

GENERAL AVIATION SERVICE EXHIBITING DEBUT AT AERO 2026: POSITIVE RESULTS, FACILITATING BUSINESS FOR BIZAV INDUSTRY

News / Business aviation, Events / Festivals



General Aviation Service team debuted as exhibitor at AERO Friedrichshafen 2026 show. Spanish warm welcome, experience and commitment not only to assure excellent service, but to consider every client made the booth a resounding success. According to show organizers, business aviation was the industry segment with the highest growth rate this year. Many first-time exhibitors highlighted the close proximity between the static display and the exhibition halls as a positive feature. There were so many meetings that I wasn't able to get feedback from GAS Managing Director Juan A. Guerreiro until after they returned to Spain. It is my pleasure to share the essential:

T.O. Impressions of AERO 2026, positive, neutral and what to improve?

J.A.G.: The impression is genuinely very positive. While it is true that expectations were somewhat conditioned by the cancellation of EBACE a few days earlier, we were pleasantly surprised by both the number of attendees involved in decision-making and the number of

operators that attended.

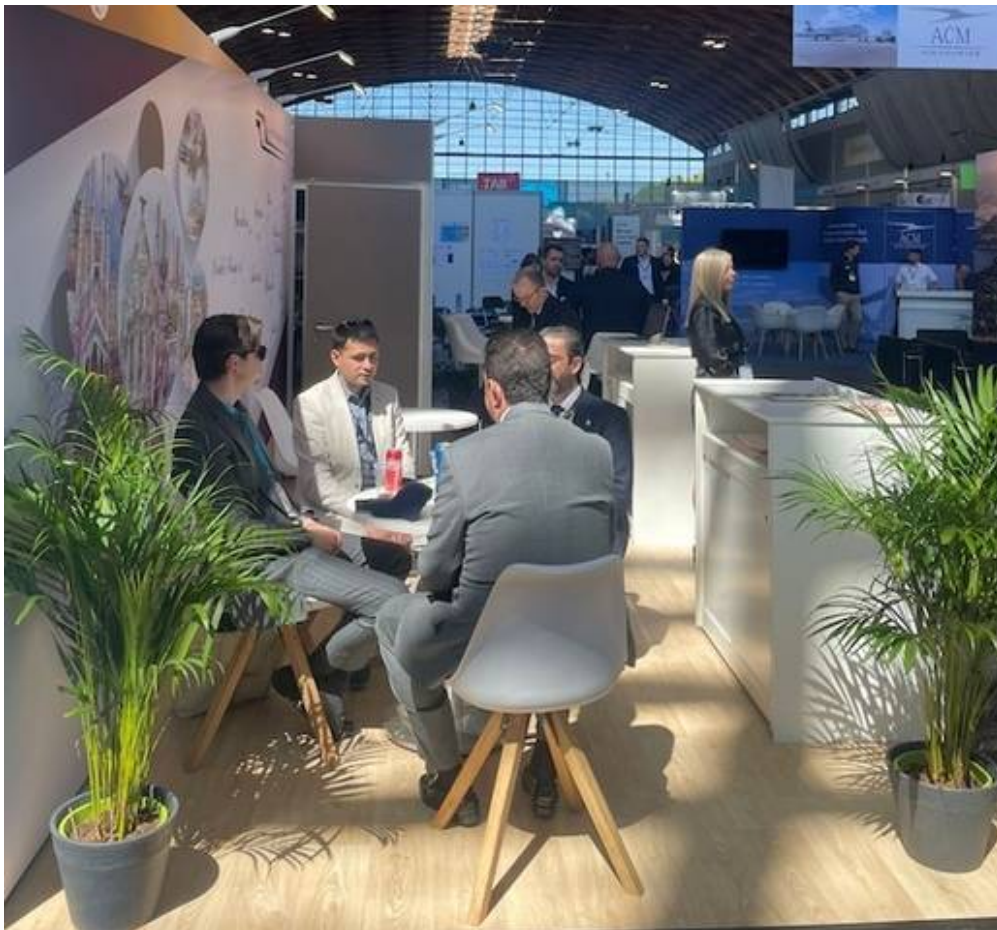
Naturally, due to the volume of attendees and exhibitors, there are areas that could be improved, but we understand there is time and room for improvement, especially considering this was effectively the first event to truly bring together the entire European business aviation industry.

Among the improvements we would suggest would be the duration of the show, as three days are more than enough and, for us, exhibiting on a Saturday makes little sense, particularly as our pavilion remained empty throughout the entire day. Improvements in hotel availability and transportation (especially taxis) would also be advisable.

T.O. :AERO 2026 was your debut as exhibitor, did you achieve goals you had for the event?

J.A.G.: To put it simply, we're confident it was worth it. Our decision to participate is always driven by the need to meet face to face with the people who make decisions within the business aviation industry. It is not always easy to gather and hold dozens of meetings in just three days. Last year, as visitors, we saw the potential the exhibition had, and that is why we decided to exhibit this year.

We met people face-to-face, and for some, that made all the difference. The chance to have a conversation in person can open doors for your business.



T.O.:Were you surprised by the cancellation of EBACE 2026?

J.A.G.: To be honest, we were very disappointed but absolutely not surprised. EBACE was our show. It was where we truly made a name for ourselves and where we first started building relationships many years ago.

This year, we tried to make them understand the industry's needs and shared ideas on how to attract exhibitors, but unfortunately it was all in vain. It did not really come as a surprise to us, but like many others, we were saddened by it.

The challenges with communication, the concept, and much more... Organizing an industry trade show just for the sake of an event... it doesn't make sense. We need a vision, a new concept, an event that will serve the business aviation industry.

T.O. How would you describe first this year's big coming together of the industry players?

J.A.G.: It made us feel genuinely very happy. Seeing the reaction of all the participants — most of whom were attending for the first time — brought back memories of the best years of EBACE. People were happy with the event, with the attendees, and with the opportunity to work and once again see so many familiar faces.

Not everything is about ROI, we all know that, but at the very least it is important to have an exhibition where both exhibitors and visitors feel comfortable and enjoy being there.

T.O. : Do you think a revolution or rethinking is needed talking about European business aviation events?

J.A.G.: Absolutely. We're experts in ground handling, so we can only speak from our own perspective. What's clear is that we need a major event for the European business aviation industry. We need an event that, is easily accessible for teams to travel to, attracts clients, and facilitates business and various collaborations. An event where organizers listen to proposals and suggestions and understand that they must at least try to meet the needs of each of us, however different they may be. For us, as handling experts, no two clients are alike; everyone has their own unique characteristics, and the same should apply to events.

For us, it's not a revolution either; it's adapting to the times like any other company. We'll all remember the "golden years" of EBACE. But in life, you have to know how to move forward by learning from your mistakes. So, we need a new proposal for an event that brings the industry together in Europe and lives up to the challenge.



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