



# INTERNATIONAL PARIS AIR SHOW

Paris • Le Bourget • From 17 to 23 June 2019

## SHOW REPORT

An event by



siae.fr

# EDITORIAL

**At its 53<sup>rd</sup> edition, held from 17 to 23 June 2019, the Paris Air Show confirmed once again its status as the world's largest aerospace event.**

Undeniable showcase for the aeronautics and telecommunications industry and its actors, the Paris Air Show once again encountered a real success and welcomed a record number of Exhibitors with more than 2,450 companies present. A place ideal for opportunities and meetings, it was as ever an extraordinary platform for trade, with over \$140 billions' worth of orders placed.

Professionals in the sector and the general public came in droves, with 316 000 Visitors and 2700 journalists attending during the week. They discovered numerous areas and events, including the Careers Plane and the Paris Air Lab, a space devoted to research, innovation and forward thinking.

Visitors could also admire the 140 aircraft on Show, 36 of which on flying displays. Lastly, the event consolidated its international dimension, with over 300 Official Delegations present, and visits from France's President and the great majority of the French government.

**For its 53<sup>rd</sup> edition, the Paris Air Show has once again demonstrated that it is a milestone in the economic life of its industry.**



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

# KEY FIGURES

## THE EXHIBITION

An even higher number of Exhibitors :



**2 453**

Exhibitors from **49 countries**



**150**

start-ups from **21 countries**

An edition sold out more than 6 months before opening with



**125 000 sqm**

of exhibition space **including:**

■ **52 000 sqm** ■ **335** chalets representing **35 000 sqm** of outdoor areas

■ **38 000 sqm** of constructed and bare outdoor areas



**140**

aircraft presented

## THE VISITORS



**139 840**

Trade  
Visitors

**176 630**

General Public  
Visitors

An exceptional media coverage:



**2 700**

accredited journalists from **87 countries**

An ever-growing volume of orders:



**140**

billion dollars' worth of contracts signed

As attractive as ever for delegations:



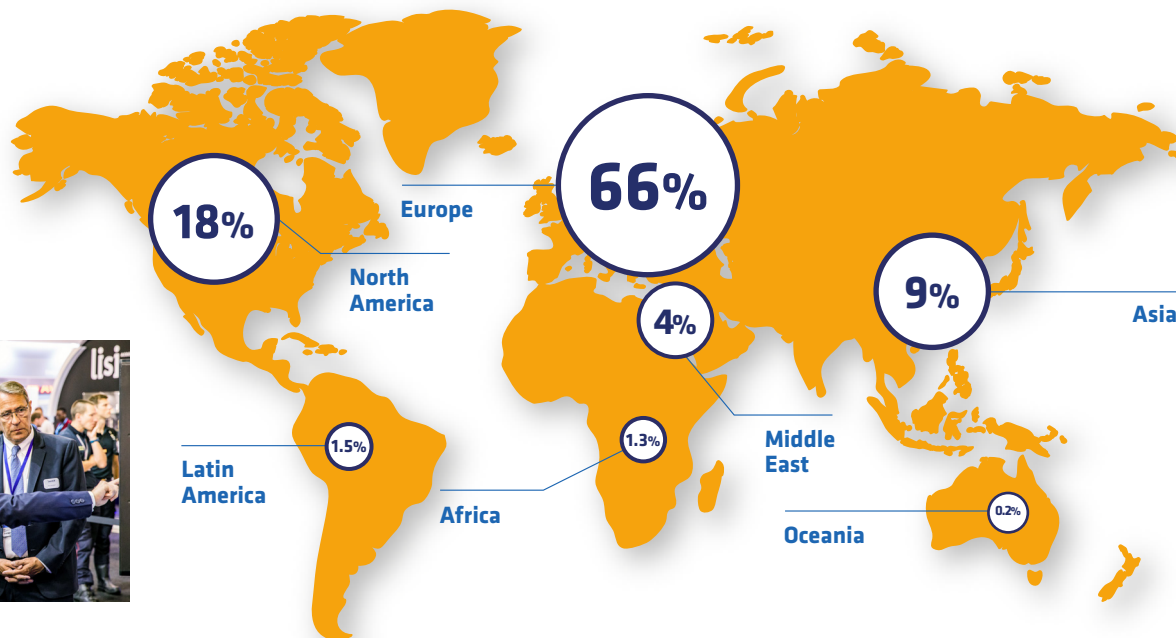
**304**

Official Delegations from **98 countries** visited the Show

# VISITORS

## BREAKDOWN BY GEOGRAPHICAL ORIGIN (OUTSIDE FRANCE)

Our Trade Visitors came from **185 countries**.

