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Contact: Dan Sweet

Phone: (703) 683-4646

Email: dan.sweet@rotor.org

HAI and EHA Strengthen Partnership, Plan EUROPEAN ROTORS 2022 Show

Alexandria, Va. (March 17, 2022) - Helicopter Association International (HAI) and European Helicopter Association (EHA) are pleased to announce the latest advancement in the partnership between the two VTOL organizations.

In a gesture symbolizing their developing partnership, HAI has branded an office at its headquarters in Alexandria, Virginia, with the EHA logo. Effective Monday, March 14, 2022, this space in the Washington, D.C., suburbs will also provide EHA and its members with a location to work and hold meetings when in the area.

“While providing EHA with an office may not seem significant, it is symbolic of the strengthening relationship between our two organizations,” says James Viola, president and CEO of HAI.

“We have identified many areas of mutual interest where our associations can work together,” says EHA Chairman Christian Müller. “Having a physical space for use by EHA staff and our members when in Washington is much appreciated, and I believe it will be well used.”

EHA and HAI produced a short video commemorating their partnership, [which is available here](#).

The organizations are also pleased to announce that HAI will serve as the primary service provider for EUROPEAN ROTORS - THE VTOL SHOW AND SAFETY CONFERENCE 2022. HAI will be responsible for marketing the show and for providing both exhibitor and attendee services.

EUROPEAN ROTORS 2021 featured 160 exhibiting companies, 4,500 visitors, and an exceptional educational program. The 2022 show will take place in Cologne, Germany, November 8–10, Kölnmesse, hall 8, jointly organized by EHA and the European Aviation Safety Agency (EASA).

The show director, Dr. Frank Liemandt, will be joined this year by Rudolf Pilz, who is charged with supporting the sales efforts for the show. Representatives from HAI, led by Rob Volmer, HAI's vice president of Marketing Communications, will partner with EHA to produce and promote the show. HAI previously supported the EHA team for the first edition of the show.

“The feedback we got from our debut at last year’s show and the overall concept was extremely positive. This is directly reflected in the bookings for our second edition: we already have about 70 companies confirmed,” says Dr. Liemandt. “Leading OEMs will participate in our show, including Airbus, Bell, Leonardo, and Safran, who are members of our EHA Steering Committee. Other participants include Aerometals, Boeing Global Services, Pratt & Whitney, Robinson Helicopter Company, and RUAG, just to name a few.”

During HAI HELI-EXPO 2022 in Dallas, Texas, EHA and HAI hosted a joint sales lounge, where potential exhibitors at EUROPEAN ROTORS 2022 received a 10% discount for making their booth reservations on-site.

“The key to producing this exceptional event is collaboration,” says EHA Executive Director Isabella Abbate. “EHA’s partnership with HAI joins two experienced, talented organizations with a proven history of producing well-attended shows of the highest caliber. Additionally, our steering committee, consisting of EHA’s industry, national helicopter association representatives, and EASA, is already a strong team, made even more capable by the unique network HAI brings to the table.”

To highlight and support the individual rotorcraft & VTOL business in different European regions, EHA will begin alternating locations to other venues in Europe for the 2023 and 2024 editions. Starting in 2025, the show will rotate between Cologne one year and other European cities the next.

To learn more about EUROPEAN ROTORS 2022, as well as the various partnerships working to make the event a success, visit the [event website](#) to find the latest news, schedules, exhibitors, and more.

About the European Helicopter Association

Since 1980, the European Helicopter Association (EHA) has been the united voice of the rotorcraft industry in Europe, representing the helicopter community in 13 countries, and HeliOffshore. EHA is 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. We strive for tailored and sustainable rules aimed at creating a safe and efficient operating environment that is economically viable and guarantees fair, equitable access to the Single European Sky. Our members are rotorcraft operators, manufacturers, service providers, and suppliers, all working together for a common cause.

About Helicopter Association International

HAI is the professional trade association for the international helicopter industry and represents more than 1,100 companies and over 16,000 industry professionals in more than 65 countries. Each year, HAI members safely operate more than 3,700 helicopters and remotely piloted aircraft approximately 2.9 million hours. HAI is dedicated to the promotion of the helicopter as

a safe, effective method of commerce and to the advancement of the international helicopter community.