

## PRESS RELEASE

### EBAA launches Ambassador programme: Europe's premier peer-networking platform for Business aviation

8 April 2021, Brussels. Today, the European Business Aviation Association (EBAA) officially announces the launch of its innovative peer-networking Ambassador programme. Alongside the launch of an online platform, the programme allows industry leaders to join closed workshops and forums to address the greatest challenges and opportunities for Business aviation.

At several moments during the year, EBAA Ambassadors will come together to reflect on the industry's most pressing issues. As leaders of the industry, they are raising the standard in the ever-changing and evolving world they operate in. Ambassadors will be briefed on political and public policy developments that impact the sector, and are committed to giving back in the areas of sustainability, diversity, innovation, and responsible business practices.

*"It is extremely encouraging to see that several leading Business aviation companies have joined together to make an additional commitment to EBAA and the industry,"* said **EBAA Secretary-General Athar Husain Khan**. *"We look forward to working closely with our Ambassadors towards improving the industry and society"* he continued.

*"The companies share a common commitment to create a more sustainable, diverse, innovative, and responsible (repetition of two lines up...) Business aviation industry,"* added **EBAA Chief Operating Officer Robert Baltus**. *"They are aware of the challenges we face on a daily basis and are committed to accelerating positive changes to overcome them."*

Complementing this initiative, the newly launched virtual platform [Ambassador.ebaa.org](https://Ambassador.ebaa.org) will share stories about EBAA Ambassadors, celebrate their achievements and most importantly, allow space for discourse on making a change for the better. So far, 15 companies have signed up to the programme, including leading OEMs, Trip Planners, Operators, Service and Maintenance companies.

*"As a longtime supporter of EBAA and business aviation in Europe, Bombardier is proud to be amongst the first EBAA Ambassadors,"* said **Leo Knaapen, Chief, Industry Affairs at Bombardier**. *"Thanks to our collaborative engagement with a growing fleet of European operators and our expanding MRO presence at Berlin-Brandenburg and London-Biggin Hill Airports, Bombardier is regularly engaged in addressing numerous Euro-centric issues. This represents a positive step forward for our sector and we now look forward to working together with other like-minded Ambassadors."*

*"DC Aviation has been a supporter of EBAA's work for many years. We are fully aligned with their goals and are extremely happy to take our support to the next level by becoming an EBAA Ambassador",* said **DC Aviation CEO Michael Kuhn**.

*"MedAire has been supporting the aviation industry since 1985. Today we are the travel risk partner of choice for over 4,000 aircraft worldwide,"* said **MedAire CEO Bill Dolny**. *"We are deeply impressed with the work that EBAA does to promote the sector and are honoured to become one of the first EBAA Ambassadors."*

The inaugural EBAA Ambassadors are:



[Air BP](#)

[Bombardier](#)

[CAT Aviation](#)

[Dassault Aviation](#)

[DC Aviation](#)

[Duncan Aviation](#)

[FlyingGroup](#)

[Jet Maintenance Solutions](#)

[JSSI](#)

[Medaire](#)

[Netjets Europe](#)

[Primus aero](#)

[UAS International Trip Support](#)

[VistaJet](#)

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**About EBAA:** The European Business aviation Association (EBAA) is the leading organisation for operators of business aircraft in Europe. Our mission is to enable responsible, sustainable growth for Business aviation, enhance connectivity and create opportunities. EBAA works to improve safety standards and share knowledge, to further positive regulation and to ease all aspects of closely tailored, flexible, point to point air transportation for individuals, governments, businesses and local communities in the most time-efficient way possible. Founded in 1977 and based in Brussels, EBAA represents +700 members companies, corporate operators, commercial operators, manufacturers, airports, fixed-based operators, and more, with a total fleet of +1,000 aircraft. Follow us on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#), or visit our website on [www.ebaa.org](http://www.ebaa.org).