



## **Europe's Business Aviation Community Gathers in Geneva for EBACE2017**

The size, scope, and importance of the European business aviation community will be in focus throughout the 2017 European Business Aviation Convention & Exhibition (EBACE2017), coming to Geneva's Palexpo Convention Center from 22-24 May 2017.

The premier event focused on Europe's diverse, vibrant, and resilient business aviation community, EBACE2017 is 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 to become one of the largest showcases for the international business aviation community. The inaugural EBACE featured approximately 200 exhibitors, and 30 aircraft on static display; last year, EBACE2016 featured more than 450 exhibitors, from more than 40 countries, and 60 aircraft on static display – including several new models that made their world debut at EBACE.

Attendees came to EBACE2016 from more than 100 countries across the European region, and beyond, and more than 400 international journalists covered a variety of industry announcements, a demonstration of the show's powerful role in closing deals and generating headlines.

At EBACE2017, show delegates will have important opportunities to speak directly with representatives with hundreds of companies, including business aircraft manufacturers, handling organizations, and fractional providers.

In addition to serving as a valuable opportunity to learn about the latest products and services available throughout the industry, EBACE2017 will also celebrate an important advocacy milestone. This year marks EBAA's 40th year of representing the interests and concerns of Europe's business aviation community, and several events and featured speakers throughout the event will showcase the association's efforts in this vital role.

## **A Powerful Forum for Education and Advocacy**

Of course, among the most powerful examples of this important mission is EBACE itself, which over the past 16 years has grown to become a must-attend event for business aviation stakeholders around the globe. EBACE brings together influential leaders, government officials, and key industry stakeholders to discuss regulations, policies and unfolding trends of importance to not only European operators, but those involved in business aviation community throughout the world.

For example, this year's EBACE opening session will feature Bertrand Piccard, chairman of the Solar Impulse project, adventurer, pioneer and the first to fly a solar-powered aircraft around the world, as well as perspectives on the state of the European and global business aviation communities from EBAA CEO Brandon Mitchener and NBAA President and CEO Ed Bolen.

EBACE is also an important educational venue, with a full slate of informative education sessions addressing the latest topics of concern to business aircraft operators. Scheduled sessions at EBACE2017 include discussions about business aviation security; environmental responsibility through use of alternative fuels, air traffic management, and other key environmental management techniques; and the implications from BREXIT on the European business aviation community.

Another important mission at EBACE is encouraging the industry's next generation of aviation professionals. On 24 May, the EBACE Careers in Business Aviation Day will introduce students across Europe and the world to business aviation and to help ensure this next generation of aviation leaders are prepared by providing the opportunity to explore and learn about our industry and its many rewarding career opportunities.

Throughout its existence, EBACE has highlighted the many 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.

EBACE2017 will continue this proud tradition, showcasing the global significance of business aviation, and the multitude of roles this vital industry provides the unparalleled ability to link communities and companies around the world, connecting entrepreneurs to opportunities in North America, Europe, and across the globe.