



What's Up @ ET August, 2019

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Did you know that?

AVIANCA BRASIL TO EXIT STAR ALLIANCE

Star Alliance Chief Executive Board (CEB) on Friday, 16AUG19, approved the request of Ocean Air Linhas Aéreas S/A, formerly doing business as Avianca Brasil, to exit Star Alliance effective 01SEP19. As a result, status customers of O6 frequent flyer program, Amigo, will not have access to Star Alliance status benefits, such as lounge access and extra luggage allowance, as of the date of the carrier's exit from the Alliance. The Star Alliance network maintains a significant and long-time presence in the Brazilian market continuously since its founding in 1997. Eleven member carriers serve the Brazilian market, offering 588 flights every week from 11 domestic points in Brazil, and for the international traveler Star Alliance remains the number one airline alliance in the market. This development does not impact Avianca S.A. (AV), a Star Alliance member based in Bogota, Colombia, which continues to be a significant contributor to the Alliance in South America.





News recap

Ethiopian Takes Delivery of Its 25th Dash 8-400 Aircraft

Ethiopian Airlines received its 25th Dash 8-400 Aircraft, with registration number ET-AXE, from De Havilland Aircraft of Canada Limited. Senior executives of Ethiopian Airlines, De Havilland Canada and Longview Aviation Capital, the parent company of De Havilland Canada, joined Ethiopian's aircraft acceptance team and hundreds of De Havilland Canada employees for the celebration held at De Havilland Canada's facility in Toronto, Ontario, Canada where Dash 8-400 aircraft are manufactured. Her Excellency Nasise Challi Jira, Ethiopian Ambassador to Canada and representatives of the government of Ontario were also in attendance.

Ethiopian Launches Cargo Flights to Bangkok & Hanoi

Ethiopian Cargo & Logistics Services, the Largest Cargo Operator in Africa started once weekly freighter service to Bangkok, Thailand and Hanoi, Vietnam as of August 16, 2019. Operating next generation freighters and with Africa's largest trans-shipment terminal, Ethiopian Cargo and Logistics Services facilitates the export of perishables, garments, mining products, and the import of high value industrial products and inputs, pharmaceuticals, among others across its global network. By 2025, Ethiopian Cargo & Logistics Services envisions becoming a full-fledged profit centre of Ethiopian Airlines Group with annual revenue of US\$ 2 Billion, 19 dedicated aircraft, annual tonnage of 820,000, and 57 international destinations. Eight years into the strategic roadmap of the aviation group, Vision 2025, Ethiopian Cargo has reached 57 international destinations with award-winning cargo and logistics service

Ethiopian Divisions Hold Annual Performance Review Meetings

As the 2018/19 fiscal year came to a close, Ethiopian Airlines Group has taken stock of the milestones registered throughout the year and challenges pertaining to the aviation industry in general and African aviation industry in particular. Accordingly, all divisions held performance review meetings last week in the presence of management staff and employees in their respective divisions.



News Recap

Ethiopian's Online Ticket Sale Soars to Record 20%

Ethiopian's online ticket sale has reached more than 20% of the overall ticket sale leaping from the average 13% the airline saw over the past three years. Of the total 20% online sale, Ethiopian Mobile App sale represents 11%. The milestone is a testament to Ethiopian growing prominence as a pioneer in the e-commerce industry of the African continent. With the multi-language and user-friendly Mobile App service to the global traveling public, customers' rating puts Ethiopian at the top in Africa. The record online ticket sale is due to the consistent and inclusive marketing conducted on major platforms including, but not limited to, Google, Facebook, YouTube, aggregators, remarketing, and mobile marketing. The record sale is also backed by over 28 local payment options, which is the largest number of payment options in Africa. Ethiopian is the first African airline to add Alipay, the world's largest mobile payment platform, to its payment options.

Ethiopian Cargo Honored at Indonesian Cargo Agent Club Award

Ethiopian Cargo and Logistics Services has been honored as the 'Best Airline for Africa, Middles East and Latin America Sectors' at the Indonesian Cargo Agent Club (ICAC), Cargo Airlines award ceremony of 2019. The award which was held in Jakarta on August 14, 2019, was based on the results of the survey that measures airlines' performance on the type of service, competitive fare, efficient claim handling and usage of up-to-date system. A total of 30 airlines were listed for the five categories of ICAC Cargo Airlines award.

News Recap

Ethiopian Skylight Hotel Opens Its Cultural Restaurant

The cultural restaurant of Ethiopian Skylight Hotel was opened on 24 August 2019, in the presence of the members of diplomatic missions, Ethiopian Executive Management members, invited guests as well as local and international media members. A wide variety of Ethiopian cultural cuisines and drinks were served on the soft opening of the restaurant which is dubbed as ‘Taste of Ethiopia’. Traditional songs and dances featuring different Ethiopian cultures were also performed by renowned cultural singers and dancers.

