

A return to business

COMPILED BY KATE SANSFIELD/LONDON

WITH CONFIDENCE IN THE UK economy on the rise, it seems fitting that the 1997 European Business Air Show (EBAS) should be hosted at London's Stansted Airport for the first time. The sixth annual EBAS will run from the 13-15 May, and will feature all aspects of business aviation. "EBAS is the showcase for business aviation in Europe," says exhibition director David Wright. "There is a buoyant mood in the market at the moment and the show could not have come at a better time," he adds.

Wright says EBAS is designed as a trade show for manufacturers and customers, with exhibitors ranging from the major airframe builders to the smaller component manufacturers. This year's show, which is co-sponsored by *Flight International*, boasts a 15% increase in the number of exhibitors over the 1996 event, from 53 to 65, and is expected to attract up to 2,500 visitors throughout its three-day run.

The burgeoning interest in smaller specialist trade shows, coupled with increased economic confidence, accounts for much of the show's

The 1997 EBAS should prove that Europe is beginning to look brighter for business aviation

increasing popularity. Wright says it was clear at the National Business Aircraft Association convention in Orlando, Florida, in November 1996 that the industry had turned the corner after the recession. "We are seeing a large number of US companies wishing to market themselves in Europe for the first time," he says. This includes Pratt & Whitney Canada, Bell Helicopter and Visionaire. Others making their EBAS debuts in 1997 include Italian helicopter manufacturer Agusta, Socata Group Aerospaciale of France and Daimler-Benz Aerospace of Germany. "The show is a valuable meeting point for the business aviation industry and its customers," says exhibition manager Morten Sorensen.

The main talking points of the show will centre on the implementation of Joint Aviation Authorities (JAA) regulations, which have led to several compulsory – and some believe unnecessary – equipment changes being forced upon aircraft users.

"This is a critical and historic time for general aviation. Harmonisation throughout Europe means that more laws are being laid down by the JAA," says Graham Forbes, managing director of the UK's General Aviation Manufacturers and Traders Association. "Many of the JAA's regulations will be costly to aircraft users and manufacturers alike," he says.

According to Forbes "...business aviation is seeing a upturn geographically, from West [the USA] to East". He believes the fortunes of business aviation in Europe could be boosted further if large European companies began to change their attitude towards business aircraft ownership and the benefits that they bring to a company. "Large companies should start to see that a business aircraft can be used as a continuation of their office. We have to kick-start the use of advocacy: business aircraft make sound business sense." □

INFORMATION ON EBAS '97

BY AIR

There are direct airline services to London Stansted Airport from most European destinations. A shuttle bus will transport visitors to the exhibition site. Arrivals by business aircraft should make arrangements with one of the following Stansted-based companies: Inflight; tel: +44 (1279) 680373. Metro Business Aviation; tel: +44 (1279) 662428/ 680; Universal Aviation; tel: +44 (1279) 680566/349.

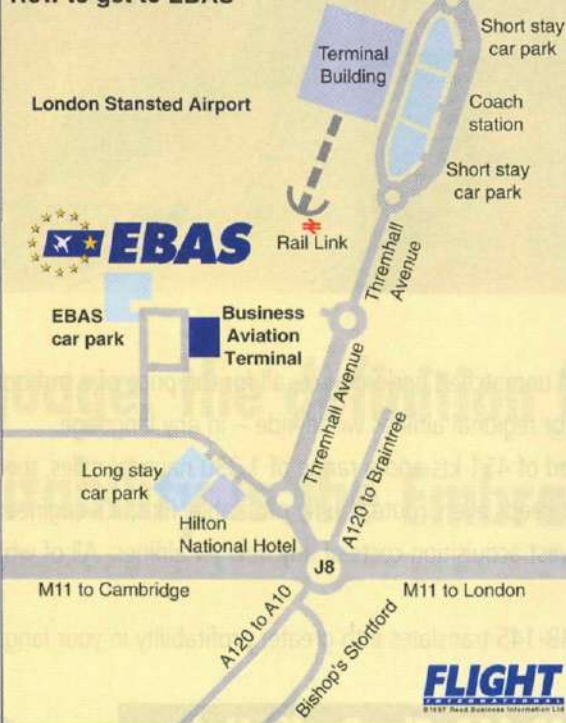
BY ROAD AND RAIL

London Stansted Airport is situated 50km north-east of London, adjacent to Junction 8 on the M11 motorway. There is free parking at the show, close to the business-aviation terminal. For rail travellers, the Stansted Skytrain operates every 30mins direct from London Liverpool Street, British Rail (BR) station. For detailed information contact BR; tel: +44 (345) 484950. The airport railway station is situated within the main passenger terminal, and a free shuttle-bus service is available to the show.

OPENING TIMES

The show is open to trade/industry and

How to get to EBAS



press between Tuesday 13-Thursday 15 May at the following times:

Tuesday 13 May and Wednesday 14 May: 0930 - 1730
Thursday 15 May: 0930 - 1630

TICKETS

Entry to EBAS 1997 costs £10 and tickets can be obtained at the show.

CONFERENCES

Several conferences will run concurrently with the show. Topics under discussion include: "Business Aviation towards the millennium", looking at regulations, industry trends and the issue of airport access for business aviation; while "Global Operations", will look at safety, performance and cost issues. For further information on conferences and events being hosted at EBAS 97, please contact the show organisers.

ORGANISERS

For more information the show organisers can be contacted at EBAS, 134 South Street, Bishop's Stortford, Hertfordshire, CM23 3BQ, UK. tel: +44 (1279) 714505. fax: +44 (1279) 714519.