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Ticket Sale

EUROPEAN ROTORS' unique digital platform is online

EUROPEAN ROTORS launches ticket sales with early bird promotion "Summer Sale"

The countdown is on: In just four months, EUROPEAN ROTORS will open its doors in Cologne for the first time. But the event already starts now with its new, unique digital platform going online. It informs about all relevant topics relating to the helicopter and VTOL industry in a tailor-made manner.

Ticket sales for EUROPEAN ROTORS in Cologne (16 to 18 November 2021) have started and tickets can be booked online at www.visit.europeanrotors.eu/en. The organisers are celebrating the start of sales with a special promotion "Summer Sale" - granting early bookers a discount of 20 percent on the regular admission price!

Dr Frank Liemandt, Show Director of EUROPEAN ROTORS, said: "We are really happy to achieve this major milestone in our preparations of a great first debut. We heartily invite the whole community to visit our ticket shop and the digital event platform including our educational programme. Of course, it will grow over the next weeks and months as we are receiving daily requests – both for exhibiting and being part of the conferences."

The new annual show aims to bring together the entire rotorcraft industry as well as the various stakeholders. It will cover all aspects of VTOL mission types, from HEMS/SAR, police/public safety, disaster relief/firefighting,

passenger transport and offshore missions to smart city/urban air mobility and new technologies and innovations.

The trade fair is experiencing consistently strong support from the market: to date, around 100 exhibitors have already registered for EUROPEAN ROTORS in Cologne, including market leaders such as Airbus Helicopters, Bell, Leonardo Helicopters, Robinson, Safran Helicopter Engines, Boeing Global Services, H+S Aviation Limited, Pratt & Whitney Canada Corp, RUAG, ESG Elektroniksystem- und Logistik GmbH, AEROMETALS and others.

The organisers European Helicopter Association (EHA) and the European Union Aviation Safety Agency (EASA) have today also launched the unique digital show platform of EUROPEAN ROTORS, where exhibitors can now start to present their products and services in various formats. It offers users a perfect customised digital experience. The show platform is structured according to content and sorted by topics, so that every user can find exactly the information that interests them most without any detours.

The digital show platform will stay online after EUROPEAN ROTORS and directly lead into "EUROPEAN ROTORS 365", the new hub presenting all relevant content and news for the rotorcraft and VTOL community.

The EASA Rotorcraft and VTOL Symposium will be one highlight in the educational programme of EUROPEAN ROTORS. It has been successfully established as an annual event for 13 years and enjoys growing international recognition. It brings together safety experts from across the industry. The symposium provides a platform for manufacturers, research organisations, national aviation authorities and generally all safety specialists to share latest developments with the community and to exchange views with regulators on future safety guidelines and improvements.

David Solar, Head of GA and VTOL Department at EASA, said "We are delighted to officially open the registration to EUROPEAN ROTORS and to the Rotorcraft and VTOL Symposium which is hosted by the event. This is a great step towards meeting the whole rotorcraft industry in Europe and hopefully worldwide. This event represents a new communication mean for the rotorcraft community by the rotorcraft community. This year, it is blending a mix of physical and digital event. We are looking forward meeting all

stakeholders to share about our industry future and challenges and to address key safety issues. Meeting together is key to our success.”

Beside the Symposium, a comprehensive range of training and information events is planned for EUROPEAN ROTORS, both on-site and online. EASA has launched several activities under the return to normal operations (RNO) project to support the industry. The European helicopter ecosystem showed resilience but was nevertheless severely affected by the crisis. The industry has learned to work more efficiently and digitally and to focus on the core task of safety. The EASA Rotorcraft and VTOL Symposium is a good opportunity to reflect on the good practices developed since last year.

Peter Moeller, Chairman of the European Helicopter Association (EHA), said: “Since its establishment, in 1980, EHA has been focused on promoting the use of the helicopter as a vital tool for improving the safety of citizens, enhancing national security and adding economic value to the European Union’s collective wealth. The development of new technologies and new safety standards in VTOL operations are fostered by EHA and its members in close collaboration with all stakeholders. We look forward to bringing these important concerns to a wider audience through EUROPEAN ROTORS and its digital platform EUROPEAN ROTORS 365.”

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. The venue will be Hall 8 including the Congress Centre North of Koelnmesse in Cologne, Germany. 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 difference 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 organized 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 organizer 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 program 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 will be held annually from 2021 onwards.

Further information is available at <https://www.visit.europeanrotors.eu/e>