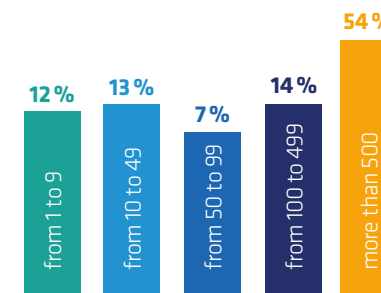


## EVER-LOYAL TRADE VISITORS

# 140 000

Trade Visitors attended the Show including **40% from outside France**.

## BREAKDOWN BY COMPANY SIZE



More than half the Trade Visitors worked in companies with over 500 employees.

## BREAKDOWN BY ACTIVITY

**28.1%**  
Services

**22.7%**  
Aircraft: construction, assembly and sub-assemblies

**8.7%**  
Subcontracting (mechanical, engineering and composite materials, aircraft interiors, etc.)

**6.9%**  
Maintenance, product support & spares, transport

**6.5%**  
Production equipment, tools and software

**6.2%**  
Aircraft engines, aerospace powerplant and related equipment

**5.5%**  
Space, spacecraft, satellites and telecommunications

**4.9%**  
Airborne equipment and systems (including weapons)

**3.3%**  
Pilot & nav aids

**3%**  
Composite materials and surface treatment

**2.6%**  
Airport equipment and services

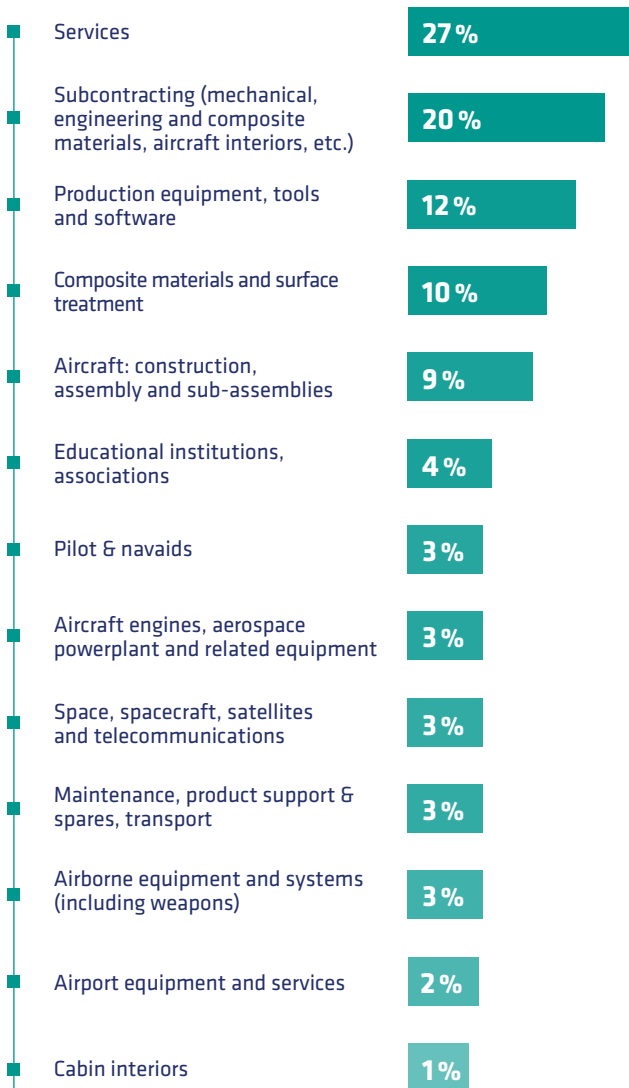
**1.5%**  
Cabin interiors

## AN ENTHUSIASTIC GENERAL PUBLIC

The general public acclaimed this edition enthusiastically, with **177 000 Visitors in the last three days**. The quality of the flying display (Patrouille de France, Rafale...) and the numerous events, including the Careers Plane and the Paris Air Lab, once again delighted a very broad audience.

