



What's Up @ ET September ,2019





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**Did You Know that?**

### Ethiopian Gets its First Female Ground Support Equipment Operator

W/ro Bezawerk Tsige Hailemariam has become the first Ethiopian female employee to work as a Ground Support Equipment operator. W/ro Bezawerk joined Ethiopian Airlines on 04 January 2016 as a fleet service attendant and currently works as an assistant Ground Support Equipment operator. W/ro Bezawerk Tsige is married and a mother of one son.



## News Recap

### Addis Ababa Sales Office Hosts Annual Travel Agency Award Ceremony

Addis Ababa Sales Office organized 2018-19 annual travel agency award ceremony that was held at the Ethiopian Skylight Hotel under the theme ‘*Appreciation of Continued Patronage for your Flag Carrier*’ on September 22, 2019. More than 500 guests including travel agency owners, managers and frontline staff of Ethiopian airlines attended the event. Ethiopian Airlines GCEO Ato Tewolde GebreMariam and other management members graced the occasion with their presence. Addis Ababa Sales office has been working in collaboration with travel agents to facilitate its daily activities and promote Ethiopian. As part of the collaboration between the two and to strengthen their ties, Addis Ababa Sales office hosts annual travel agency award ceremony to honor travel agents and award for their remarkable achievement in enhancing the airlines’ market share.





## News Recap

### Ethiopian Rolls Out Onboard WiFi Internet Connectivity

#### Using Latest Satellite Technology

Surfing the internet with seamless reliable connectivity has now become the new normal onboard Ethiopian Airlines flights thanks to the onboard Wi-Fi internet connectivity the Airline introduced on its A350 fleet using the latest broadband satellite technology (Ka-band). With the state-of-the-art broadband satellite technology, passengers can rest assured that they will enjoy reliable connectivity for sending emails, shopping online or even chatting on social media while flying over the clouds. Passengers can access the inflight connectivity service by purchasing vouchers at Ethiopian Airlines sales outlets including Addis Ababa International Airport customer service desk, boarding gate and cabin crews onboard the flights. Online sales through credit/debit card and Sheba Miles miles are also additional options for passengers to enjoy the service. The inflight Wi-Fi can be accessed with smart phones, tablets and laptops. The service is initially launched on the A350 fleet of Ethiopian with further plans to expand on other airplanes deployed on long haul flights.

### Ethiopian staff celebrate New Year's Eve colorfully

Ethiopian staff held ceremonies in their respective divisions and departments to mark the beginning of Ethiopian New Year 2012. Ethiopian Inflight Catering, Customer Services, Finance, Region Office, Advertising and Sales Promotion, Corporate Communications, etc management and employees celebrated New Year's Eve with cake cutting and traditional New Year songs. Executives and different Ethiopian management officials have attended the celebrations and expressed New Year wishes to employees.







## News Recap

### Ethiopian Executives Honored at Abyssinia Award

Executive Management members of Ethiopian Airlines Group including Group CEO Mr. Tewolde GebreMariam have been honored at the annual Abyssinia Awards for their long, outstanding service in the aviation industry. At the colorful ceremony held in Addis in the presence of over 600 invited dignitaries and journalists, the executives were recognized with Laureate Awards.

### DHL-Ethiopian Airlines Joint Venture Eyes Further Growth in Ethiopia

DHL-Ethiopian Airlines Logistics Services – a joint venture formed between DHL Global Forwarding and Ethiopian Airlines - is scaling its operations in Ethiopia. The company has named Berhanu Kassa as General Manager. Previously director of logistics services at Ethiopian Airlines, Berhanu takes over the leadership of the joint venture company from Pramod Bagalwadi, CEO, DHL Global Forwarding, Sub-Saharan Africa, who was instrumental in the setup of the joint venture. Berhanu's appointment comes at a time when the country is focused on growing its economy by building industrial parks in key locations to accelerate growth of exports from Ethiopia.



