

Press release

EBAA cancels EBACE26 and reaffirms its mission to support Europe's business aviation community

Brussels, 10 April 2026 — The European Business Aviation Association (EBAA) exists to represent, support and strengthen business aviation in Europe. As a trade association, EBAA's mission is to promote responsible and sustainable growth in business aviation, improving connectivity and creating opportunities in the sector on behalf of our members. To that end, the Association brings the industry together, defends its interests, and ensures that business aviation is properly understood and effectively represented in the political, regulatory and public debates that shape its future.

The annual EBACE event has long been an enabler in support of that mission. Created as a platform for the industry, by the industry, the event has served as a place for the European business aviation community to meet, do business, showcase its value and innovation, and come together as a sector. It has also supported EBAA's wider mission by creating visibility and momentum for the industry, while helping generate the financial means that enable the Association to continue its advocacy, representation and member support work across Europe.

In recent years, EBAA has taken deliberate steps to reshape EBACE in response to market expectations and direct industry feedback. The 2025 edition marked the first visible phase of that effort, with a renewed focus on the event's B2B value, stronger emphasis on networking opportunities, the introduction of dedicated networking zones, a refreshed brand identity, and a clearer focus on delivering value for both exhibitors and attendees.

These changes reflected not only EBAA's commitment to the show, but also an acknowledgement that the environment around it had changed. Over time, market dynamics evolved, participation models shifted, and the event landscape became more competitive. Expectations from exhibitors, attendees and partners also changed, requiring the event to adapt in its format, value proposition and positioning.

For the 2026 edition, EBAA further introduced a series of changes intended to respond to those developments and renew the event. These included the planned return of the static display in a reimagined format, a stronger focus on operators, new networking opportunities including an operator lounge, and a cost structure designed to better reflect exhibitor and attendee expectations.

Despite our efforts, it has become clear that the EBACE26 format did not generate the momentum needed to deliver a viable edition of the event. As a result, EBAA has taken the responsible and transparent decision to cancel EBACE26, which had been scheduled to take place in Geneva from 2 to 4 June 2026. This will also allow the

Association to focus its efforts and resources on its core mission and to step up its work on shaping the initiatives, platforms and forms of engagement that best meet the needs of its members and those of Europe's business aviation community.

Commenting on the decision, **Stefan Benz, Chief Executive Officer of EBAA**, said: *"This is a difficult decision, and one we have not taken lightly. We know it will cause disappointment for exhibitors, partners and participants who had committed to this year's event and placed their trust in it. However, we believe this is the most responsible course of action. It is also the right decision to help minimise further impact on those who had already committed to the event, and it reflects the transparency and seriousness with which we must act towards our members and the wider market."*

Juergen Wiese, EBAA Chairman added: *"EBAA was founded to serve Europe's business aviation community, and that purpose remains unchanged. Our mission is to represent this industry on behalf of our members, advocate for them, and help create the conditions in which they can continue to sustainably operate their businesses across Europe. EBACE has historically been an important enabler in support of that mission, but the format must respond to what the market and our members genuinely need and value. Together with our members, we will continue to shape the right platforms and approaches to support the industry in the years ahead."*

At a time when business aviation continues to face political, regulatory and reputational pressure, EBAA's role remains as important as ever. The Association will continue to act on behalf of its members by creating opportunities for engagement, advancing their interests before European institutions and policymakers, and ensuring that Europe's business aviation community has a strong, credible and united voice.

Ends