Ethiopian Wins Best Emerging Airline 2019 Award

Ethiopian Airlines has won “The Best Emerging Airline 2019 Award” at the Travel and Tourism Excellence Awards ceremony organized by the Federation of Indian Chambers of Commerce & Industry (FICCI) on August 23, 2019, in New Delhi. The Award recognizes states, organizations and individuals for their contributions to the travel and tourism industry of India with a view to encourage innovation and entrepreneurship in travel and tourism. The Award is also offered to recognize businesses that serve as a major source of income, employment, private sector growth and infrastructure development. Ethiopian Airlines operates 14 weekly flights to/from Mumbai and 12 weekly flights from Delhi. It will also start 4 weekly flights to Bengaluru in the near future.

Ethiopian Receives Certificate of Appreciation

Ethiopian Airlines, the largest aviation group and Skytrax four-star airline, was awarded a certificate of appreciation from Ethiopian Customs Authority, Addis Ababa Airport Branch Office, at the ceremony held at Ethiopian skylight hotel, on 24 August 2019. The certificate was given in recognition of Ethiopian’s commitment, cooperation and valuable contribution to the branch’s 2011 fiscal year target achievement. Ethiopian customs authority and Ethiopian Airlines have been working in collaboration for the successful operation of their respective operations.



Graduation

Pilot Training School Graduates Flight Dispatchers

The Pilot Training School of Ethiopian Aviation Academy graduated its first international batch in Flight Dispatch Initial Training on August 02, 2019. The trainees were from Equatorial Guinea, Uganda and Ethiopia. Though the program was running since Ethiopian started to train its own flight dispatchers, it is formally launched in February, 2019. The total duration of the training is six months out of which two months is theoretical and four months is practical sessions. The training is now open for admission for international and local candidates who wish to become Airline Flight Dispatchers.





Ethiopian In Pictures

Testimony

“Thankyou Ethiopian Airlines for my flowers in the colours of Ethiopia. I love Ethiopia. I love being here. I love the strength, the style and the hope of Ethiopia”

Lemn Sisay.



CSR

Ethiopian area office in Madagascar, in collaboration with the tourism office of Madagascar, has participated in the 8th Edition of International Tourism Fair (ITM 2019)

The event is one of the biggest yearly events in Antananarivo and brings together more than 1000 participants from around the world. At the grand event, the area office promoted both online destinations, Antananarivo and Nosy Be.

UK Area Office Promotes Ethiopian at Sport & Culture Events

Ethiopian Area office in the UK has promoted Ethiopian at the 9th Annual Ethiopian Sport & Cultural day where more than 2000 people participated. The area office used colorful and engaging booth in promoting the airline with a dedicated space. Meanwhile, the area office has participated on an annual event dubbed 'Kenya and Friends on the Park' where thousands took part. The area office aggressively promoted Ethiopian Mobile App as a sideline by offering a discount voucher code at the event.



CSR Ethiopian Sponsors Spotlight Travel Expo Addis

Passenger Market Development section sponsored ‘Spotlight Travel Expo Addis’ which was held at Ethiopian Skylight Hotel from July 24-25, 2019. Over 150 participants from all over the world attended the Expo. The Travel Expo, which targeted the Ethiopian’s outbound market to Africa, was also attended by Travel Agents and Tour Operators in Addis. The event was held with the support of Ethiopian Travel Agents Association and Tourism Ethiopia.

Switzerland Area Office Sponsors Ethiopian Sport & Culture Festival

Ethiopian Airlines Switzerland team has sponsored ‘The Ethiopian Sport and Culture Festival 2019’ which was held in Zurich from 31 July 2019 to 03 August 2019. At the event, Ethiopian promoted its products and services for the participants. Several conference attendees took photos with ‘I Fly Ethiopian’ banner in the background and shared the photos on social media in addition to installing Ethiopian Mobile Application on their phones in order to be candidates in the raffle for free ticket.

Malawi Area Office Promotes Ethiopian at Egyptian Independence Day

Ethiopian Airlines Area Office in Malawi has promoted Ethiopian at the Egyptian Independence Day where more than 200 people participated. Ethiopian Mobile App and aviation academy were among the products promoted by the area office at the celebration which was attended by many government officials, ambassadors and community leaders. Raffle draw was also held and the winners were awarded a round trip ticket.



CSR

Chicago Area Office Promotes Ethiopian at Different Events

Ethiopian Airlines Chicago office has sponsored the 6th Regional Community event of African Diaspora. At the event, AU Ambassador to the Americas H.E Ambassador Arikana Chihombori Quau presented an award to Ethiopian for its contribution to Africa. Similarly, the Area Office sponsored Bantu Fest which was held on July 27-28, 2019. Ethiopian was promoted through flyers and banners at the festival which was attended by more than 50,000 people. Two lucky winners were also awarded free round-trip tickets to Africa.

Ethiopian Lights up African Movie Academy Awards Gala Night in Enugu

It was an evening of high style, glitz and fellowship as African Movie Academy Awards (AMAA), Africa's Prestigious Movie Awards, rolled out the red carpet and welcomed the best of Africa's screen kings and queens, top industry players, A-list celebrities, and Eastern and Southern community leaders in Nigeria to an elegant dinner and awards ceremony which raises more than funding for the Africa Film Academy every year.

