



20 November 2023

EUROPEAN ROTORS Opens Soon

Europe's largest rotorcraft show features aircraft serving the needs of the public

The largest aviation event in Europe focusing solely on vertical take-off and landing (VTOL) technology is just a week away. There is still plenty of time to purchase tickets for this dynamic event. The show takes place 27–30 November at the IFEMA Madrid Fair Centre, Hall 9, in Madrid, Spain, with exhibits open from 28 to 30 November.

The event highlights the VTOL industry throughout Europe, bringing together manufacturers, suppliers, and operators. Nearly two dozen helicopters will be on display on the show floor, outfitted for a variety of public-service and commercial missions.

“Rotors are the sounds of service,” says Christian Müller, Chairman and Technical Director of the European Helicopter Association (EHA). “The citizens of Spain and across Europe know assistance is at hand when they hear the sounds of helicopters approaching. Due to the unique capabilities of our aircraft, the vast majority of helicopter flights perform missions that support humanity. These aircraft might be conducting search-and-rescue, fighting fires, supporting electrical grids, or performing airborne law enforcement support, and we are excited to feature this versatility at our show.”

Helicopter Association International President and CEO James Viola agrees that helicopters perform vital, lifesaving missions every day. “Igor Sikorsky, who developed the modern helicopter, famously stated, ‘If you are in trouble anywhere in the world, an airplane can fly over and drop flowers, but a helicopter can land and save your life.’ In addition, helicopter crews install electrical grids, inspect pipelines and other utilities, and carry workers to offshore petroleum rigs, among other operations. Our world would look vastly different today if helicopters were not here to serve.”

Presentations and demonstrations related to public-service helicopter operations during the show include:

Hoist and Sling Load Demonstrations, 11:00–17:00, Rotor Safety Zone, repeated daily, 28–30 Nov. Hoist operations can play a significant role in many search-and-rescue operations, but not everyone understands how they are conducted. This demonstration is a joint initiative by EHA, the European Union Aviation Safety Agency (EASA), and the European Safety Promotion Network – Rotorcraft (ESPN-R) network, and will include twice-daily hoisting demonstrations by ESPN-R, with one demonstration each day in Spanish.

Spanish Day, 12:00–17:00, Tuesday, 28 Nov. Under the direction of the Spanish helicopter association ATAIRE, this special conference block features presentations on several public-service programmes performed by helicopters, including firefighting and rescuing people in need of emergency medical services.

Helicopter Emergency Medical Services (HEMS) Day, 10:30–17:00, Exhibit Hall, Stage 2, Wednesday, 29 Nov. The HEMS Day is one of the highlights of our education programme. Organised by the members of the EHA-HEMS working group, eight separate presentations will provide the latest updates on current challenges and developments in this sector.

Parapublic Day, 10:30–13:00, Exhibit Hall, Stage 2, Thursday, 30 Nov. Parapublic, firefighting, and law enforcement missions by helicopter are key to supporting the ground forces within the police and border patrol of each state. Listen to some latest best practice examples during the four presentations that make up this session.

Global Humanitarian Aid Projects, 14:00–15:00, Exhibit Hall, Stage 2, Thursday, 30 Nov. These three presentations highlight the important role helicopters play in supporting global health, especially where ground infrastructure is not a valid and safe solution. Emergency and routine missions transporting blood, organs, or medicine into inaccessible areas are key to improved global health and fighting diseases.

Get Your Tickets Now

Information about tickets for EUROPEAN ROTORS 2023 is available on the show's website: <https://www.europeanrotors.eu/>.

About EUROPEAN ROTORS

EUROPEAN ROTORS, the VTOL Show and Safety Conference, brings together every aspect of the rotorcraft industry in Europe. EHA and EASA have partnered to bring the helicopter industry the most significant trade event outside of the United States. With three parallel conference streams and dedicated areas for electric vertical takeoff and landing, autonomous operations, and other key future technologies, EUROPEAN ROTORS is already the go-to event for suppliers of helicopters, parts, services, and every other aspect of the industry.

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