



# INTERNATIONAL PARIS AIR SHOW

Paris • Le Bourget

**FROM 19 TO 25 JUNE, 2017**

## Show **report**

an event from:



# EDITORIAL

**At its 52<sup>nd</sup> edition, held from 19 to 25 June 2017, the Paris Air Show confirmed its status as the world's largest aerospace event.**

An outstanding showcase for the industry and its sectors, the Paris Air Show was yet again a resounding success, with a record number of exhibitors: nearly 2,400 companies. A place ideal for opportunities and meetings, it was as ever an extraordinary platform for trade, with over \$150 billions' worth of orders placed. Professionals in the sector and the general public came in droves, with 322,000 visitors and 3,450 journalists attending during the week. They discovered numerous areas and events, including the Careers Plane-Jobs and Training Forum and the Paris Air Lab, a new space devoted to research, innovation and forward thinking. Visitors could also admire the 140 aircraft on show, 45 of which on flying displays. Lastly, the event consolidated its international dimension, with over 290 official delegations present, and visits from France's President and the great majority of the French government.

**The Paris Air Show once again uncontestedly established itself as one of the highest points in the economic life of its industry.**



**THE PARIS AIR SHOW WAS  
YET AGAIN A SUCCESS,  
WITH A RECORD NUMBER  
OF EXHIBITORS**



# KEY FIGURES

## VISITORS



## THE EXHIBITION

An even higher number of exhibitors:



An edition sold out more than 8 months before opening, with a considerable rise in the commercial areas sold:



- > **54,000** sqm of stands
- > **37,500** sqm of chalets
- > **40,000** sqm of outdoor areas



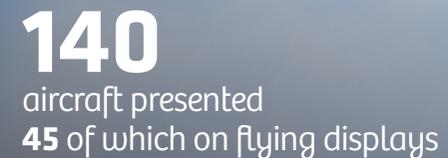
Exceptional media coverage:



An ever-growing volume of orders:



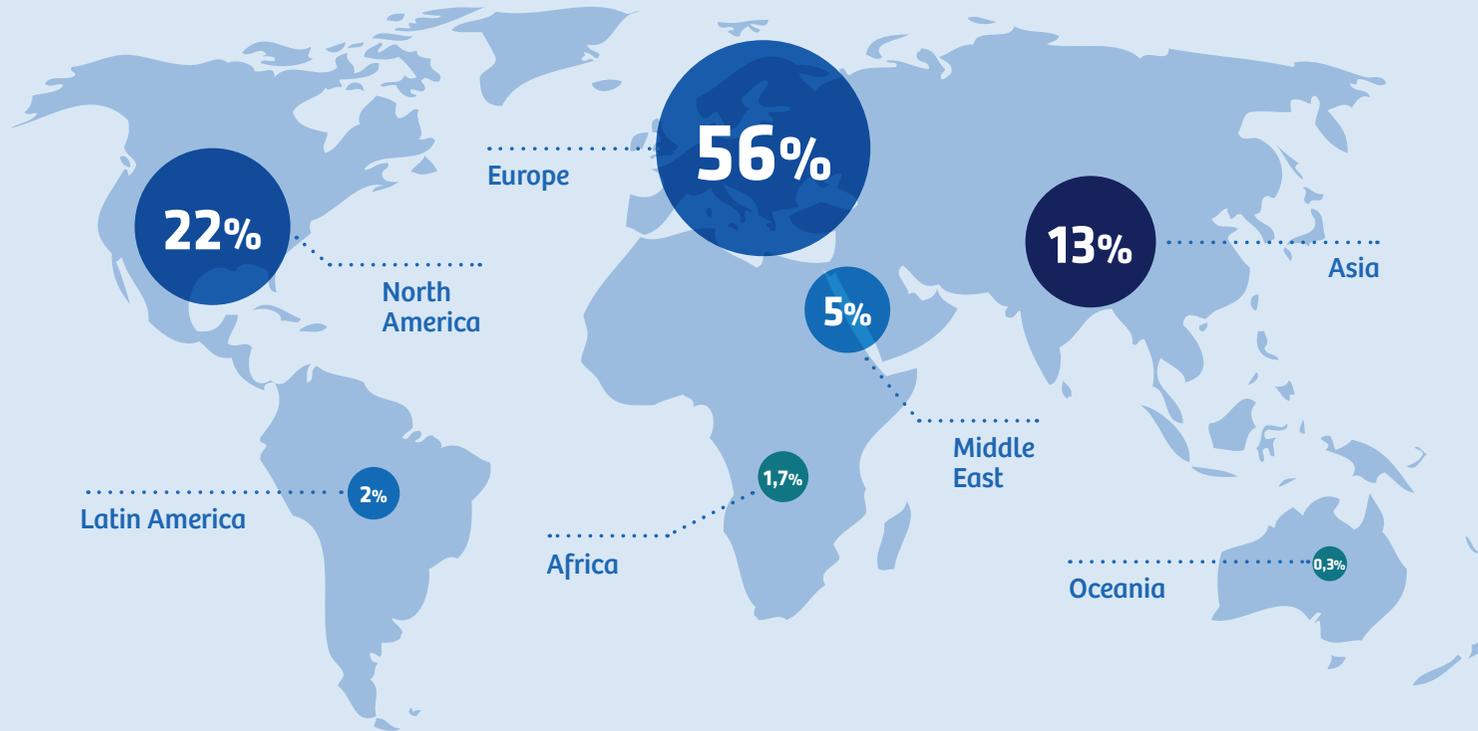
As attractive as ever for delegations:



