



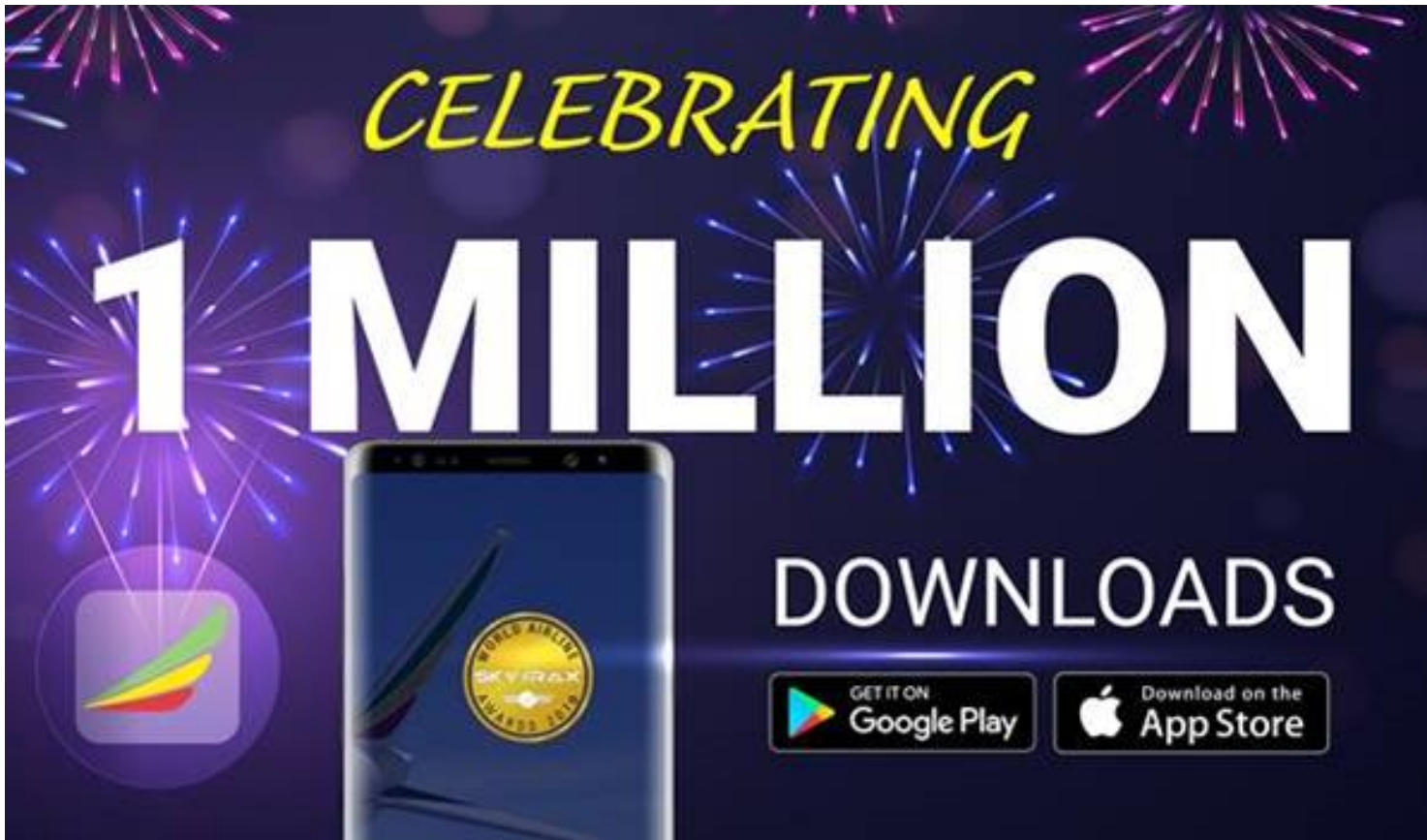
What's Up @ET February 2020

Monthly Publication

Contents

Did You know that.....	3
News Recap.....	4
Award.....	7
Ethiopian in Pictures.....	9
Visit.....	10
Testimony.....	11
CSR.....	12
Picture of the Month.....	13
Area News	14
Back in the Days.....	15
International & Local Media clippings.....	16
Ethiopia.....	17





Ethiopian Mobile App Hits 1 Million Downloads

The number of Ethiopian Mobile App users has reached one million. With a robust and integrated digital strategy, Ethiopian has set an innovative approach to simplicity and end-to-end seamless customer experience with its user-friendly mobile App. The multi-award winning global airline launched into a digitization journey with localized service, languages and payment options. Being a pioneering airline in Africa with the inclusion of Alipay and WeChat payment options, the App also features 38 payment options which cater to global customers. Ethiopian Mobile App enables global passengers book, pay, check-in, board as well as enjoy flight status notifications all with a single-window system and a mobile-cloud first strategy.

