# EBACE2017 SHOWCASES ENERGY AND STRENGTH OF BUSINESS AVIATION IN EUROPE

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EBACE Report

**As the final day of the 2017 European Business Aviation Convention & Exhibition (EBACE2017) wrapped up, organizers said the show was one of the most successful in recent memory, reinforcing its reputation as the industry's most important event in Europe.**

**EBACE is jointly hosted by the National Business Aviation Association (NBAA) and the European Business Aviation Association (EBAA). This year's show took place from May 22 to 24 at Geneva's Palexpo conference center and Geneva International Airport.**

**"Anyone who spent the last week at EBACE can see the passion and professionalism that define this industry," said EBAA CEO Brandon Mitchener. "This show was full of energy and excitement for the future, with amazing technology on display, in-depth policy discussions and more than a few deals closed."**

Mitchener joined EBAA as CEO in April 2017, and this year attended EBACE for the first time. "I'm

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thrilled to be a part of this industry at such a pivotal time," he said. "Business aviation in Europe is growing, and this show featured several new business models that offer new opportunities to grow the market further."

NBAA President and CEO Ed Bolen agreed, stating: "This show was an all-around success for attendees, exhibitors and the entire industry. This week once again highlighted the enduring value of EBACE, and of business aviation around the world. Clearly, ours remains a forward-looking industry, and we are confident EBACE will continue to be an important part of its future."

Bolen and Mitchener pointed to several indicators illustrating the strength of this year's EBACE. For example:

- EBACE2017 featured more than 400 exhibitors, representing nearly 40 different countries, on the show floor.
- Many of the exhibitors unveiled new products and services at EBACE2017, and more than 450 journalists from Europe and around the world covered the event.
- At EBACE2017, 56 aircraft were on display at Geneva International Airport, and three more aircraft were displayed inside the Palexpo exhibit hall. Several aircraft were at EBACE for the first time.
- 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.
- Panels and education sessions held throughout the show covered timely and important issues, such as the implications of Brexit for business aviation, expanding opportunities for young professionals, security and top advocacy priorities across Europe.
- The EBACE2017 programming also included two well-attended day-long seminars – with expert analysis and advice for aircraft transactions and business aviation safety.
- The first EBACE Careers in Business Aviation Day introduced more than 250 high school and university students, from about 120 area schools across Europe, to the broad range of opportunities in the industry.

"This was an incredible show, from start to finish," said Mitchener. "As EBACE draws to a close, I know that our industry faces real challenges and thrilling opportunities, and I am confident that business aviation in Europe will rise to the moment, and that our future is brighter than ever before."

Next year's EBACE will return to Palexpo and Geneva International Airport on May 29-31, 2018.

**25 MAY 2017**

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https://mfa.50skyshades.com/news/events-festivals/ebace2017-showcases-energy-and-strength-of-business-aviation-in-europe

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