



**European Business Aviation
Association**

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press release

date 7 May 2010

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subject 10-Year Milestone

EBACE2010 Achieves 10-Year Milestone with Strong Showing at Annual Event

Participants, industry leaders point to the value of business aviation around the world

Geneva, Switzerland, May 7, 2010 – The 10th annual European Business Aviation Convention & Exhibition (EBACE) ended its three-day conference with sold out exhibit and static display spaces, 11,174 Attendees and a general air of optimism that the global industry's economic outlook is on the upswing.

Event organizers pointed to positive signs, such as the sense of enthusiasm among Exhibitors and Attendees. Brian Humphries, European Business Aviation Association (EBAA) president and CEO, and Ed Bolen, National Business Aviation Association (NBAA) president and CEO, were pleased at the global support for business aviation.

"This was by any standard a very successful anniversary for EBACE and a tremendously successful Convention," said Humphries. "On the heels of such a difficult period for the aviation industry, this year's EBACE had a particular excitement surrounding it, and I am encouraged at the possible signs of our industry turning around."

Bolen agreed, saying "This 10th EBACE was certainly a strong one in all respects. The level of Exhibitor and Attendee participation in this show was a welcome boost to our industry, and demonstrates that business aviation remains highly valued around the world."

Halls 6 and 7 of Geneva PALEXPO and the Static Display of Aircraft were sold out with 436 Exhibitors and 65 aircraft out at Geneva International Airport.

In addition to the value EBACE provided for Exhibitors and Attendees, the event celebrated a successful 10-year joint partnership between EBAA and NBAA to host the event. It also showcased the essential role of business aviation in supporting jobs, mobility and economic opportunity around the world.

Education sessions, the backbone of EBACE programming, covered a variety of international and local aviation issues. Panels of industry experts explained their cautious optimism about the business aircraft market and the steps the business aviation communities will take to meet their environmental stewardship goals. Additional sessions covered operational safety, and the latest upgrades to aircraft and technology.

Next year's EBACE will return to the Geneva PALEXPO from May 17 through 19. EBAA and NBAA have secured dates for EBACE through 2015.

See highlights from the event, including photos and presentations, visit the official EBACE web site at www.ebace.aero.

About EBAA

The European Business Aviation Association (EBAA) was founded in 1977 to defend the interests of business aviation. Today, more than 500 business aviation companies (direct members or members of associate organisations) rely on the EBAA to protect their business interests. It is the only voice to represent business aviation among the European institutions. For more information, visit www.ebaa.org.

About NBAA

Founded in 1947 and based in Washington, DC, the National Business Aviation Association (NBAA) is the leading organization for companies that rely on general aviation aircraft to help make their businesses more efficient, productive and successful. The Association represents more than 8,000 companies and provides more than 100 products and services to the business aviation community, including the NBAA Annual Meeting & Convention, the world's largest civil aviation trade show. Learn more about NBAA at www.nbaa.org.