MEBAA SHOW 2018 INTRODUCES NEW FEATURES

News / Business aviation, Events / Festivals

When the MEBAA Show returns to DWC Airshow Site from 10-12 December this year, the show will incorporate the MEBAA Conference on the show floor. The MEBAA Conference will address current important issues facing business aviation in the region, to ensure the business aviation community remains at the forefront of this ever-changing industry.

Split into four distinct sessions across two days, the MEBAA Conference Dubai will include both a UAE Market Focus and in-depth analysis of the Global business aviation market. Panel discussions and presentations will focus on topics such as what is being done to drive business aviation forward; analysing the latest trends and regulations in the market and identifying how best to take advantage as well as business aviation insurance and how it is changing, including protection against new potential threats.

The blockchain in business aviation session will look at the basics of blockchain and how it is being used in other industries while analysing what benefits can it offer aviation and investigating application practicalities. Other topics will include cyber security, aviation finance and innovation, among others.

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The conference will take place within the MEBAA Show across the 11-12 December, giving attendees ample time to maximise their time at the event, and to interact with the 500 expected exhibitors at the show too.

“Historically there has been a large crossover between attendees at the MEBAA Conference and the MEBAA Show,” says Ali Alnaqbi, founding and executive chairman of MEBAA. “There has also been a lot of interest from exhibitors at the show to attend the conference, and vice versa, so it makes sense for the conference to take place on the show floor to bring these two events together.”

Also launching this year at the MEBAA Show will be the aircraft operators Executive Club Lounge, an exclusive area dedicated to meetings and networking specifically for those in the sector. Alnaqbi continues, “Aircraft Operators are of course an important cornerstone of the business aviation industry. The addition of a distinct lounge will increase the opportunities for them to host face-to-face meetings, which is well known as the preferred way to do business in the Middle East.”

MEBAA Show 2018 will also feature, for the first time, a product demonstration theatre on the show floor, providing a space for exhibitors to promote their products and services to visitors; while the Jetsetter Welcome Reception, scheduled for the late afternoon of the first day, will provide a platform for exhibitors to network and raise their company profile among all attendees to the show.

The MEBAA Show 2018 is expecting 500 exhibitors and 9900 attendees across the three days at DWC Airshow Site, 10-12 December.

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