



PRESS RELEASE

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Big accomplishment of NATO Days in Ostrava – the show receives significant international recognition!

Huge success, and an unexpected one, came for the Jagello 2000 Association, the main organizing agency of NATO Days in Ostrava & Czech Air Force Days, at the European Airshow Council (EAC) Convention held on March 13-14 in Antwerp, Belgium. **Jagello 2000 was awarded the 1st prize in the “PR and Marketing” category.** The EAC Convention annually brings together airshow organizers, pilots and experts from around the globe. *“It was a big surprise, because there had been many great shows in the whole of Europe last year and they had amazing presentations in Antwerp. To be able to dominate amid such a competition is a remarkable success, in our view,”* admits Zbyněk Pavlačík, the chairman of Jagello 2000.



Mr. Pavlačík could not be present at the EAC meeting because at the same time he was attending an Air Chiefs' conference in Prague, which was also utilised to discuss possible international participation at NATO Days in Ostrava 2015. *“When colleagues texted me about the award, I could not believe at first since we were not expecting it,”* comments Pavlačík. In his view, the prize is a recognition of the hard work of all those contributing to the event. *“This award belongs to all our colleagues from armed forces, police, firefighters, rescuers, customs and prison services, municipal police, and goes also to our partners and co-organizers led by the City of Ostrava, Moravian-Silesian Region, ministries, Ostrava Leoš Janáček Airport and NATO HQ. Without everybody's commitment and enthusiasm, we would not*

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be able to jointly organize such an exceptional security show as NATO Days in Ostrava & Czech Air Force Days certainly are,” adds he.



“The EAC Board and the international judges have decided to award for the 4th consecutive time the 1st prize of marketing competition for airshow organizers to NATO Days in Ostrava as the expression and design of their campaign has an exceptional quality. It sets a good example for the professional organizers gathered in our annual convention and is inviting to the public,” elaborates Gilbert Buekenberghs, the head of EAC, on what convinced the Board and the panel of international judges to recognize NATO Days in Ostrava & Czech Air Force Days. The second and third prizes went to the UK shows - the Dawlish Air Show and the Royal International Air Tattoo.

As stated, this year’s award to the Ostrava’s biggest security show in Europe is already the fourth recognition in the five years as an EAC member (2011 – 1st place, 2013 – 3rd place, 2014 – 3rd place, 2015 – 1st place). It is an unprecedented achievement even in the EAC awards history. Yet, so many awards in such a short time is not a mere good luck. *“It is also one of the ways and means how to keep us on the map of Europe’s most significant events, in people’s minds and for keeping their attention. At the same time, of course, it is a huge commitment for the future,”* concludes Pavlačík.

The NATO Days in Ostrava & Czech Air Force Days 2014 military and civilian participants came from 17 countries including the Czech Republic. According to estimates by the police, as many as 225,000 visitors came to see the show at the Ostrava Leoš Janáček Airport on weekend days on September 20-21, thus re-affirming the event’s position as the biggest security show in Europe and the most-visited two-day event in the Czech Republic. Yet, there were more achievements in 2014. In the last two years, Ostrava has emerged as a unique place for discussing international security issues. NATO Days in Ostrava & Czech Air Force Days are no longer only a show for the general public, but are increasingly becoming a gathering venue for international security experts and representatives, with the most senior foreign visitor in 2014 being Alexander Vershbow, NATO Deputy Secretary General. With the support and cooperation of the Ministry of Defence and the Police Presidium, conferences on air power and cyber security were held, along with an official meeting of NATO MoDs’ political directors and heads of defence advisors. Additionally, a meeting of Visegrad 4 defence industries took place in Ostrava.

For more information, visit www.natodays.cz

In case of any questions, please contact

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