# EXHIBITORS AND AIRCRAFT

## BREAKDOWN BY ACTIVITY



## THE AIRCRAFT

This year, **140 aircraft** were presented during the week including **36 in flight presentation**. Among them, new products and aircraft that have left their mark on history: the Airbus A330 NEO, the Boeing B789-9 and KC46, the Bombardier Global 7500, the Kodiak 100 from Daher, the Rafale and Falcon 8X from Dassault, the Praetor d'Embraer, Textron with the Quote Latitude, the Alpha Electro Pipistrel presented by DGAC, Russian Helicopters and its Ansat, Turkish Aerospace with the Atak T129 and the two commemoration of the 75th anniversary of the landing on C47 THAT'ALL BROTHER and the C53 D-DAY DOLL!

## A REMARKABLE VENUE FOR OPPORTUNITIES AND TRADING



### 140

Billion dollars' worth of contracts signed during the Show

### FOCUS

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

■ **465 new products and services** were presented by Exhibitors during this edition, and could be viewed on the Show's digital platforms.

## AN INTERNATIONAL SHOW

With **2453 Exhibitors from 49 countries**, the Paris Air Show has consolidated its status as **the world's leading aerospace show**. International Exhibitors represented **more than 50%** of the numbers, and came mainly from the following countries :



# OFFICIAL DELEGATIONS



## THE SHOW WAS INAUGURATED ON MONDAY 17 JUNE BY THE FRENCH PRESIDENT, EMMANUEL MACRON.

**Prime Minister** Edouard Philippe came to the Show on Friday 21 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 **304 Official Delegations from 98 countries** and 7 international organisations present at the Show included:

- **171 Official Defence Delegations** from 88 countries and 7 organisations – AED, GCC, G5 sahel, NATO, UN, EU, OCCAR –, including 16 foreign ministers, 48 chiefs of staff and 18 vice ministers or secretaries of State;
- **124 civilian and institutional delegations** with 9 ministers;
- 19 other delegations.

# EVENTS



## PARIS AIR LAB

After the success of its first edition in 2017, the **Paris Air Lab has returned stronger than ever**. This “event in the event” allowed cross innovations between large groups and start-ups, conferences-debate, keynotes, immersive experiences or even new animations...

This year again, the Paris Air Lab opened its doors and allowed us to **discover the challenges of tomorrow**: climate change, artificial intelligence, mobility of the future....



**54 000**  
Visitors



**140**  
start-ups  
including **70**  
“Paris Air Lab 2019 Selection”  
hosted on stands in Hall 2



**11**  
conferences (round  
tables and “Battle conf”)



■ **An exhibition dedicated to innovation for aerospace**, structured in 4 zones (Enable, Protect, Travel and Explore), and shared between major groups, large agencies and start-ups.



■ **Outstanding guests** with daily prospective round tables, Battle confs and keynotes. Scientists, astronauts, navigators and experts from various backgrounds came to share their knowledge and ideas throughout the week.



■ **Daily sessions of talks on innovation**, opened by the sector’s leading CTOs (Airbus, Boeing, Thales), which then focused on over 100 start-ups and their pitches.



■ **7 VR (virtual reality) facilities**.

# EVENTS



## THE CAREERS PLANE

In a hall of nearly 3,000 m<sup>2</sup>, the Careers Plane offered a **new overview of the sector** and allowed both **young people and their parents** to question their orientation, **students** to look for an internship or an apprenticeship, **young graduates** to find their first job and **experienced professionals** to identify new opportunities."



**66 000**  
visitors



**15**  
trades  
presented



**70**  
companies and  
training schools



**22 000**  
job opportunities

**5 000**  
work-study contracts

**8 000**  
internship opportunities



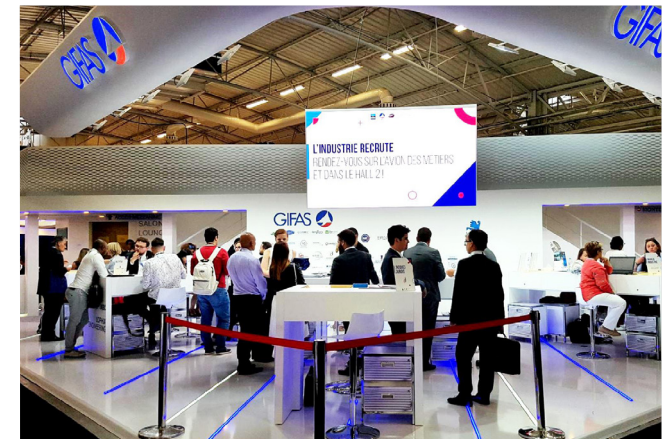
- **An immersive and educational journey** of discovery of 15 professions in aeronautical design, production and maintenance presented by about a hundred professionals in the sector.