# VISITORS

## BREAKDOWN BY GEOGRAPHICAL ORIGIN (OUTSIDE FRANCE)

Our trade visitors came from **158 countries**.



## EVER-LOYAL TRADE VISITORS

**142,000**

trade visitors attended the Show including **32%** from outside France

## BREAKDOWN BY COMPANY SIZE

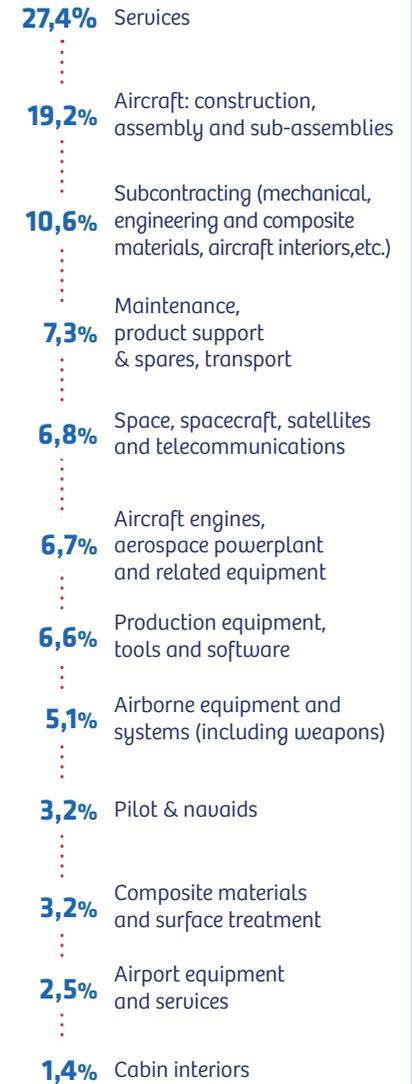


More than half the trade visitors worked in companies with over 500 employees.

