



Brussels, 2 April 2009

Dear Editor,

I take issue with Jonathan Russell's City Diary comment "Jet ownership bad but jets still good".

With the economy the way it is and with key markets as flat as they are, those who business aviation should know that now is the **perfect** time to own or "rent" – as Mr. Russell describes it - a business aircraft.

While the uninformed may take "pot shots" at business aviation, finding it another easy target in recent months, little is ever printed about the fact that most business aircraft – and I say most because, like in any other business tool they are not ALWAYS used wisely – are undeniably the best and often only way for executives to maximize their productivity; attend multiple meetings in multiple destinations within the course of one or two days, to get contracts signed and develop new business. Such destinations are often not adequately served by commercial airlines – particularly as they seem to be canceling routes by the day- and seldom are airline schedules in line with business needs.

With a faltering economy and diminishing business confidence, now is the time to re-establish the business by getting out and seeking new clients and deals, and servicing the customer base more proactively and efficiently than ever before. When circumstances make sense (to suit schedules, accommodate multiple destinations, enhance productivity or ensure security), businesses should be using business aircraft and not apologize for doing so.

Furthermore, business aviation is a significant tool for European economic growth. The European Business Aviation Association recently released a report compiled by PriceWaterhouseCoopers revealing that the business aviation sector contributed a total of €19.7bn in annual gross value added to the European economy in 2007, accounting for approximately 0.2% of the combined GDP of the European Union (EU), Norway and Switzerland. It may be tempting to ridicule individual high profile executives for using business aircraft, but what will you say to the 164k people across Europe whose jobs are dependent on this sector, generating annual wages and salaries of more than €5.7bn, with UK, France and Germany the biggest beneficiaries?

Given the current economic climate and what is clearly a crisis of confidence on world markets, this is the time for company executives – including marketing teams, sales staff, researchers, engineers,

company leadership and any other employee who can help grow the business - to expand the brand and restore confidence. Use company-owned aircraft or chartered business aircraft to re-ignite markets and pilot the business and the European economy out of this recession. Don't damn business jets as luxury or leave them in the hangar wasting money, use them **now** as the essential tool they are to re-establish business and build the foundations of recovery.

A handwritten signature in black ink, appearing to read "Brian Humphries". The signature is fluid and cursive, with a long horizontal stroke at the end.

Brian Humphries CBE
President
European Business Aviation Association (EBAA)
Phone: +44 19 62 77 23 90