- **Conferences on professions, jobs and training courses** animated by the Exhibitors.



- **A space dedicated to employment and training** to exchange with the companies in the aerospace industry, air transport and of the National Defence who recruit and educational institutions in the air transport sector (with programmes) ranging from CAP to engineering diplomas and pilot training.



- **Many small and medium-sized businesses and equipment manufacturers located in Hall 2B** have decided this year to open their stands to students and people looking for work.



# 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. Through a programme of conferences and round tables, including “Cybersecurity: a major challenge for the Supply Chain” presented by major principals, Visitors also had the unique opportunity to **learn about and exchange views on the purchasing policies of major groups.**



## SKYTRAX WORLD AIRLINES AWARDS

The Skytrax prize-giving third ceremony took place on Tuesday 18 June at the Paris Air Show in the Air and Space Museum, with an audience of 250 guests. **Qatar Airways airline has been awarded the title of “best airline in the world”,** ahead of Singapore Airlines and All Nippon Airways (ANA).



## ROCKETRY CHALLENGE

On Friday 21 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 three raw egg in a rocket, which must still be unbroken on landing.** This year four teams were competing, from France, the United Kingdom, the United States and Japan. The final was won by the British (awards ceremony in the presence of AI Worden from the Apollo 15 mission and Claudie Haigneré).

# INITIATIVES



## THE NEW MASCOT ALEO

This year, the Show presented you its mascot Aleo. He accompanied **young and old** during their visit to the show. On the weekend, he welcomed the children in “La Maison d’Aleo” in order to make them **discover the history of aeronautics and space, in a simple and fun way.**



## MUSIC IN THE AIR

On the occasion of the celebration of music in France and for the first time this year, Friday 21 June was the occasion to **celebrate music on the Show.** No less than **8 groups punctuated the visitors’ arrival.** Between classical music, jazz, rock and Brazilian music, this new animation has created a real moment of relaxation and conviviality.



## 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 restaurants, snacks and toilets, trained and sensitive reception staff, and the provision of electric vehicles if needed.

## 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.**

Among the new concrete actions implemented this year:

- a partnership has been concluded with “Le Chaînon Manquant” to **recover unsold food** for the benefit of the most deprived
- most of **the park is now lit with LED bulbs**
- **a sorting of the plastic film** was done at the end of the Show.



# A LARGE-SCALE DIGITAL SETUP



This year, the Show reinforced its digital strategy and its communication devices. In addition to the website, mobile application and social networks, the Show also launched a Chatbot and a Social Wall.

## SIAE WEBSITE

 **1,3 million page views**

## MOBILE APP

As a genuinely helpful tool for visiting, it allowed to consult 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**.

 **46 000 downloads**  
+ 25% vs 2017

## SOCIAL MEDIA

(subscribers as of 25/06/19)

Many live events as well as the daily posting of photos and videos (exclusive interviews, in-flight presentations) contributed to the **craze on social networks**. The speeches at the Paris Air Lab were also broadcast live.