New Delhi Station Sponsors Ethiopian Community Ceremony

Ethiopian Airlines Station in New Delhi sponsored the graduation ceremony of Ethiopian students who graduated from different Indian universities. The ceremony, held on August 10, 2019 in New Delhi, was attended by over 300 Ethiopian community members, diplomats, university presidents, expats, students and other guests from African communities in India attended. The ceremony was also held to welcome the newly appointed Ethiopian Ambassador to India, H.E. Dr. Tizita Mulugeta and Ethiopian students who recently enrolled in Indian universities. H.E. Dr. Tizita gave out awards to the Masters and Doctorate Degree graduates at the ceremony.





Picture of the
Month

Area News

Ethiopian Launches Freighter Service to Antananarivo

Antananarivo, Madagascar has joined the online freighter destinations of Ethiopian Cargo & Logistics Services with twice weekly flights from Addis Ababa. The freighter service will help connect the over 120 online passenger (belly hold cargo) and 55 freighter destinations of Ethiopian to Madagascar, which is the biggest producer of Vanilla with 56.3 % global export market share.

Ethiopian Featured on Kuwait National TV

Ethiopian Airlines and its services have been featured on Kuwait TV's popular infotainment show dubbed "*Hala Kuwait*" through exclusive interview with Kuwait Area Manager, Mr. Samson Arega. The interview covered a range of topics including Ethiopia and the national flag carrier, Ethiopian Airlines Group. Mr. Samson reiterated that Ethiopia connects Kuwait with the rest of African countries in general and potential touristic attractions in Ethiopia in particular. He also elaborated upon Ethiopia's legacy as an independent civilization and ongoing development in the country.

Indonesia Area Office Holds Travel Agents Seminar

Ethiopian Area Office in Indonesia conducted a travel agent seminar in Bandung, the third largest city in Indonesia. The area office briefed the participants about the dedicated and highly successful transportation services Ethiopian has been providing for the last 73 years. Awareness creation and raising briefing was also made about Ethiopian products and services including the C-9 and e-visa for all international visitors to Ethiopia. The presentation also covered the excellent safety record of Ethiopian and the various packages offered by ET Holidays.





Area News

Tanzania Office Moves Its Operations to JNIA Terminal-3

Ethiopian Airlines area office in Tanzania has moved its operations to Julius Nyerere International Airport (JNIA) Terminal-3 in Dar es Salaam. The move follows the inauguration of the new terminal by Tanzanian President H.E. Mr John Magufuli on August 1, 2019. Ethiopian team at the terminal celebrated the occasion with cake cutting ceremony attended by Airport Authorities, Swissport Management, Ethiopian Captains and cabin crew. The new terminal increases the airport's annual capacity to 6 million passengers.

Ethiopian Receives Trophy of Merit

Ethiopian Airlines is selected as "The Best Airlines in DRC" and received a Thorpy of Merit on 25August 2019, on the "Merit- Night", from "NIGHT OF AWARD TROPHY ORGANISATION". The award is given for the first time in DRC. Ministers and government officials, representatives of NGOs, Foundations, etc. were present at the event. Ethiopian currently serves five destinations, namely, Kinshasa, Goma Lubumbashi. Mbuji-Mayi and Kisangani, in DRC.

Back in the Days



Flashing Back to the Arrival of Africa's First B787 Dreamliner

August 17, 2012 was a blissful day at Ethiopian as the airline achieved a milestone with the delivery of its first B787 Dreamliner. The delivery of the ultramodern aircraft was also the first in Africa and second only to Japan.

International and local Media Clippings

 Simple Flying

<https://simpleflying.com/ethiopian-marseille-milan/>

 AEROTIME
NEWS
HUB

<https://www.aerotime.aero/aerotime.team/22801-boeing-to-donate-100m-to-lion-air-ethiopian-airlines-victims>

The Jakarta Post

<https://www.thejakartapost.com/news/2019/07/04/boeing-makes-100-million-pledge-for-737-max-crash-related-support.html>

 **USA TODAY**

<https://www.usatoday.com/story/travel/flights/2019/08/17/stowaway-found-flight-havana-miami-hiding-cargo-section/2038754001/>

AVIATION WEEK
NETWORK

<https://aviationweek.com/awincommercial/ethiopian-airlines-grows-africa-india-network>

The Africa Logistics

<https://www.theafricalogistics.com/2019/08/15/under-african-skies-the-liberalisation-of-civil-aviation-in-africa/>



Ethiopia

Happy Old New Year of Ethiopia!?

One of the defining cultural aspects which distinguish Ethiopia from most other nations is its Coptic-Julian calendar. A solar calendar having 12 months of 30 days and a thirteenth month of 5/6 days, it differs by invariably adding a leap day every four years. It is this disparity which automatically makes you 8 years younger the moment you set foot in Ethiopia! We are coming out of a cold and moody winter, the countryside is a lush green, our rivers and lakes are brimming and in a couple of days, the green carpeted fields and mountainsides will be adorned with fiery yellow 'Adey Abeba', daisies.

<https://newbusinessethiopia.com/nbe-blog/happy-old-new-year-of-ethiopia/>

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.



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