

# No plane no gain

**INTERVIEW WITH ED BOLEN**  
PRESIDENT AND CEO, NBAA



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**What is the outlook and the key trends you see for the Business Aviation industry over the next five years?**

As you know, our industry’s performance is tied closely to global economics, and it’s almost impossible to predict what we’ll see on the world stage over the next five years. That said, reliable indicators point to continued, measured growth throughout the business aviation marketplace in the near-term, following several challenging years in the aftermath of the global economic recession of 2008-2009.

**How would you break this down - regionally and sectorally - in terms of global geography and type of use?**

One illustrative answer to this question could be found in what we’ve seen in the way of aircraft representation in a relatively emerging market, as shown at our Asian Business Aviation Conference & Exhibition (ABACE) co-hosted by NBAA. This year’s event, in Shanghai included the largest number to date of smaller aircraft displayed – piston-engine, turboprop, and jet, as well as rotorcraft – all of which are well-suited for regional travel.

That represented a marked change over past ABACE shows where large-cabin, intercontinental-range business jets dominated the static display, and marks an ongoing maturing for this segment in the Asia-Pacific that more closely matches the industry’s diversity across North America, Europe, and other regions.

**What new innovations are in the pipeline in terms of greater efficiency, performance and environmental-friendly developments?**

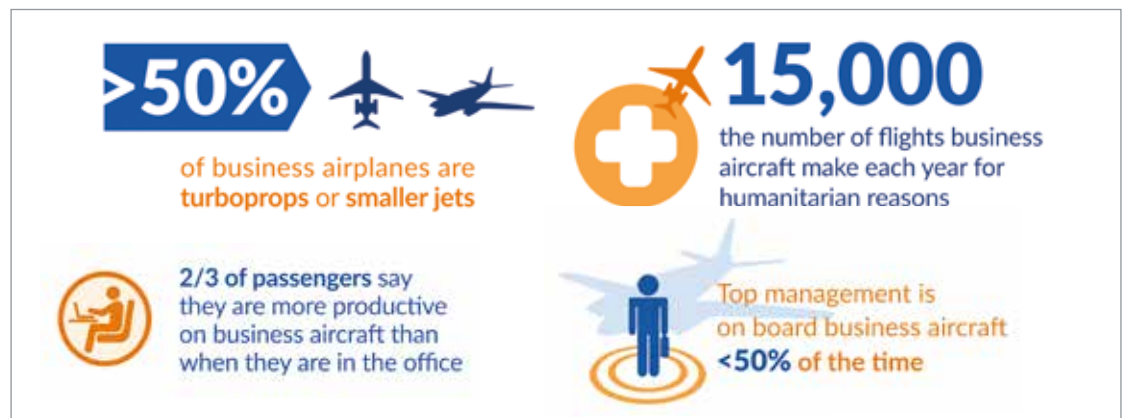
Business aviation has an exemplary environmental record and a small carbon footprint. Worldwide aviation emissions are only a tiny fraction of all transportation emissions, and business aircraft emissions are a small portion of those.

Business aviation continues to build on this record with technologies that will help minimise noise and emissions, resulting in quieter, more efficient, and cleaner-emitting business aircraft, which will also offer improved operational performance.

**Are there still key misconceptions about Business Aviation which still need to be addressed amongst policy makers and the general public about the industry? – What role does the NBAA play in this endeavour and do business aviation users themselves have a part to play?**

When it comes to policy developments in Washington, perception of our industry plays a large role in resulting regulations and legislation. For NBAA to foster the development of policies that most effectively support business aviation, it’s important to continually educate legislators and regulators about the industry’s value throughout America.

NBAA, in partnership with the General Aviation Manufacturers Association (GAMA), pursues such advocacy through the *No Plane No Gain* campaign, a series of ongoing initiatives designed to educate policymakers and opinion leaders about the value



of general aviation, including business aviation, in the U.S.

Through targeted initiatives including a dedicated website, paid advertising placements, and engagement through social media, *No Plane No Gain* highlights the more than one million U.S. jobs supported by our industry, and its more than \$200 billion in annual economic contributions; the importance of business aviation for enhancing productivity and helping companies succeed; connecting communities of all sizes to markets for business and commerce; and providing critical humanitarian support in times of crisis.

NBAA remains dedicated to this branded campaign, and we expect to continue this support in the foreseeable future.

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**In terms of regulation, what are the main areas in which the NBAA is currently engaging with regulatory Authorities on behalf of the Industry?**

As you may know, earlier this year the U.S. White House released its first annual budget proposal, which included an apparent call to replace congressional oversight of the nation's air traffic control (ATC) network with a private entity, overseen by airline-centric interests.

NBAA has joined with a diverse selection of stakeholders, both from within the aviation industry and outside of it, in opposing this concept, which could threaten the continued, unrestricted access to the nation's airports and airspace.

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**How is the NBAA linked with other Business Aviation organisations and Conventions such as the EBAA and EBACE?**

Our association enjoys a long and fruitful partnership with the European Business Aviation Association (EBAA), and this includes a strong record of collaboration on issues affecting business aviation operators on both sides of the Atlantic. The most recognisable example of this relationship is through co-hosting the annual European Business Aviation Convention & Exhibition (EBACE), which in 2017 will showcase more than 500 exhibitors and 60 business aircraft on static display at Geneva's Palexpo from 22-24 May.

Similarly, as I mentioned, we've recently concluded a highly-successful edition of the 2017 Asian Business Aviation Conference & Exhibition (ABACE) in Shanghai. ABACE is presented by the Shanghai Airport Authority (SAA), and co-hosted by NBAA and the Asian Business Aviation Association (AsBAA).

It's also worth noting that, here in the U.S., we are fortunate to enjoy very strong relationships with more than 50 regional groups across the country.

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**Business Aviation has grown with (and arguably facilitated) the process of economic and trade "Globalisation" over the past few decades - are you concerned about certain economic headwinds ahead (e.g. increased trade protectionism) which may impact the industry?**

Throughout history, all great civilisations have been built upon, and advanced, in large part through the promotion of commerce between nations. You are absolutely correct in stating that business aviation represents a key driver for economic activity and growth in the current global economy.

While NBAA closely monitors the global policy landscape, we know at a more general level there is a recognition that business is becoming ever faster-paced, and that business aviation is a recognised asset for helping companies be more nimble, competitive and successful.

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**What would your general message or advice be to Business Leaders who are considering using business Aviation for the first time or those seeking to optimise the cost benefits of their existing use of business aviation?**

I'm asked the question often, and the answer is relatively straightforward: business aviation is a productivity multiplier. In that sense, business aviation is really like any other highly-valued tool – such as a smartphone, or tablet computer – in today's ever-more-competitive global marketplace, but with one additional advantage not offered by those devices. Business aviation enables direct, face-to-face contact with clients, customers, and personnel, to a degree not otherwise possible.

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Static display of aircraft at NBAA's Business Aviation Convention