## AN ENTHUSIASTIC GENERAL PUBLIC

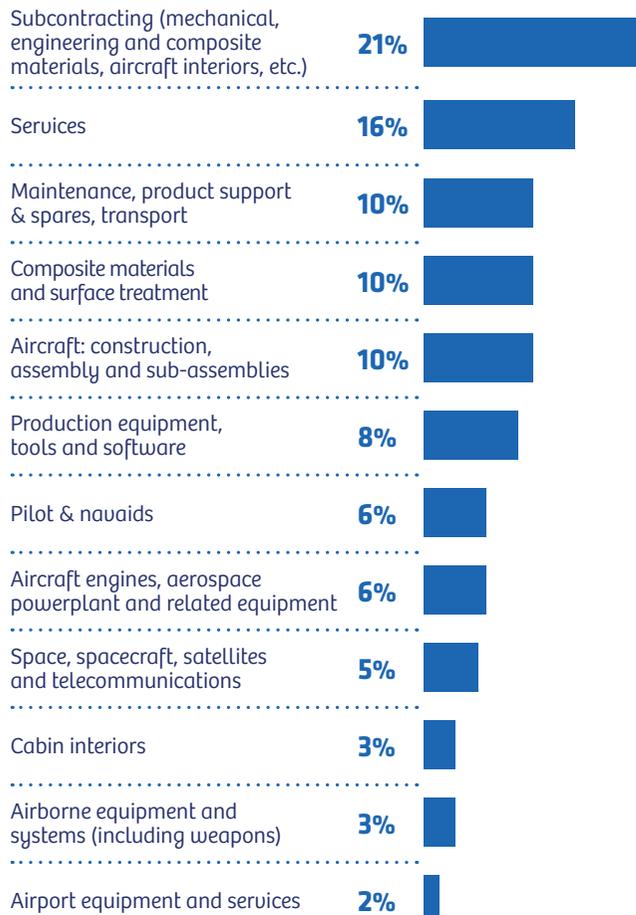
The general public acclaimed this edition enthusiastically, with 180,000 visitors in the last three days. The quality of the flying display (Patrouille de France, Rafale, the exclusive F-35 display) and the numerous events, including the new Paris Air Lab, once again delighted a very broad audience.

## BREAKDOWN BY ACTIVITY



# EXHIBITORS AND AIRCRAFT

## BREAKDOWN BY ACTIVITY



## AN INTERNATIONAL SHOW

With 2,381 exhibitors from 48 countries, the Paris Air Show has consolidated its status as the world's leading aerospace show. International exhibitors represented 50% of the numbers, and came mainly from the following countries:



## A REMARKABLE VENUE FOR OPPORTUNITIES AND TRADING



150

Billion dollars' worth of contracts signed during the Show

## + FOCUS

This year, digital technology once again gave exhibitors maximum visibility.

> **417 new products and services** were presented by exhibitors during this edition, and could be viewed on the Show's digital platforms.

## AIRCRAFT

This year, 140 aircraft were presented during the week, 45 of them on flying displays. They included numerous new and latest-generation aircraft like the Airbus A321neo, the Airbus A350-1000, the Boeing B787-10, the Boeing B737 Max9, the Kawasaki P1 maritime patrol plane, the Mitsubishi MRJ90 and the Lockheed Martin F-35 fighter jet. Dassault Aviation's Rafale and Falcon 8X, the Airbus A380 and A400M and the Airbus Tigre and NH90 Caïman helicopters were also highly popular with the public.



# OFFICIAL DELEGATIONS

A group of men in suits are gathered around a large black drone. One man in the foreground, Emmanuel Macron, is pointing at the drone's sensor. Other men are looking at the drone with interest. The background shows the tail of an Airbus aircraft.

## THE SHOW WAS INAUGURATED ON MONDAY 19 JUNE BY THE FRENCH PRESIDENT, EMMANUEL MACRON

**Prime Minister** Edouard Philippe came to the Show on Friday 23 June, when it opened to the general public.  
**Nine French Ministers and Secretaries of State** and numerous key figures in French politics also made visits.

The **290 official delegations from 98 countries** and 7 international organisations present at the Show included:

- > 160 official Defence delegations from 86 countries and 4 organisations - NATO, UN, EU and OCCAR (Joint Armament Cooperation Organisation) -, including 16 foreign ministers, 40 chiefs of staff and 20 vice ministers or secretaries of State.
- > 110 civilian and institutional delegations with 15 ministers and 14 civil aviation authorities, or equivalent. There was a noteworthy contingent of delegations from European institutions (21).
- > 20 other delegations.