Did You know that?



News recap

Employee Engagement and Change Management Workshop

Ethiopian Airlines Group Employee Engagement and Change Management workshop and internal benchmarking was held on January 31, 2020 at EAA Auditorium. All Head Office Management staffs attended the meeting. Ato Tewolde Gebremariam, Group CEO, briefly explained the current performance of the airline and its major challenges such as the recent Coronavirus outbreak, Middle East political crises, tension between India and Pakistan over Kashmir Area and competition from other airlines.



Ethiopian and Sanad Join Forces to Create MRO Center of Excellence in Africa

Ethiopian Airlines, the fastest growing airline in Africa and one of the reputed aviation brands in the world, signed a landmark agreement with Sanad Aerotech (Sanad), the leading provider of aircraft engine maintenance, repair and overhaul (MRO) solutions and part of Sanad – a wholly owned subsidiary of Mubadala Investment Company (Mubadala).



News Recap

Ethiopian Recognizes Retirees, Long- serving Staff

Ethiopian Airlines Group recognized retirees and long-serving employees at the annual service anniversary and retirement celebration day held on the 8th of February 2020 at Ethiopian headquarters, in the presence of Ethiopian Group CEO and executive management. A total of 633 employees including those who have officially retired as well as staff who have been serving the airline for the last 40, 35, 30, 25 and 20 years were recognized at the event. The event brought together over 1200 participants including invited guests, Ethiopian staff and media

Ethiopian’s Long-serving Pilots Recognized

Ethiopian’s long-serving pilots were recognized at a ceremony held at Bole airport roundabout where the DC-3 aircraft is displayed. The pilots have been serving Ethiopian for up to 39 years as First Officers and Captains on different types of aircraft ranging from DC-3 to B777 & B787.

Customer Services Division Holds Quarterly Meeting

Customer Services division held its quarterly meeting on 12 February 2020 at Ethiopian Aviation Academy Auditorium. Management members including VP Customer Services Mr. Michael Yared, managers, unit leaders, team leaders and cabin crew members attended the meeting. Different issues were raised and discussed by cabin crew members and other staff in attendance. Mr. Michael on his part advised respective sections to improve their processes so as to excel in their service delivery and their contribution to the airline’s continued success.





News Recap

EAA Community Conducts Monthly Fatigue Duty

Staff and trainees of Ethiopian Aviation Academy (EAA) have conducted their monthly “Fatigue Duty” on the 3rd of February, 2020, in the premises of the Academy. Fatigue duty includes activities such as cleaning walls, windows, floors, removing scraps from EAA compound, and leveling the academy’s ground with the aim of engaging employees and trainees to strengthen their relationship.



Ethiopian Onboard Wi-Fi “Shebaskyconnect” Expanding to B787s & B777s

Since launching onboard Wi-Fi internet connectivity service dubbed “Shebaskyconnect” on its A350 fleet, Ethiopian has taken passengers’ onboard experience to a new level enabling them to stay connected with the latest broadband satellite technology throughout their travel. Ethiopian has now started expanding the service to its B787 and B777 fleet. The internet service has already been activated on three B777 aircraft with more aircraft to join the service in the near future. On Ethiopian B737 & B767 aircraft, passengers can stream and enjoy a range of inflight entertainment content on their own devices.

Award

Ethiopian Wins '*International Air Cargo Marketer of the Year*' Award

Ethiopian Cargo & Logistics Services, Africa's largest network cargo operator and multi-award winner, has won the '*International Air Cargo Marketer of the Year*' Award at the 2020 STAT International Award for Excellence in Air Cargo which was held from 25-27 February, 2020 in Mumbai, India. Ethiopian Cargo & Logistics Services won the award for its valuable contribution to the air cargo industry in a highly competitive and one of the fastest growing markets in the world.



Award

Ethiopian Skylight Hotel has received certificate of Five-Star Rating from the Ministry of Culture & Tourism. Dr. Hirut Kassahun, Minister of Culture and Tourism, presented the Five-Star Rating certificate to Ethiopian Executives at a colourful ceremony held on February 20, 2020 at Ethiopian Skylight Hotel.





