

## FOR IMMEDIATE RELEASE

### MedAire Offers Solutions for Business Aviation Amidst Global “Permacrisis”

**Geneva, Switzerland – [28 May 2004]** – As the European Business Aviation Convention & Exhibition (EBACE) unfolds in Geneva, MedAire seeks to address the challenges posed by the ongoing global “permacrisis.” Originally coined in 2021 and named Word of the Year in 2022, “permacrisis” describes a prolonged period of instability and insecurity. As of 2024, this term remains relevant as global concerns such as military conflicts, geopolitical unrest, activism, climate-related extremes, and pandemics persist. Compounded by disinformation and deception, these factors make it increasingly difficult for business aviators to assess travel risks accurately.

While the resolution of these multifaceted global crises may not seem imminent, business needs may take travellers into impacted regions. For this reason, MedAire remains committed to helping operators proactively manage and mitigate risks. MedAire's unparalleled expertise in security and medical advisory resources is there to give resiliency to the business aviation community.

### The Vital Role of Aviation Safety and Security Experts

MedAire goes beyond mere digital updates provided through the MedAire360 portal. Clients are given access to MedAire's team of over 600 security experts and partners globally for comprehensive travel risk evaluations, expert advice, and assistance throughout their journey. This service extends before departure, during the flight, and upon arrival, ensuring every step of the travel process is secure and informed.

MedAire's dedicated Aviation Security specialists leverage the extensive global footprint of their colleagues at International SOS, offering unmatched insight and intelligence on sensitive locations worldwide.

### Navigating Conflict Zones and Unstable Regions with MedAire360

The MedAire360 Portal and App are designed to be intuitive and indispensable tools for managing travel risks in a world characterised by permacrisis. Through MedAire360, operators can:

- **Access Real-Time Intelligence:** Stay updated with the latest information on conflict zones, natural disasters, and political activism, all in real-time.
- **Receive Tailored Risk Assessments:** Obtain personalised evaluations and advice on specific destinations and flight paths.
- **Communicate with Experts:** Contact MedAire's Security Specialists directly for timely, on-the-ground insights.
- **Plan and Adjust Itineraries:** Use the portal's dynamic tools to plan, adjust, and optimise travel routes based on current and emerging risks.

"At MedAire, our mission is to empower the business aviation community with the knowledge and tools they need to navigate safely in an increasingly complex world," says Hany Bakr, Senior VP of Aviation and Maritime Security at MedAire. "The MedAire360 Portal and App provide real-time intelligence and expert advice, ensuring that operators can make informed decisions and manage their travel risks effectively."

EBACE attendees are encouraged to visit MedAire at Stand Q68 to learn more about these services and speak directly with Hany Bakr about how MedAire can assist in navigating the complexities of modern travel.

**About MedAire:** MedAire, an International SOS company, is the global leader in aviation and maritime health and safety solutions, with over three and a half decades of expertise committed to ensuring the wellbeing of crew and passengers alike. Providing an unparalleled suite of integrated medical, security, and operational services, MedAire is essential for those who operate in remote environments or require immediate assistance worldwide. Renowned for pioneering some of the industry's most advanced and responsive safety solutions, MedAire is the trusted partner for air and sea operators, from commercial airlines to private yachts. With services including 24/7 access to emergency medical assistance, state-of-the-art telemedicine, in-flight advice, and comprehensive medical training, they ensure that clients are prepared to manage any medical event anytime, anywhere. Their expertly curated health and security risk mitigation strategies and resources make safety and preparedness a seamless aspect of travel. MedAire continues to lead with innovative products, deep industry knowledge, and a passion for member care.

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