# EVENTS

NEW



50,000  
visitors



75  
start-ups



10  
keynotes  
with major  
aeronautics CTOs

In the heart of the Show, the Concorde Hall hosted the first edition of Paris Air Lab: 3,000 sqm dedicated to research, innovation and forward thinking. On the menu: innovations discussed by major groups, companies in the aerospace industry and start-ups, talks and debates on the future of the sector, pitches from international start-ups and immersive experiences.

- > **An exhibition dedicated to technological research**, shared between major groups, large agencies and start-ups (over 75 present during the week).
- > **2 daily sessions of talks on innovation**, opened by the sector's leading CTOs (Airbus, Boeing, Rolls, Safran, Thales, Dassault), which then focused on over 100 start-ups and their pitches.
- > **Outstanding guests** (astronauts, physicists, philosophers, designers and sociologists) came to discuss key questions in the aerospace world during 7 talks, broadcast live on the Web.
- > **6 VR (virtual reality) facilities.**



# EVENTS

## AEROSPACE MEETINGS PARIS

On the strength of previous successes, the Show once more staged its **"Aerospace Meetings Paris"** in partnership with BCI Aerospace. This service, combined with **Speed Networking**, is aimed at all exhibitor companies (SMEs/major groups) and trade visitors. The Aerospace Meetings provide an opportunity

for in-depth exchanges with the purchasing, technical and production teams and the various subcontractors present. Visitors also had a unique chance to gather information about and **discuss the purchasing policies of major groups** through a programme of talks and round tables presented by key principals.

## ROCKETRY CHALLENGE

On Friday 23 June, the international final of the Rocketry Challenge took place in the centre of the Show. This competition for young amateurs aged 12 to 18 consists of sending up a raw egg in a rocket, which must

still be unbroken on landing. This year there were four teams competing from France, the UK, the US and for the first time, Japan. The final victors were the American team.

## THE SKYTRAX WORLD AIRLINES AWARDS

The Skytrax prize-giving ceremony took place on Tuesday 20 June at the Paris Air Show in the Musée de l'Air et de l'Espace, with an audience of 400 guests.

This prestigious event rewards the world's top airlines with 71 prizes, voted by 20 million travellers from 105 countries.



**For the first time, the two areas were brought together in synergy:**

- > **The Careers Plane:** a demonstration and discussion area coordinated by professionals in the sector, presenting some 40 trades in the aerospace industry;
- > **The Jobs and Training Forum:** a space for meeting recruitment managers from companies and training establishments. A total of 65 companies and schools were present.



**55,000**  
visitors



**40**  
trades  
presented

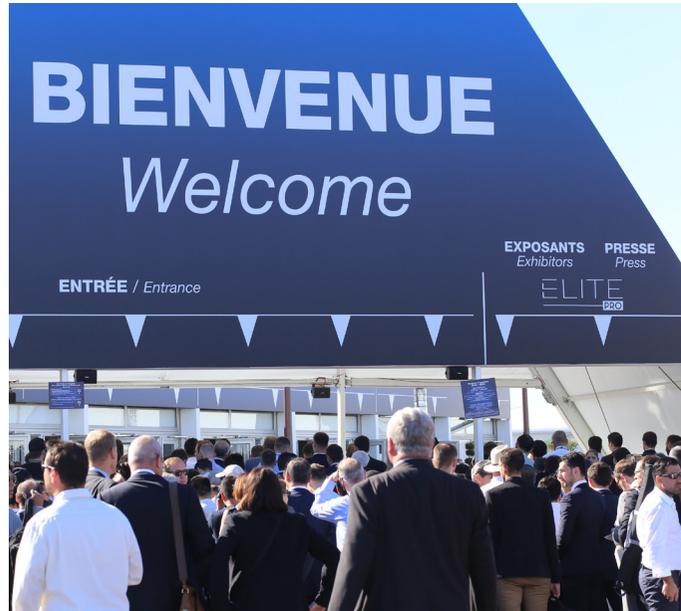


**65**  
companies and  
training schools

# INITIATIVES

## AN INNOVATIVE CSR APPROACH

The first trade show to obtain ISO 20 121 certification in 2013, the Paris Air Show has an ambitious CSR policy, and has introduced a range of actions designed to boost health, safety and reception quality for the event's various stakeholders. Numerous schemes also helped to reduce the environmental impact of its staging. One of the practical and much-used services offered to exhibitors was the RE-USE system, whereby construction materials are recovered for re-use by manufacturers, and the AMAT "materials library": a database that provides a selection of eco-materials that can be used in designing the various spaces.