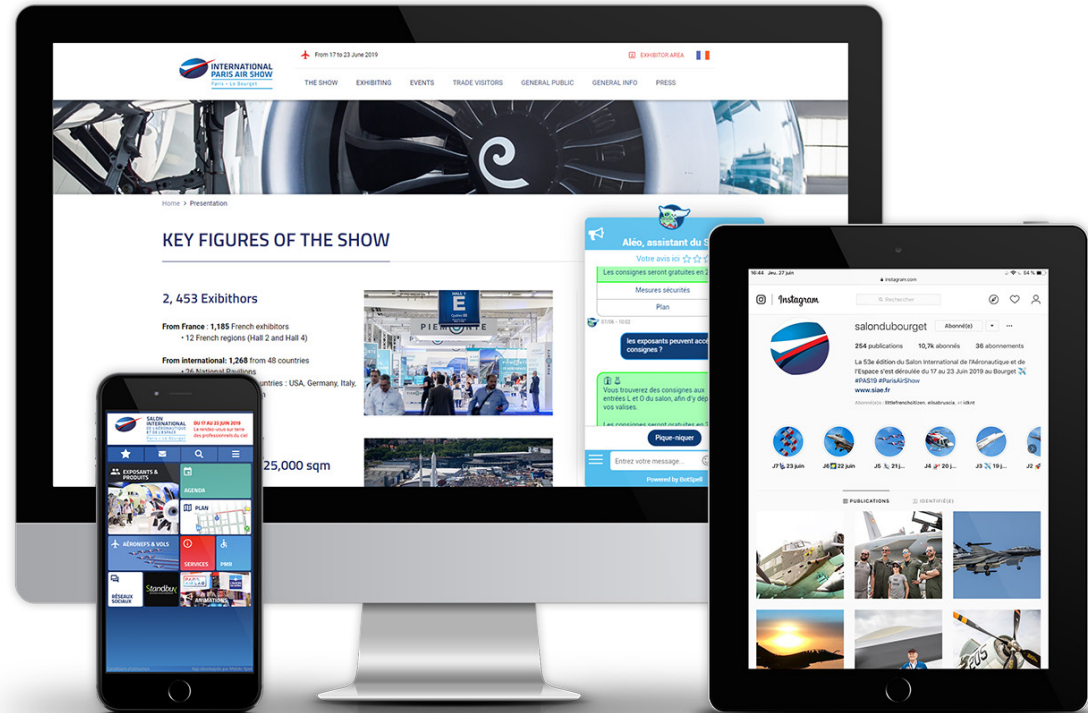
 **46 963 subscribers**  
+53% vs 2017

 **6 930 subscribers**  
New in 2019

 **28 200 subscribers**  
+55% vs 2017

 **10 500 subscribers**  
+84% vs 2017  
2 million impressions

 **11 285 subscribers**  
+35% vs 2017  
500 000 videos viewed




## CHATBOT

A Chatbot has been launched on the official website to **help Internet users solve a problem** or find the most appropriate service.

 **91 200 people have used the Chatbot**  
On average 3 messages are exchanged at each session

## SOCIAL WALL

A Social Wall has also been created with no less than **10 Totems screens spread throughout the park** during the Show, regularly broadcasting the posts published on social networks about the Show, with the following hashtags:

 #ParisAirShow, #SalonDuBourget, #PAS19, #ParisAirLab, #AvionDesMétiers  
**32 000 posts were published in total**  
**+18 million people were affected**

# SERVICES FACILITATING PARTICIPATION



## CATERING

With more than 40 catering points spread throughout the site, the Show offered a **wide variety of dishes to suit all tastes**. Restaurants with table service, snacks and food trucks made it possible to satisfy Visitors and Exhibitors.



## SIOUPLAIT

This new service available to Exhibitors meant that they could **book in restaurants managed by our partner Standbuy and buy vouchers** in advance to eat in total peace of mind during the Show..



## 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.), was again a great success this year. **Over 1400 people** made use of the service.



## 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

### VISITOR TRAINS

**10 000**  
people used them during  
the Trade Days

Nearly  
**3 000**  
people during the General  
Public Days

FOCUS



## SAFETY

To guarantee our visitors and Exhibitors the highest possible level of safety, the Paris Air Show has maintained 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 (free left luggage, etc.).

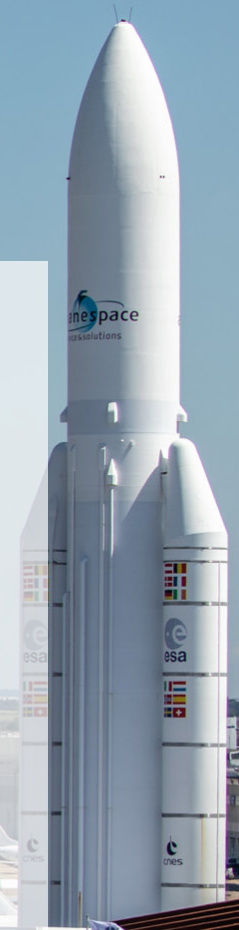
# SEE YOU IN 2021

A heartfelt thank-you from the entire Paris Air Show team  
for your participation in this 53<sup>rd</sup> edition.

**You can sign up for the next edition from March 2020.**



**We look forward to seeing you at the next Paris Air Show,  
FROM 21 TO 27 JUNE 2021!**



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