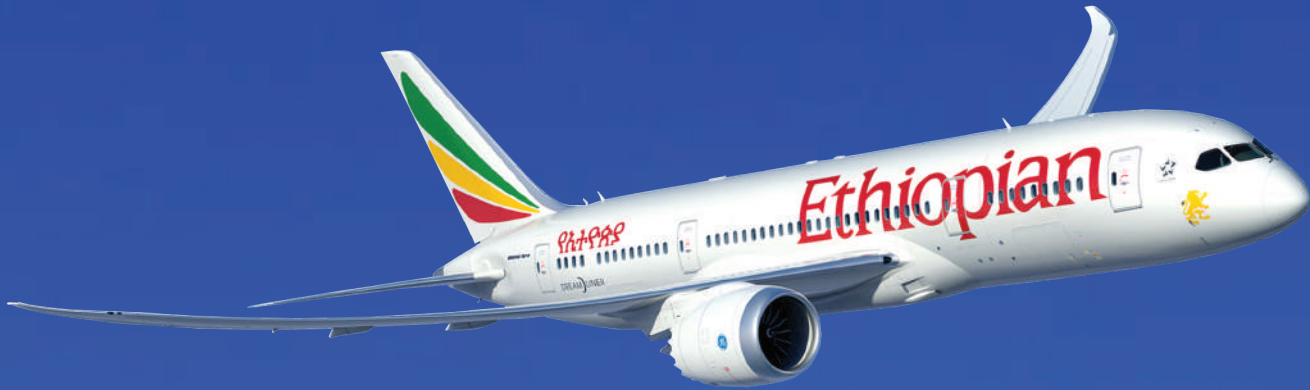


What's up @ ET

August, 2018



Ethiopian Registers Record Success in 2017/18 Fiscal Year

- Received +14 new aircraft
- Opened eight new international destinations
- Carried 10.6 million passengers
- Uplifted 400,339 tons of cargo
- Operating revenue is up by +43%
- Record net profit of 6.8 billion ETB
- Rated as 4 Star Airline by SKYTRAX
- 100th aircraft milestone

Ethiopian
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THE NEW SPIRIT OF AFRICA

A STAR ALLIANCE MEMBER 



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News Recap

Zambia Airways Back to the Skies



Group CEO of Ethiopian Airlines Mr. Tewolde Gebremariam and Group CEO of the Industrial Development Corporation (IDC) Mr. Mateyo C. Kaluba held a signing ceremony on August 19, 2018 in Lusaka, Zambia to the agreement as Shareholders of Zambia Airways. As strategic equity partners on the national airline project of Zambia, IDC will hold 55% equity in the carrier, with Ethiopian Airlines holding 45%. The initial investment of the national carrier will be US\$30 million. As the shareholders operate the airline, they will facilitate the financing necessary to support its growth. It is expected that the new airline will operate 12 aircraft and carry over 1.9 million passengers by 2028.

Ethiopian Airlines Partners in Launching of Chad National Carrier



Ethiopian Airlines has finalized agreements with the Government of Chad for the launch of Chad national carrier. Ethiopian has 49 percent stake in the joint venture while the Government of Chad retains 51 percent. The new Chad national carrier is planned to go into operation as of October 1, 2018

Through its multiple hubs strategy in Africa, Ethiopian currently operates hubs in Lomé (Togo) with ASKY Airlines and Malawian in Lilongwe (Malawi), while having the already acquired stakes in Zambia's and Guinea's national carriers and making preparations to launch Ethiopian Mozambique Airlines.



News Recap

Ethiopian Registers Record Success in 2017/18 Fiscal Year

Ethiopian Airlines has announced that it has registered record success in the just ended 2017/18 fiscal year. In line with its 15 year strategic roadmap, Vision 2025, the airline registered historical success in financial, commercial, operational and customer service areas.

