

# Reflections On EBACE

**T**he month of May has always been one I look forward to; warmer weather, trees blooming and the European Business Aviation Convention and Exhibition (EBACE). This year was the 11th annual event, held in Geneva, Switzerland. EBACE is jointly hosted each year by the European Business Aviation Association (EBAA), the leading Business Aviation association in Europe, and the National Business Aviation Association (NBAA), the leading voice for the Business Aviation industry in the United States.

This annual three-day event features exhibits, an incredible Static Display of aircraft, education sessions and Maintenance & Operations Sessions (M&Os) – all located at the magnificent Geneva Palexpo and Geneva International Airport.

Now that I am back at my desk in Boulder, Colorado, I have begun reflecting on the many successes from this year's EBACE. I came away feeling terrific on many levels. I made friends in the international legal and maintenance arenas. I was able to see and be seen, thereby extending our corporate presence beyond our domestic borders. I was able to attend several informational sessions which broadened my knowledge base on international business practices that will further support our ability to successfully complete complex transactions for our global clients.

There are some very unique aspects to this event compared to the annual meeting and convention held in the U.S. by the NBAA. One interesting difference is that the 102,000 m<sup>2</sup> of covered exhibit space that the Geneva Palexpo allows visitors easy access between exhibits and the static displays since it is all on airport property. Each year both attendees and exhibitors increase in numbers. This year was no exception, as EBACE had the second-highest attendance and number of exhibitors since the show's inception!

I continue to see more and more brokers and consultants from the U.S. attending the show as businesses grow beyond our borders. This valuable event gives us access not only to potential new customers, but provides the

educational input needed to keep our desire for growth in-line with our knowledge-base of the ever-changing global marketplace.

This year I was privileged to be asked for the second year to participate in one of the many educational forums EBACE offers. On May 16 many of my fellow aviation professionals from around the world and I presented the "EBACE International Aircraft Transactions Conference", jointly produced by EBAA and NBAA. The attendance was great along with the material presented.

I leave each year knowing that international transactions are far more complicated than we are used to in our domestic work. In fact, no two transactions are the same as we blend different countries, cultures and time zones into the mix.

Another interesting characteristic of EBACE is that there seems to be a very different mix of attendees compared to the NBAA event. I find there to be a far greater number of actual end-users that attend, due - in my opinion - to the fact that in many of the European emerging markets there is a less mature broker and consultant network. The path for a person or company considering entering Business Aviation is less defined. Of course if they are considering buying new, the manufacturer presence is well established.

The fact that the pre-owned market does not always seem to be as defined in some areas of Europe tends to drive the direct end-user to the show. For those exhibiting either services or actual aircraft, this translates into actual sales and aircraft sold at the event. Consequently, it always seems there is more talk of 'real deals' getting inked at EBACE.

Different from many other international events is the fact that this show is strictly for Business Aviation, whereas other international shows tend to feature commercial and military aviation as well. These shows are usually very crowded and Business Aviation is often the smallest segment of the show.

In fact, NBAA recently polled the aircraft manufacturers to find the best location and timing for the 2012 Asian Business Aviation Conference & Exhibition (ABACE) event which is being partnered with the Asian

Business Aviation Association (AsBAA). The predominant feedback NBAA received was not to have a show that shared their presence with the military and commercial aviation segments. Hence, the winning formula seen in Geneva will cast the

model for the Shanghai event in 2012. Finally, I would like to say a word about the two incredible associations that make EBACE a success: EBAA and NBAA. They are not just associations whose goal is to put on trade shows, but rather to shape Business Aviation in their respective markets for each of us who go to work in this industry every day. Regardless of whether you are operating business aircraft or building and supplying goods or services to this industry, we need associations like these to promote the positive value of Business Aviation in each and every city, state and municipality within their respective borders.

I urge each of you to learn more about these associations and support them with your membership. Once a member, get involved and stay active. When one of these associations asks its members to participate actively by reaching out to the local and federal politicians and regulators to voice their feelings about relevant issues that impact our operational flexibilities, do it. It is vital!

► Jay Mesinger is the CEO and Founder of J. Mesinger Corporate Jet Sales, Inc. He is on the NBAA Board of Directors and is the Chairman of AMAC. Additionally, Jay served on the Duncan Aviation Customer Advisory Board for two terms, is a member of EBAA and a member of the Colorado Airport Business Association (CABA). If you would like to join in on conversations relating to topics like this, and other trends in the Business Aviation market, join Jay on the cutting-edge of Business Aviation by sharing your comments on these various social networking platforms – Jay's Blog [www.jetsales.com/blog](http://www.jetsales.com/blog), Twitter and LinkedIn. For more information visit [www.jetsales.com](http://www.jetsales.com) ■

