

PRESS RELEASE

## Hamburg's presence at the largest air show of 2017

Germany's leading aviation location well represented, both industrially and politically, at the International Paris Air Show (19 to 25 June, 2017)

Hamburg, 14 June 2017: The 52nd Internationale Paris Air Show (19 to 25 June, 2017 at Le Bourget, France) is the most important event in the global aviation industry calendar for this year. As the third-largest civilian aviation site in the world, Hamburg (Booth in Hall 2A, C280) once again plays a substantial role. With the Airbus A321neo, A380 and A350-1000, three of this year's "stars in the skies" have fundamental links to the region on the Elbe. Hamburg itself will extend its international cooperation at the event in various ways, including the official launch of a cooperative agreement with the Portuguese aviation industry. Also, the European Aerospace Cluster Partnership (EACP), led by Hamburg Aviation, will be bringing network managers from aviation sites around the world together on Friday, 23 June.

It is traditional that the major air shows provide the backdrop for contracts being signed between aircraft manufacturers and airlines. Special attention will be on the **Airbus A321neo** this year. Final assembly of the stretched version of the medium-haul A320 (today titled A321ceo) began in Finkenwerder, Hamburg, exactly 25 years ago, and with almost 3,200 units ordered, the aircraft has become one of the most successful models in the Airbus portfolio. The fuel-efficient long-range A321LR version will even be deployed on transatlantic routes from 2019. Half of the A321neo aircraft manufactured will be assembled in Hamburg. The plane will feature in the daily flying display in Paris along with the **Airbus A380** and the new long-haul **Airbus A350-1000** with a carbon-fibre fuselage significantly developed and produced in Northern Germany.

The Hamburg Metropolitan Region is not only showing its colours in the flying display, though. Alongside a large number of trade visitors from northern Germany, a total of **23 members of the Hamburg Aviation cluster are in the list of exhibitors**, including cabin outfitter Diehl, 3D printing specialist SLM Solutions and the ZAL Center of Applied Aeronautical Research. The latter is jointly represented with Hamburg Aviation in the **Hanse Pavilion in Hall 2A, C280**.

Political visitors are also expected at the Hamburg stand on Tuesday, 20 June. **Hamburg's State Councillor for Economic Affairs and Innovation, Dr Rolf Boesinger**, will be speaking with exhibitors and industry representatives during a tour of the air show, and in the afternoon will be hosting an official reception. In addition, representatives of the Portuguese government will be signing a **Memorandum of Understanding (MoU) between the aviation regions of Hamburg and Portugal**. This is aimed in particular at stimulating closer links between suppliers in the two regions. The southwestern European nation is seen as Europe's

bridgehead to the Brazilian aircraft manufacturer Embraer, and it has managed to create a dynamic aviation scene focused on the cities of Lisbon and Évora.

On Friday, 23 June, the **European Aerospace Cluster Partnership (EACP)**, an alliance of aviation regions coordinated from the Hamburg Aviation office, will be inviting aerospace industry representatives from sites around the world to a conference in downtown Paris for the first time. The aim is to enhance international networking within the industry. Keynote addresses will come from ACARE, Bombardier and Airbus.

Organisers expect **more than 350,000 visitors from all over the world** to attend the seven-day 52nd International Paris Air Show. More than 2,300 exhibitors will be present at the 130,000-square-metre site, with around 150 aircraft on display. The International Paris Air Show is held every two years, with the Farnborough International Airshow in the UK and the ILA Berlin Air Show at Berlin-Schoenefeld taking place in the alternate years.

**Hamburg updates during Paris Air Show:** News with relevance to Hamburg and impressions from the show will be updated regularly during the show days on our Twitter channel [www.twitter.com/HAM\\_aviation](http://www.twitter.com/HAM_aviation)

Links: [www.hamburg-aviation.com](http://www.hamburg-aviation.com) | [www.siae.fr/en/](http://www.siae.fr/en/)

### About Hamburg Aviation

With more than 40,000 highly qualified personnel, Hamburg is one of the biggest locations in the world's civil aviation industry. The two giants of the industry, Airbus and Lufthansa Technik, are joined by Hamburg Airport and more than 300 suppliers, as well as a variety of scientific and technological institutions. Every one of them contributes know-how and expertise. Companies, universities, associations, the economic authority and other partners have come together to form Hamburg Aviation, a cluster dedicated to advancing the city as an aviation location. Together they pursue a common goal: to network research and development, thereby bringing to market high-quality products and services for the aviation of the future – products that are good for passengers and set the standards in terms of resource protection. Hamburg Aviation concentrates on five product areas: the development and construction of aircraft and aircraft systems, the development and construction of cabins and cabin systems, the optimisation of aviation services, improving the efficiency of the air transportation system, and aviation-related information and communications technology. In 2008, Hamburg's aviation cluster was honoured by the Federal Ministry of Education and Research as a Leading-Edge Cluster. In 2014, Hamburg Aviation was honoured with the GOLD Label by the European Commission's ECEI Initiative, recognising it as one of Europe's best managed clusters. Hamburg Aviation was also honoured as one of the 100 "Landmarks" in Germany by the initiative "Land of Ideas" in 2016.



### Press contact:

Lukas Kirchner

Head of Marketing, PR and Events

Hamburg Aviation, Wexstrasse 7, 20355 Hamburg

Telephone +49 40 / 22 70 19 87, Mobile +49 171 / 334 19 13

[lukas.kirchner@hamburg-aviation.com](mailto:lukas.kirchner@hamburg-aviation.com)

[www.hamburg-aviation.com](http://www.hamburg-aviation.com) | [facebook.com/hamburgaviation](https://facebook.com/hamburgaviation) | [twitter.com/HAM\\_aviation](http://twitter.com/HAM_aviation)