

PHINIA at Farnborough International Airshow 2026

By Todd Anderson, PHINIA VP and Chief Technology Officer

As a first-time exhibitor, we at PHINIA found the Farnborough International Airshow (FIA) to be an exciting opportunity. FIA delivers a powerful example of the scale, pace and global reach of the aerospace industry, realizing a high concentration of decision-makers, innovators and industry leaders gathered in one place. From the moment the show opened, there was a sense that business is happening everywhere, whether in formal meetings, on exhibition stands or during informal conversations that can quickly lead to valuable new connections.

PHINIA's FIA Exhibitors arrived with the clear purpose of creating meaningful opportunities to showcase capabilities, discuss future projects and explore potential partnerships. Being a new exhibitor, the event provided PHINIA a strong and effective platform to raise brand awareness, hold discussion with key industry figures and position the company alongside some of the most respected names in aerospace, defense and advanced air mobility.

As we engaged with customers, suppliers, government representatives, and media from around the world, those interactions offered valuable insights into emerging trends and market priorities. We found this to be an opportunity not only to promote products and services, but also to better understand the challenges and opportunities shaping the future of the industry.

The true value of Farnborough extends beyond the week itself. While immediate leads and business discussions are very important, the long-term relationships established during the event have the opportunity to become part of the foundation for our future growth. It is important to note that **preparation prior to the event**, clear objectives during the event, and a **strong follow-up strategy post event** are essential to maximising return on PHINIA's invested time.

Ultimately, exhibiting at Farnborough for the first time was a memorable experience, combining the excitement of world-class aerospace innovation with genuine commercial opportunities. These benefits at FIA leave PHINIA and many other companies with a stronger network, greater market visibility and a deeper appreciation of their place within a truly global industry.



Post-Show Briefs