders, government officials, manufacturers, flight department personnel and all manner of people involved in nearly every aspect of the industry will meet for the 2019 edition of EBACE, taking place 21-23 May at the Palexpo convention hall and the Geneva International Airport (GVA) in Geneva, Switzerland.

Sponsored by the European Business Aviation Association (EBAA), the leading association for business aviation in Europe, and the National Business Aviation Association (NBAA), the leading voice for the industry in the United States, EBACE2019 will offer a convenient opportunity to view a wide array of aircraft and aviation products in a single location and host a wide variety of exciting announcements for new products and features.

Delegates attending EBACE2019 will be able to speak directly with representatives with hundreds of exhibitor companies including aircraft manufacturers and financiers, service providers, legal specialists and more throughout three exhibit halls. Attendees at all experience levels will find something exciting and new on the exhibit floor, static display and high-quality education sessions focused on issues of particular importance to European business aviation users and operators.

A short distance away at GVA, more than 50 of the most advanced business aircraft available will be on static display – ranging from mid-range and intercontinental jets, to piston-engine and turboprop aircraft and helicopters – providing attendees the valuable opportunity to examine a vast range of aircraft of all sizes, and for all missions.

This year's EBACE will host several recently and soon-to-be-certified business aircraft, including long-range intercontinental business jets such as Bombardier's Global 7500, the Gulfstream G500 and G600 and the super-midsize Cessna Citation Longitude. These exciting aircraft will be joined by the latest offerings from renowned European manufacturers such as Airbus, Dassault Falcon Jet and Pilatus, as well as global aircraft OEMs including Bell, Gulfstream and Embraer.

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As in years past, EBACE2019 will also provide an important venue to continue the vital dialogue between regulatory authorities and business leaders in the region about the benefits of business aviation. The event will also feature an impressive roster of speakers from across the European aviation spectrum who will offer their thoughts about the state of business aviation across the continent.

Sessions examine industry new technologies, trends

While EBACE has always served as an impressive venue to showcase the latest offerings throughout the industry, this year's event will also cast an eye towards the future, with a series of informative and forward-looking education sessions addressing a variety of leading-edge technologies.

For example, the EBACE2019 Innovation Zone – centrally located on the Palexpo exhibit floor – will feature a detailed discussion about the move toward electrically powered aircraft that has gained momentum within the aerospace industry in recent years, and holds promise for many business aviation applications, particularly in Europe.

In addition to environmental benefits including reduced noise and pollution, the operational profile for electrified aircraft matches well to the short-distance intercontinental trips that are common across Europe. EBACE2019 will bring together industry experts to discuss current limitations and potential technological and regulatory changes that business aviation will need to consider in order to benefit from these new advancements.

Other Innovation Zone sessions will examine the cost, security and data sharing benefits of blockchain technology; current and future applications for artificial intelligence and machine-learning technologies within the industry; and the evolving mobility landscape, including the question of how emerging transportation modes, such as 'hyperloops' might augment business aviation operations, in providing efficient transport.

These discussions are among the more than a dozen scheduled education sessions throughout EBACE2019. Additional presentations will address the state of the industry across Europe, the impact from the ongoing 'Brexit' situation and the need to maintain access to airports used by business aviation throughout the continent, among many other topics of interest to business aviation operators in Europe and around the globe.

Promoting environmental responsibility

Additionally, this year's event will showcase the industry's commitment to sensible environmental practices, by building upon last year's debut of the *Business Aviation Guide to the Use of Sustainable Alternative Jet Fuels* (SAJF) focused on raising awareness and adoption of available and emerging alternative jet fuel options.

The message is well suited to the location, given Geneva's Palexpo convention center recently achieved compliance with the ISO 20121:2012 standard outlining stringent environmental sustainability management system requirements for event hosting, including the venue's environmental sustainability requirements for vendors and exhibitors.

In fact, among many such measures in place at EBACE include optimized show equipment and transportation alternatives to reduce the number of vehicles required on-site, and extensive use of recycled and reusable materials for show carpet, exhibit displays and event signage. This focus on sustainability extends to GVA, which recently achieved the highest level (3+) in the Airport Carbon Accreditation campaign led by Airports Council International Europe. The third-busiest business aviation airport on the continent, GVA was also the 37th airport in the world to achieve carbon neutrality.

Highlighting industry's resiliency

Europe's business aviation community has continually demonstrated its significance and resilience in the face of

multiple regional and global challenges. This year's EBACE will once again demonstrate this strength, as well as the growing relevance of business aviation in Europe.

Simply put, if you use aviation for business, you will want to attend [EBACE2019](#). We hope to see you in Geneva for this premier event, and an important opportunity to further the development of business aviation across Europe, and around the globe. ■

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