



NEW ASSOCIATION IS BORN - THE AIR CHARTER ASSOCIATION

News / Business aviation



In 1949 the Baltic Air Charter Association was founded at London's Baltic Exchange. Throughout those 70 years the association has focussed heavily on representing the interests of professional organisations and individuals working in the air charter industry with regulatory authorities and Governments around the globe.

With only two brand refreshes in those 70 years, the Council has taken the opportunity to mark the 70th anniversary with a clear statement to the world of our purpose with the brand and identity change to 'The Air Charter Association'.

The new branding gives The Air Charter Association a much clearer identity to stakeholders and partners and will allow the council and management team to move forward on the many key issues facing the industry, particularly illegal charters, security, training and best practice. The new brand was officially launched by Chairman, Nick Weston, at the Association's 70th anniversary event held at the prestigious Institute of Directors in London's Pall Mall at a special event on 4th July.



The Air Charter Association's aims remain closely aligned to its original motto, taken from the Baltic Exchange, "Our Word, Our Bond". It is an association of professionals working in an industry delivering the highest standards of quality, safety and customer service. The Association seeks to protect and bring to the world's attention the importance of air charter, the industry provides vital air transport services for virtually every sector of business around the world.

Chairman of The Air Charter Association Nick Weston said "After 70 successful years, our Council made it clear that it was important that the Association didn't rest on its laurels. We've traditionally been known fairly widely for our amazing networking opportunities but behind the scenes we are an active lobbying organisation, whether that's on issues affecting our members and the travelling public, such as illegal charter, or educating government officials on the benefits of air charter in general, or representing our members interests in areas such as tax, future aviation strategy and trying to find ways to encourage the next generation of our industry to look at the brilliant career opportunities we have to offer."

Dave Edwards, CEO, added: "This rebrand really cements in everyone's minds what The Air Charter Association is here for and who we represent. We're a global trade body with over 250 members around the globe, ranging from business jet operators to airports, charter brokers to cargo airlines and from supporting industries such as fuel providers to insurance brokers, banks and the majority of the leading aviation law firms. It's been a great 70 years as BACA, but the time is right to drive the organisation to its full potential now and the Council and executive are really excited about the future as The Air Charter Association".

The Air Charter Association will be marking its 70th year at a number of events in the next year, including its Air Charter Expo (ACE) event at London Biggin Hill Airport on September 17th, the incredibly popular Excellence Awards Lunch on October 16th, the Spring Lunch in 2020 and at the evening Networking Event during EBACE in Geneva, in May 2020.

ARTICLE LINK:

<https://50skyshades.com/index.php/news/business-aviation/new-association-is-born-the-air-charter-association>