

Strategic Posture and Industry Leadership : *Farnborough International Airshow 2026 and The Nodes of the Aerospace Ecosystem*

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I. The Nodes of the Aerospace Ecosystem

Within the framework of the 46th edition of the Farnborough International Airshow (FIA26) and marking a decade since the release of my academic publication, *"International Airshows and World Aviation — ASPJ 2016"*, I reaffirm my core conceptual framework: aerospace trade shows are not merely commercial events, but strategic, interconnected nodes that articulate global aerospace, defense, and space power.

From the perspective of ASIM, the sector's supply and demand dynamics converge on a dynamic blueprint I have designated as the **"Route of Air&Spaceshows Internationals"**. FIA26 served as the central nexus where key global nodes within the ASIM network interacted, including the Paris Air Show 2027, Singapore Airshow 2028, Dubai Airshow 2027, El Alamein International Airshow 2026, FAMEX 2027, FIDAE 2028, LIMA 2027, AVALON 2027, Seoul ADEX 2027, and the Japan International Aerospace Exhibition 2028. Within this ecosystem, the true catalysts are industry leaders, government stakeholders, institutional investors, tier-one primes, SMEs, and technology innovators. The editorial direction of *Air&Spaceshows International Magazine* (ASIM) thus establishes itself as the unifying analytical and media thread connecting these continental nodes.

ASIM extends special appreciation to the ten globally leading organizations — **Greene Tweed, Horizon Aircraft, PULSHN, Eve Air Mobility, PHINIA, Alfor Aviation, Curtiss-Wright, JobsOhio, Radia, and De Havilland Canada** — for their strategic participation in our *Executive Insights* series (Pre-Show Briefs and Post-Show Briefs). Their industrial and analytical contributions enrich high-level technical discourse and fortify the global aerospace network.

II. Pre-Show Briefs (PSB): Anticipating Strategic and Industrial Challenges

ASIM's Pre-Show Briefs (PSB) serve as a forward-looking analytical framework designed to diagnose operational and supply chain hurdles ahead of show openings:

1. **Greene Tweed (Shawn McCloskey, CCO):** Highlights macroeconomic pressures and rapid aviation growth. Editorial priorities focus on supply chain resilience amid geopolitical volatility and the stringent qualification cycles for advanced materials without compromising quality or safety standards.
2. **Horizon Aircraft (Brandon Robinson, Co-Founder & CEO):** Outlines the development of the Cahoona/X7 hybrid-electric eVTOL. Emphasizes its operational advantage of charging infrastructure independence for Emergency Medical Services (EMS) and regional transport missions, framing targeted engagements with operators, government officials, and defense primes ahead of flight testing.

III. Post-Show Briefs (POSB): Executive Debriefs and Enterprise Solutions

The Post-Show Briefs (POSB) format captures executive key takeaways and strategic milestones following high-level technical deliberations:

- **PULSHN (Gem Venturino, CEO):** Emphasizes market demand for field-proven hardware. Leveraging its Whippet UAS (10kg MTOW) in flight-testing regimes, the company validates high-speed, long-range VTOL capabilities for critical logistics.
- **Eve Air Mobility (Johann Bordais, CEO):** Marks the industry's transition from conceptual framework to industrial execution, prioritizing regulatory certification,

rigorous engineering validation, and supply chain maturity in partnership with Embraer.

- **PHINIA (Todd Anderson, VP & CTO):** Underscores the strategic value of high-level B2B engagements to position brand equity among decision-makers and validate emerging trends in Advanced Air Mobility (AAM).
- **Alfor Aviation (Ömer Mafa, CEO):** Introduces the Internal Loading System (ILS) for A330-300 P2F cargo conversions, yielding a 40% cost reduction and accelerating conversion timelines without structural airframe modifications.
- **Curtiss-Wright (Ray Lopuc, SVP Division Lead):** Focuses on surface engineering technologies (laser/shot peening and specialized coatings) to extend fleet service life and maximize operational readiness, highlighting strategic footprint expansion in Morocco.
- **JobsOhio (J.P. Nauseef, President & CEO):** Identifies that the critical bottleneck in U.S. re-industrialization and defense posture is not capital availability, but manufacturing capacity, infrastructure, and execution velocity (*Build for Speed*). Highlights key strategic investments such as the Electra campus (\$850M) and Beehive Industries (\$70M) in Ohio.
- **Radia (Mark Lundstrom, Founder & CEO):** Overcomes payload scale limitations in aerospace logistics. Its heavy-payload, intact transport paradigm redefines design paradigms across the energy, defense, and space sectors.
- **De Havilland Canada (Ryan DeBrusk, VP Sales):** Reaffirms the operational reliance on regional and special mission platforms (Twin Otter Guardian, Canadair 515, Sherpa), EASA certification for the Twin Otter Classic 300G, and the ESP Plus extended service program for the Dash 8 fleet.

IV. Conclusion

The synthesized intelligence reinforces the enduring validity of the thesis I published in ASPJ 2016. International air and space shows continue to mature as dynamic nexus points where technological innovation (AAM, eVTOL, UAS), asset sustainability (MRO, surface engineering, life extensions), and scaled production capabilities (*manufacturing speed*) converge.

Through this representative cross-section of global leaders, the Pre-Show and Post-Show Briefs address an interconnected, multi-domain technical spectrum. The **Pre-Show Briefs** spotlight high-performance materials and sealing solutions (Greene Tweed) alongside hybrid-electric eVTOL development (Horizon Aircraft). The **Post-Show Briefs** integrate critical capabilities spanning economic development and defense infrastructure (JobsOhio), outsized aerospace logistics (Radia), advanced surface treatments (Curtiss-Wright), cargo loading and conversion systems (Alfor Aviation), propulsion and fuel systems (PHINIA), urban air mobility (Eve Air Mobility), uncrewed logistics platforms (PULSHN), and regional/special-mission aircraft manufacturing (De Havilland Canada).

By executing its *Executive Insights* framework (Pre-Show and Post-Show Briefs), ASIM delivers comprehensive market intelligence, serving as an authoritative editorial node connecting corporate capability with global strategic demand across the “**Route of Air&Spaceshow Internationals.**”



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