## CSR



### **Ethiopian Participates in National Pride Day Celebration**

As a flag carrier and a source of pride for all Ethiopians, Ethiopian Airlines participated in the National Pride Day celebration which was marked on Sunday, September 8, 2019 at Meskel Square. Ethiopian was represented by Pilots, Cabin Crew, Technicians, Cargo and Airport agents and other staff members drawn from different offices. More than 500 employees and trainees participated in the parade wearing Ethiopian uniforms and also t-shirts with labels highlighting the celebration. The guests of honor and the crowd in attendance applauded Ethiopian employees as they paraded through Meskel Square.

### **ET Cargo Family's Month of Social Responsibility Closing Day**

Ethiopian Cargo & Logistics Services' Family marked the closing of '*Month of Social Responsibility*' on Ethiopia's New Year's Eve which fell on September 11, 2019. The event was graced by the presence of Ato Fitsum Abady, MD Ethiopian Cargo & Logistics Services, Stakeholders, Customers, Cargo Family and representative from New Bright Community Development Center (indigenous NGO).



### **Ethiopian Participates in a Conference Hosted by Federation of Ethiopian National Associations of Persons with Disabilities**

Ethiopian Airlines has taken part in a training conducted by Federation of National Associations of Persons with Disabilities (FENAPD) and CBM-a non-governmental organization at Health International Hotel, Adama on September 20, 2019.



# Testimony

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**Shakiib Mustafe**

@ShakiibMustafe

My best favourite airline is [@flyethiopian](#). I always fly with and enjoy the service and their mindset of flying ontime. Exactly it's "The new sprit of Africa"  
Thank you 🙌





## Visit

Ethiopian welcomed Her Majesty's UK Trade commissioner for Africa, Emma Wade – Smith. The commissioner visited Ethiopian state of the Art facilities and had a discussion with Ethiopian Executive Management.

Selected tour operators and journalists from Sudan participated in familiarization trip to Ethiopia from September 10 – 18 , 2019. The FAM trip was organized by Ethiopian Airlines Area Office in Sudan in collaboration with Ethiopian Embassy in Sudan. The group visited historical sites in Ethiopia travelling to Al Nejash-Mekele, Lake Tana-Bahir Dar, Harar, Bale Mountains, and Sof Omar Caves. They also had a tour of Addis Ababa city and Ethiopian Skylight Hotel.





Celebrate the ShebaMiles  
20<sup>th</sup> Anniversary with us!



20 Anniversary







## Area News

### **India Area Office Promotes Ethiopian Cargo & Logistics Services in South India**

Ethiopian Airlines Area Office in India co-hosted a Gala Dinner party to mark the 2019 Annual Sales Agent's Day in coordination with its Bangalore CSA, Allied Aviation Group, on 14<sup>th</sup> June 2019 at Hotel Conrad in Bengaluru. The event was attended by more than 80 participants from top Cargo Sales Agents of the region, airport authorities and ground handling companies

### **Ethiopian Participates in CITIE 2019 Held in Guangzhou**

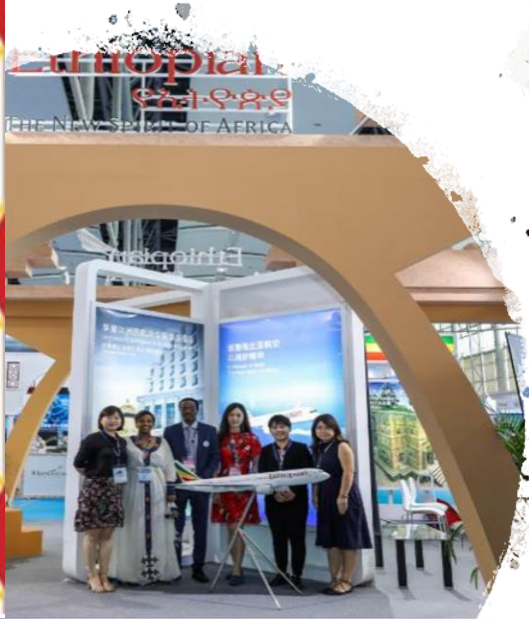
Ethiopian Airlines participated in China/Guangdong International Tourism Industry Expo (CITIE) 2019 held in Guangzhou from 30 August to 01 September 2019 in partnership with Ethiopian Consulate office in Guangzhou and ET-Holidays. The expo is one of the best market-oriented international tourism exhibition in China. More than 500,000 people visited the exhibition from 50 different countries in the world.