## A CONSTANTLY-DEVELOPING ACCESSIBILITY POLICY

For the last few editions, the Show has been pulling out all the stops to receive disabled visitors in comfortable conditions through dedicated means, including priority access at the entrances, suitable toilets, trained, sensitive reception staff, and the provision of electric vehicles if needed. To identify and geo-locate these services easily, the Show's "EASY TO GO" dedicated app was once again available. This was designed to facilitate visits according to the specific handicap, and was downloaded nearly 350 times.

## + FOCUS ON

### A LARGE-SCALE DIGITAL SETUP

The Show has developed an innovative digital strategy at the leading edge of technology through its website, unique mobile app and the social media.

#### Mobile app:

Used by nearly 1 in 3 trade visitors

#### Social media:

	<b>32,000 subscribers</b> +64%		<b>17,600 subscribers</b> +94%
	<b>3,42 followers</b> +124%		<b>7,499 subscribers</b> +132%

Numerous live broadcasts and videos posted online daily (exclusive interviews, flying displays) contributed to the Show's popularity on the social media. Talks at the Paris Air Lab were also broadcast live.

#### The mobile experience:

To facilitate and optimise their experience, visitors and exhibitors could make use of an innovative app. A genuinely helpful tool for visiting, it provided a wide range of information in real time, such as the list of exhibitors, their new products and events, the flying display schedule and interactive maps of the Show. The app also had an exclusive function: indoor geolocation.



# SERVICES

## FACILITATING PARTICIPATION

### FOOD

With over 50 catering points, the Show provided a wide choice to suit all tastes. Restaurants with a reservation service, snack bars and a food truck village were available throughout the site. In 2017, visitors could enjoy an exclusive champagne bar on the terrace of the Musée de l'Air et de l'Espace, with an exceptional view of the static area and flying displays.

### CLICK & DELIVER

This new service available to exhibitors meant that they could order meals directly on the Show app and have them delivered to their stands, thus avoiding queues, and without leaving their stands.

A genuine success:

- > **621 orders**
- > Over **1,800 meals delivered** during the week.



### CONCIERGE SERVICE

Exhibitors at the Show were provided with a free, top-quality concierge service, with a team of concierges dedicated to them for making booking and organise visits and trips: a way of ensuring an unforgettable experience of the Air Show and their stay in Paris.

### TRANSPORT

To optimise time spent at the Show, an efficient transport network was available to visitors and exhibitors: specific shuttles to the site from the RER train station and Charles de Gaulle airport, golf cars for hire (for exhibitors) and little trains serving the main areas of the Show.

#### SHUTTLES

Over  
**200,000**  
people used  
the shuttles to  
reach the Show

#### LITTLE TRAINS

**10,000**  
people used them  
during the trade  
days

Nearly  
**3,000**  
people during  
the general  
public days

### + FOCUS ON

#### SAFETY

To guarantee our visitors and exhibitors the highest possible level of safety, the Paris Air Show reinforced the systems in operation at the entrances and within the site. While guaranteeing visitors' security, the Show succeeded in providing impeccable reception, with no congestion at the entrances and service points (left luggage, etc.).

### ELITE PRO

The ELITE Pro privilege programme offering exceptional advantages and services (fast-track admission, a private lounge available in the heart of the Show, etc.), previously reserved for exhibitors, was now open to trade visitors. Over 1,000 people made use of the service.

## MAKE A DATE FOR

# 2019

A heartfelt thank-you from the entire Paris Air Show team for your participation in this 52<sup>nd</sup> edition.

You can sign up for the next edition from March 2018.



WE LOOK FORWARD  
TO SEEING YOU AT THE  
NEXT PARIS AIR SHOW,

## FROM 17 TO 23 JUNE 2019!



[www.siae.fr](http://www.siae.fr)



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