

PRESS RELEASE

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EUROPEAN ROTORS 2024 Ends with Insightful Discussions on the Future of Rotorcraft Industry

The industry is stronger reaching forward together.

Amsterdam, Netherlands—11 November 2024—EUROPEAN ROTORS 2024, held from 04 November to 07 November at the RAI Convention Center in Amsterdam, successfully concluded, attracting over 4,600 participants from around the globe. This annual event, organised by the European Helicopter Association (EHA) and the European Union Aviation Safety Agency (EASA) and produced by Vertical Aviation International, showcased the latest innovations, regulatory advancements, and best practices in the vertical flight industry.

The programme theme, “Shaping the Future of Vertical Flight,” resonated throughout the event, highlighting the industry’s commitment to developing eco-friendly technologies. Keynote speakers, including industry leaders and experts, addressed pressing topics such as electric vertical takeoff and landing (eVTOL) aircraft, advancements in safety protocols, and the integration of digital technologies in rotorcraft operations.

“The 2024 edition of EUROPEAN ROTORS in Amsterdam was a great success, with 234 exhibitors and 18 helicopters in the exhibition halls,” says Fredrik Kämpfe, chair of EHA and industry affairs director for Swedish Aviation Industry Group. “I saw an exhibition floor filled with enthusiastic people, and the feedback we have received is very positive. With a great educational program, well-attended best practice sessions, and a career day attracting a large number of young participants, we reached out to professionals of both today and tomorrow. My personal highlight was to fly a VR helicopter simulator, finally, and to meet so many new friends from the helicopter community. I extend my most heartfelt thank-you to everyone who made EUROPEAN ROTORS 2024 such a success!”

David Solar, head of EASA’s General Aviation and Vertical Take off and Landing (VTOL) Department, agrees that the show was a success. “The 2024 edition of the EASA Rotorcraft and VTOL Symposium has been a success considering circumstances. Feedback, overall, was positive about the structure and the different topics addressed. It was an opportunity also to show our strengthened relationship with the FAA.

“EUROPEAN ROTORS was also a great success,” Solar continues. “The halls were full, and the EASA Rotorcraft Safety Zone showed key safety features as well as live demonstrations of safety equipment.

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It was a pleasure engaging industry stakeholders at the EASA stand to enhance communication, discussion, and mutual understanding. We are really excited to see the whole event growing from year to year and becoming a standing rendez-vous of all the rotorcraft industry.”

Key highlights from the event include:

- **EASA Safety Symposium** – Held the first day of the show, the event featured regulatory officials and experts who participated in presentations and discussions on topics such as regional and international regulatory compatibility, safety enhancements, and the future of urban air mobility. Notable panelists included EASA Certification Director Rachel Daeschler and Dan Elgas, director of policy and standards with the FAA.
- **Exhibition Hall** – This year’s exhibition floor featured over 230 booths with companies showcasing their latest products and services, an increase over the number from previous years. Attendees had the opportunity to engage with cutting-edge technology such as flight simulators, unmanned aircraft systems (UASs), and training devices. A total of 18 full-sized aircraft, representing most of the major manufacturers, were available for attendees to see.
- **Workshops and Training Sessions** – Tailored workshops offered insights into the best practices for maintaining aircraft safety and efficiency, while training sessions focused on emerging technologies in rotorcraft operations. EASA also held a detailed briefing on the best practices for escaping vortex ring state.

“EUROPEAN ROTORS provided an incredibly wide educational program this year,” says Dr. Frank Liemandt, show director for EUROPEAN ROTORS. “Our attendees appreciated plenty of first-time events such as a series of ‘best practice’ sessions conducted jointly with industry representatives and operators; presentations on ‘How to Use Your Equipment’ in the Rotorcraft Safety Zone; and the Career Day. Another highlight for us was the first attendance of helicopter stunt pilot Fred North presenting his new safety mentorship program.”

- **Networking Opportunities** – Attendees participated in numerous networking events, facilitating meaningful connections between industry leaders, manufacturers, and regulatory bodies. Much of the vertical flight industry thrives on personal relationships, often developed on the show floor or during coordinated events.

There is also value in holding in-person events from a practical standpoint. “Face-to-face communication is significantly better than electronic communication,” says Thierry Couderc, vice chair of EHA and CEO of the French Helicopter Association. “We held a technical briefing here at the show that was significantly stronger and more detailed due to being in-person.”

Returning to Cologne in 2025

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As EUROPEAN ROTORS 2024 wrapped up, plans for next year's event were already underway. EHA and EASA are excited to announce that the next edition will return to Cologne, Germany, site of the first two shows, 17–20 November, 2025. Registration will open in mid-2025.

“Now, we look forward to EUROPEAN ROTORS 2025 in Köln 17–20 November, and we have registered a record number of exhibitors and sold square meters of exhibition space,” says Kämpfe. “I invite all exhibitors and visitors to the 2024 EUROPEAN ROTORS to give us feedback so that we can make sure that the 2025 edition becomes the best show ever. Let's reach further together! Welcome to Köln 2025!”

“We look forward to seeing you all and more at the 2025 edition,” agrees Solar. “This edition, based on your feedback, will be even better. The outlook seems very promising, and being in the headquarters town of EASA will be a great opportunity to further engage with us.”

In advance of the 2025 show, current exhibitors were invited to reserve their booth space at this year's event. The number of companies choosing to make advance reservations exceeded the number of past years, offering an early, positive prediction for the size and scope of the show in Cologne.

For more information on highlights from the 2024 event, testimonials from participants, and details on EUROPEAN ROTORS 2025, please visit [EUROPEAN ROTORS website](http://europeanrotors.eu).

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****About EUROPEAN ROTORS:****

EUROPEAN ROTORS is Europe's premier event dedicated to the vertical flight industry, bringing together manufacturers, suppliers, operators, and stakeholders from around the world. The event serves as a comprehensive platform for showcasing innovations, sharing knowledge, and fostering collaboration within the rotorcraft community.

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