Ethiopian in Pictures



Visit

Her Excellency, Mrs. Ursula Von Der Leyen, President of the European Commission has visited Ethiopian Aviation Academy.





Ursula von der Leyen  @vonderleyen · Feb 27 

Very inspired after visiting the Aviation Academy in Addis Ababa 🇪🇹, co-financed by the EU. The school trains future pilots, cabin crew and flight engineers & helps creating new jobs and opportunities for young African men and women.  



Testimony



Ethiopian Cargo Freighters Join Coronavirus Relief Efforts

Ethiopian transported around 1000 tonnage shipments of medical kits to China from February 6-21, 2020 to help prevent the spread of COVID-19 (coronavirus). In line with its Corporate Social Responsibility initiatives, Ethiopian shipped the medical kits with 10 chartered flights from different cities around the world including Liege, São Paulo, Durban, Accra, Diass, Khartoum, Dar es Salaam, etc... to three Chinese cities, namely Guangzhou, Shanghai and Chongqing. The medical kits include face masks, nose masks and protection suits. Further contributing its share to contain the spread of COVID-19, Ethiopian plans to transport additional medical kits to China deploying five more chartered flights.

Ethiopian Sponsors Medical Association Annual Conference & Health Exhibition 2020

Ethiopian Airlines sponsored Ethiopian Medical Association Annual Conference and Health Exhibition 2020, held from February 21 to 23, 2020, at Ethiopian Skylight hotel. Her Excellency Dr. Lia Tadesse, state minister of health opened the exhibition. The event was attended by over 1000 international and local participants from the Health industry.





Picture of
the Month



Area News

Canada Area Office Promotes Ethiopian at Business Forums

Ethiopian Area office in Canada promoted the airline at the annual forum organized by Mining Service Trade Association (MSTA) Canada in partnership with the Canadian Council on Africa (CCAfrica). Over 200 people including Canadian Mining, Technology, Manufacturers Executives and Senior Government Officials attended the forum which was held at Shangji-La hotel in Toronto. Mr. Samson Arega, Ethiopian Airlines Canada Country Manager, shared with the participants how Ethiopian Airlines is an aviation leader in Africa, advancing regional economic integration and connecting Africa's fast-growing economies to the global market.



Back in the Days

Precious & Timeless old memories of the Giant Airliner! Passion Brought us this far and dedication will take us further.



International & Local Media Clippings

<https://www.facebook.com/fanabroadcasting/videos/2551922168425570/>



https://simpleflying.com/ethiopian-johannesburg-aircraft/?utm_source=dldr.it&utm_medium=twitter

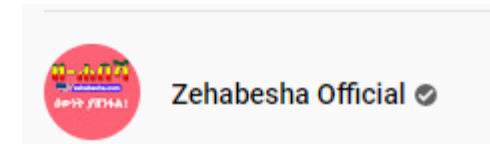


<https://www.ena.et/en/?p=12244>



https://www.youtube.com/watch?v=lpCp1KFzKwo&fbclid=IwAR1ot8sRuR1r_mo3rt3w7DH3XvUsYHfknzwwq_1fquZSSiCo7ICD0RAuoFig

<https://www.facebook.com/onelovebroadcast/photos/a.2095074610705936/2609736239239768/?type=3&theater>



Ethiopia

Ethiopian 18th Century crown returns home from Netherlands

Ethiopian Sirak Asfaw, who fled to the Netherlands in the late 1970s, found the crown in 1998 in the suitcase of a visitor and realised it was stolen. The management consultant protected it until he alerted a historian and Dutch police of his discovery last year. Ethiopia's Prime Minister Abiy Ahmed received the crown, thought to be one of just 20 in existence. The crown has depictions of Jesus Christ, God and the Holy Spirit, as well as Jesus' disciples, and was probably given to a church by the powerful warlord Welde Sellase hundreds of years ago.

<https://bbc.in/2Tq0zoF>



WHAT'S UP @ ET

What's up it is a monthly digital publication which recaps major happening in Ethiopian Airlines. Your Feedback is highly appreciated.



(251-11)517-89-07/913/656/165/529



CorporateCommunication@ethiopianairlines.com



www.ethiopianairlines.com



www.facebook.com/ethiopianairlines



www.twitter.com/flyethiopian



www.linkedin.com/company/ethiopian-airlines