



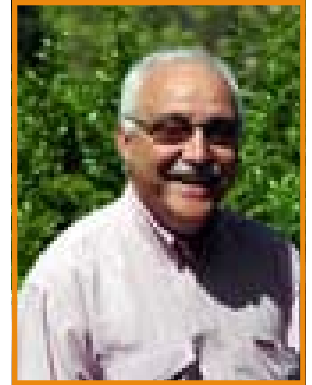
# PROVENCE PROMOTION

## Interview with Jean-Claude Marcellet



### Aviation becomes green ...

Why should clean running be restricted to cars? And why shouldn't there be an ecological version of aircraft flight? The objective of the first European green aviation show to be held at Aix-les-Milles aerodrome on October 13, 14 and 15 this year is to demonstrate that this is feasible. A unique show of its type to approach the world of the aviation under another angle. Visitors will have three days to discover a science that takes account of environmental and ecological problems. Overview with Jean-Claude Marcellet, former CEO of the IEE Company, defender of pioneering "clean" aviation ...



Jean-Claude Marcellet

#### > How did this initiative start?

Jean-Claude Marcellet: My involvement in local life as a normal citizen and my passion for aeronautics have motivated this project. The idea of a show originally developed from a discussion at the beginning of the year with the South-East representative of the DGAC (Direction Générale de l'Aviation Civile – General Civil Aviation Directorate). It appeared that the les Milles aerodrome was an ideal location for such a show. Therefore, we contacted the Aix-en-Provence Activities Cluster manufacturers association to set up the show. Especially as the cluster is adjacent to the aerodrome.

#### > What else can you tell us about green aviation?

Jean-Claude Marcellet: Green aviation proposes a new approach to the activity considering the points of view of the environment, sustainable development and increased responsibility of persons involved in this sector and all other citizens

#### > What professionals are expected to attend this show?

Jean-Claude Marcellet: Aircraft and equipment manufacturers will be present at this show. "Consumers" will also attend and will include pilot schools, aeroclub presidents, companies involved in air work, spreading companies and everyone working in the aeronautics field.

#### > What support have you obtained for creation of this show?

Jean-Claude Marcellet: Many partners supported the project. Firstly, regional communities quickly became aware of the importance of such an event. Therefore, the General Council and the Region worked together to create the show, and Provence Promotion also got involved in the adventure. Beyond sponsoring, a stand will present its involvement in regional development. Private companies also wished to contribute to producing the show.

#### > What is the program during these three days?

Jean-Claude Marcellet: The first part is reserved for professionals, and the show will be open to the general public during the remainder of the week-end. During these days, visitors will discover a number of exhibitors, quieter aircraft, and technologies that contribute particularly to reduction of consumption nuisance. Consumption is one essential line of improvement because it has an impact on noise and the environment. There will also be theme stands to make visitors aware of transport problems, energy and equipment, etc.

Finally, conferences based on aeronautical problems will discuss the economy, regional development and innovative "green" technologies.

The program is dense!

#### For further information:

The website for the show:  
<http://www.aviation-verte.com/>

Read the press release:  
<http://www.investinprovence.com:1080/download//aviation2.pdf>