### **Zambian Area Office Holds Annual Travel Agents' Award Ceremony**

Ethiopian Area Office in Zambia held its annual travel agents' award ceremony for the 2018/2019 fiscal year at Southern Sun Hotel on 29<sup>th</sup> August 2019 in the presence of H.E. Mr Howard Sikwela, Permanent Secretary of Tourism and Arts of Zambia. The event was also attended by corporate partners, Zambian government representatives, travel agents' representatives, selected platinum members, local media and Ethiopian Airlines staff

### **Jakarta Area Office Promotes Ethiopian at Islamic Tourism Expo (ITE) 2019**

Ethiopian Area office in Jakarta participated in Islamic Tourism Expo (ITE) 2019 held in Jakarta from 30<sup>th</sup> August to 1<sup>st</sup> September 2019 to promote Ethiopian products and services. ITE is the largest Islamic Travel fair and over 40,000 visitors including travel agents, tour operators, airlines, embassies, government authorities, Hajj and Umrah travel associations and media partners participated in this year's expo.





## Area News

### Ethiopian Receives Warm Welcome at Port Harcourt International Airport

Ethiopian received a very warm welcome as it landed in Port Harcourt International Airport, Nigeria on 03 September, 2019 following the recent closure of Enugu Airport due to runway maintenance. The reception which, included water canon salute, was attended by dignitaries including high officials of the River State government, invited guests from different companies, the police commissioner of river state and representatives of traditional rulers.

### Ethiopian Named Official Carrier of Sanganai/Hlanganani World Tourism Expo

Ethiopian has become the official carrier of Sanganai/Hlanganani World Tourism Expo after a memorandum of understanding was signed between the Zimbabwe Tourism Authority (ZTA) and Ethiopian Airlines. The expo is a reputable annual tourism trade fair that attracts exhibitors and buyers from across the world where over 250 buyers, exhibitors and media are expected to attend.

### Ethiopian Airlines' South Africa Regional Office Hosts Ethiopia Day

Ethiopian Airlines' South Africa regional office has hosted a successful event on the occasion of the Ethiopian New Year to promote Ethiopia as the next top travel destination. Ethiopian Airlines and the Ethiopian embassy organized the event in South Africa and showcased Ethiopian culture, music to the local community along with mouth-watering treats on Friday, 13 September 2019 at the Hilton Hotel in Sandton, Johannesburg.

### Zimbabwe Area Office Receives Award at 2019 Sanganai World Travel & Tourism Expo

Ethiopian Airlines, the official carrier of the 2019 Sanganai/Hlanganani World Travel and Tourism Expo held in Bulawayo, Zimbabwe also scooped the top spot as Best Airline Stand at the glittering closing ceremony held in Bulawayo, the second largest city in Zimbabwe on September 13, 2019. Ethiopian Airlines was awarded for swift customer services and excellent presentation at the 12<sup>th</sup> edition of the expo where more than 170 international companies and 25 international journalists participated.





## Area News

### Dubai Area Office Organized FAM Trip for UAE Travel Agents

Ethiopian Airlines Area Office in Dubai, in coordination with Emquest (Sabre Distributors - UAE), Seychelles Tourism Board and Constance Hotels, Resorts & Golf has conducted promotional campaign from October 2018 to January 2019 to highlight and sell three destinations namely Seychelles, Johannesburg and Cape Town. Following the campaign, the 7 top selling agents took part in a familiarization trip to Seychelles from 30 August to 03 September 2019. The trip aimed to increase sales in the local UAE market by promoting Seychelles in particular as a prime tourist destination served by Ethiopian Airlines.

