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Kick-off Digital Series

EUROPEAN ROTORS launches the EUROPEAN ROTORS Digital Series with an industry panel involving executives from Airbus, Bell, Leonardo, Safran, EASA (European Union Aviation Safety Agency) and EHA (European Helicopter Association)

## **EUROPEAN ROTORS Digital Series kicks-off with a high level market overview panel on rotorcraft**

**While personal gatherings are limited at the moment, the new virtual format EUROPEAN ROTORS Digital Series will discuss the most pressing topics and the latest trends in the rotorcraft community within the upcoming months.**

“The concept consist of various session formats such as panels, interviews or presentations which the team of EUROPEAN ROTORS will create together with partners and associated companies” explains Dr. Frank Liemandt, show director of the event.

“The first session on the market overview with high level participants from Airbus, Bell, Leonardo, Safran, EASA and EHA will focus on how the market developed within the previous months under Covid-19, new projects and expectations from the industry for 2021” concludes Liemandt, who also moderates the EUROPEAN ROTORS Digital Series. The panel is available on the EUROPEAN ROTORS website: <https://www.europeanrotors.eu/programme/european-rotors-digital-series>

The next publications will bring up a promotional video by ESA astronaut Luca Parmitano, interviews with innovative rotorcraft suppliers like Beamflight or Innovfoam, a free webinar with IDP European Consultants about “Horizon Europe” and an interview with a new UAV production company Aerial Robotics. Another highlight is the joint organization of a virtual Urban Air Mobility congress together with the students organization Euroavia. Each topic will be promoted via the different social media channels of EUROPEAN ROTORS and published on the homepage.

With the EUROPEAN ROTORS Digital Series the organisers want to keep the community connected, provide educational content and offer knowledge transfer on a regular basis until the entire branch/ industry finally meets face to face at the first live edition of EUROPEAN ROTORS from 16-18 November 2021 in Cologne, Germany.

If you want to learn more or get involved with a certain topic in one of the next sessions, please get in touch with Dr. Frank Liemandt:

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#### **About the event:**

European Rotors - The VTOL show and safety conference” is where the entire rotorcraft industry meets to grow its business and discuss rotorcraft safety and sustainability. For the first time, the European Helicopter Association (EHA) and the European Union Aviation Safety Agency (EASA) are teaming up to create an exceptional showcase for the European rotorcraft community. European Rotors will be the unique leading platform offering the industry an exhibition where all stakeholders (including Original Equipment Manufacturers (OEM), suppliers and operators) gather to do business and share knowledge. Vertical Take-Off and Landing aircraft (VTOL) with different level of autonomy will also be integrated, as they are an important future technology – either complementary to rotorcraft – or offering new dimensions: for instance, in urban environments.

European Rotors is organised by the European Helicopter Association in cooperation with EASA who will focus on all aviation safety aspects and with the full support of the leading OEMs such as Airbus, Bell, Leonardo and Safran. Messe Friedrichshafen, the organiser of the well-known general aviation show AERO Friedrichshafen, is the service provider for the new

show.

The concept consists of a trade show combined with a unique conference programme including lectures, workshops and certified training courses. The most prominent one is the integration of the well-established EASA Rotorcraft and VTOL Symposium which aims at enabling better collaboration and mutual understanding to enhance global aviation safety.

European Rotors is for the entire rotorcraft community, attracting people from senior decision-makers to young talents. A particular focus will be given to the next generation with reduced entry tickets for students, as the industry needs new recruits in all areas. One of the event's objectives is to sensitise the general public on how much helicopters contribute to the well-being of the European societies every day. All VTOL type aircraft will also be integrated into the event to give an outlook on

comprehensive missions of drones and helicopters as well as the Urban Air Mobility (UAM) concepts.

European Rotors will be held annually from 2021 onwards.

Further information is available at [www.europeanrotors.eu](http://www.europeanrotors.eu)