



INDUSTRY PLAYERS SEE PROMISING PROSPECTS FOR BUSINESS AVIATION IN SWITZERLAND

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Switzerland's business aviation industry is an important economic sector that is set for further growth, so long as capacity and regulatory issues do not stifle its potential, according to industry players gathered for discussions in Bern. The occasion was the first ever Business Aviation National Forum in Switzerland, held at the Bellevue Palace in Bern on 30 June 2016, hosted by the European Business Aviation Association (EBAA) and EBAA Switzerland.

"This was a rare opportunity to sit down with all the key stakeholders in the Business Aviation sector in Switzerland and have a frank discussion on some sticky issues," says Fabio Gamba, CEO EBAA. The issues centred on how to unlock Business Aviation's potential in Switzerland, by ensuring that it is not held back by unfair or cumbersome regulations or capacity constraints at busy airports.

"Business Aviation has an image issue," said Hans-Ueli Vogt, Member of the Swiss National Council and Chairman of the Parliamentary Group for Aviation. "It's perceived to be elitist and luxurious. The sector must fix this image and demonstrate that, in fact, it ultimately serves the

public interest by increasing mobility, which consequently increases the competitiveness of a geographical area. When Business Aviation passengers sign a contract or secure goods, those deals increase local jobs and economic activity. This is the message that needs to be shared."

Switzerland is the seat for many world-class multinationals and financial institutions, which is why it ranks No. 1 in business aviation departures per capita in Europe. The sector accounts for over 17,000 direct and indirect jobs in the country, of which over 6000 are in manufacturing at such leading companies as Pilatus. This translates into almost €1bn in labour compensation, some €1.3bn in GVA, and over €3.7bn in total output.

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