### Indonesia Area Office Promotes Ethiopian at Kompas Travel Fair 2019

Ethiopian Airlines Area Office in Indonesia has promoted the airline at Kompas Travel Fair 2019 held in Jakarta, Indonesia from Sep 20-22, 2019. At the fair, the multiple awards Ethiopian has been receiving over the years have been publicized including the Four-Star rating and accolades it got from Skytrax. Kompas Travel Fair, which is one of the biggest annual travel fairs in Indonesia, was opened by H.E. Mr. Arief Yahya, Minister of Tourism of the Republic of Indonesia. It was also held in three major cities of Indonesia, namely, Makasar, Surabaya, and Medan. 13 airlines including ANA, Cathay Pacific, Etihad, Malaysia Airlines, Qatar Airways and Singapore Airlines participated in the travel fair which was covered by four media of Kompas including Kompas TV.

### Lebanon Area Office Sponsors Ethiopian New Year Music Concert

Ethiopian Area Office in Lebanon sponsored Ethiopian New Year music concert held in Beirut featuring popular musicians from Ethiopia. During the concert, various announcements about Ethiopia and E-visa service were disseminated to invited Lebanese guests. Flyers with travel information were also distributed to members of the Ethiopian community to create awareness.







# Ethiopian in Pictures



# Back in the days

## Ethiopia signs an agreement to establish its own commercial airline

In the years immediately after the end of the Italian occupation, the British were indisputably the dominant foreign power in Ethiopia. The British exercised stringent control particularly in finance and military matters. This situation forced Ethiopia to look for a new partner and the choice fell on the United States, a power that was fast coming to dominate the world scene. This was the context to establish Ethiopia's own airline. The initial approaches for the establishment of Ethiopian commercial airline came from powers other than the United States. An agreement for the establishment of Ethiopian airline was expected to be signed in December 1945 under the auspices of Swedish carrier, ABA.





# Picture of the Month

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## Local and International Media clippings



<https://www.aircargonews.net/airlines/freighter-operator/dhl-and-ethiopian-airlines-scale-up-their-joint-venture/>



AFRICA

[http://www.xinhuanet.com/english/2019-09/26/c\\_138422512.htm](http://www.xinhuanet.com/english/2019-09/26/c_138422512.htm)

p | headlines

<https://news.gtp.gr/2019/09/26/ethiopian-airlines-resume-flights-athens-after-18-years/>



<https://www.logupdateafrica.com/dhl-ethiopian-airlines-plans-4th-station-at-modjo-dry-port-by-2020-logistics>



<https://centreforaviation.com/news/dhl-ethiopian-airlines-logistics-services-appoints-new-gm-940397>

## The African Exponent

<https://www.africanexponent.com/post/4151-dhl-and-ethiopian-airlines-scale-up-their-joint-venture>



# Ethiopia

## Festival Meskel, Ethiopia: Finding the True Cross

The month of September is an important month of celebrations in Ethiopia. The Ethiopian celebrations that falls within this month on the Gregorian calendar are the Ethiopian New Year celebrations known as Enkutatash which falls on September 11 – or on the 12<sup>th</sup> in a leap year and *Meskel*. For over 1600 years Meskel has been celebrated in Ethiopia and it is probably the most important festival after the Timkat. Meskel celebrations commemorate the discovery of the cross on which Jesus Christ was crucified by St. Helena, mother of Constantine the Great. According to legend, in the year 326 AD Queen Helena went on a search for the true cross and was unsuccessful until she received help through a dream.

In accordance with the dream, she made a bonfire and the smoke gave her direction to the spot where the cross was buried. To herald her success, Helena (known as *Nigist Eleni* in Ethiopia) lit torches. In the Middle Ages, half of the cross was given to Emperor Dawit of Ethiopia by the Patriarch of Alexandria in appreciation of the protection offered to Coptic Christians.

<https://afrotourism.com/travelogue/festival-meskel-ethiopia-finding-the-true-cross/>







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# 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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