During the 2017/18 fiscal year:



Ethiopian introduced additional +14 new aircraft, more than one aircraft per month;



The airline opened eight new international destinations, namely Geneva (Switzerland), Chicago (USA), Bahrain, Kaduna (Nigeria), Buenos Aires (Argentina), Kisangani and Mbuji-Mayi (Democratic Republic of Congo) and Nosy-Be (Madagascar);



The number of passengers carried grew by +21% topping the 10 million mark for the first time in the airline's history and reaching 10.6 million passengers;



Freight carried grew by +18% from previous fiscal year to attain 400,339 tons;



Operating revenue grew by +43% from previous fiscal year to culminate at 89.1 billion Ethiopian birr (ETB);



Net profit stood at 6.8 billion ETB.

During the fiscal year, the airline was given for the first time in its history a 4 Star rating by SKYTRAX, the leading customer service rating organization in the airline industry, putting it on par with other global airlines. SKYTRAX also recognized Ethiopian as Best Airline in Africa; Best Business Class in Africa and Best Economy Class in Africa.

Ethiopian reached and passed the 100th aircraft in service milestone during the year, becoming the first African airline in history to do so.

Recapping the exceptional 2017/18 fiscal year performance, Mr. Tewolde GebreMariam, Group CEO Ethiopian Airlines, said:

It was an exceptional year for Ethiopian with record performance in financial, operational, commercial and customer service areas. This historical performance is, due first and foremost, to the commitment, hard work and competence of my 16,000 colleagues with each one of them at all echelons of the company playing a critical role in this success.

I wish to thank them for their dedication, hard work and contribution in enabling our national carrier to fly high in the sky and defend the colors of our country and our continent. They are the backbone of the airline and the architects of its success.





News Recap

Ethiopian Launches Cargo Flights to from Zaragoza Bogota via Miami



Ethiopian Airlines has commenced twice weekly freighter service to Bogota, Colombia as of August 29, 2018. The cargo service departs from Zaragoza (Spain) and flies to Bogota with a stopover in Miami, using the B777-Freighter.

Ethiopian Cargo & Logistics Services currently serves over 44 international destinations in Africa, the Gulf, Middle East, Asia, the Americas and Europe, and boasts the largest trans-shipment terminal in Africa and one of the biggest ten in the world with an annual capacity of about 1 million tons.

Ethiopian Rolls Out Stopover Packages to Promote Tourism into Ethiopia Addis

Ethiopian Airlines, the largest Aviation Group in Africa and SKYTRAX certified Four Star Global Airline,



has announced that, starting from August 1, 2018, it has rolled out stopover packages without any additional airfare that cater for all leisure needs with a view to promote tourism into Ethiopia.

Passengers traveling through Addis Ababa and continuing their journey to one of the destinations on Ethiopian network can now take advantage of

stopover offerings from Ethiopian Holidays, the tour operator wing of Ethiopian Airlines, enabling them to discover and experience the many historical, cultural, religious and natural treasures of Ethiopia, Land of Origins. An online e-visa service for processing stopover visa is available for all international visitors to Ethiopia at <https://www.evisa.gov.et/>.

The packages range from sightseeing in Addis Ababa, the diplomatic capital of Africa, to visits to the pre-Christian era obelisks of Axum, the stunning medieval rock-hewn churches of Lalibela, the amazing 9th century mosques of Harar, the majestic castles of Gondar, the stunning source of the Blue Nile, the jaw-dropping Simien Mountains, the splendor of the lake side resorts of Hawassa and Arba Minch, or the unique coffee farms of Kaffa, birth place of coffee, and much... much more.



#Didyouknowthat?

Emerging Global Aviation Power House

Ethiopia Takes 24th Place in the World Aviation Map



History is in the making, our hard work and dedication has paid off. Congratulations to ourselves! Ethiopia has been ranked 24th among ICAO Member States by international total Revenue Tonne-kilometres (RTK) in 2017.

Despite the stiff challenging conditions, while operating in a hyper competitive industry, Ethiopian has managed to redefine the African aviation narrative, registering miraculous successes. While the aviation giants endured the tough times, Ethiopian stood the test of time and has become a rare African success story. This has been witnessed by global industry players and has continued to make the headlines.

This is a milestone to celebrate the fruits of our hard work and dedication.

Let's keep up the upward momentum and make this great nation of ours proud and shining.

The full report is also available at the below link:

https://www.ethiopianairlines.com/Cms_Data/Contents/EthiopianAirlines/Media/Corporate/International-Total-



Ethiopian in Pictures in August

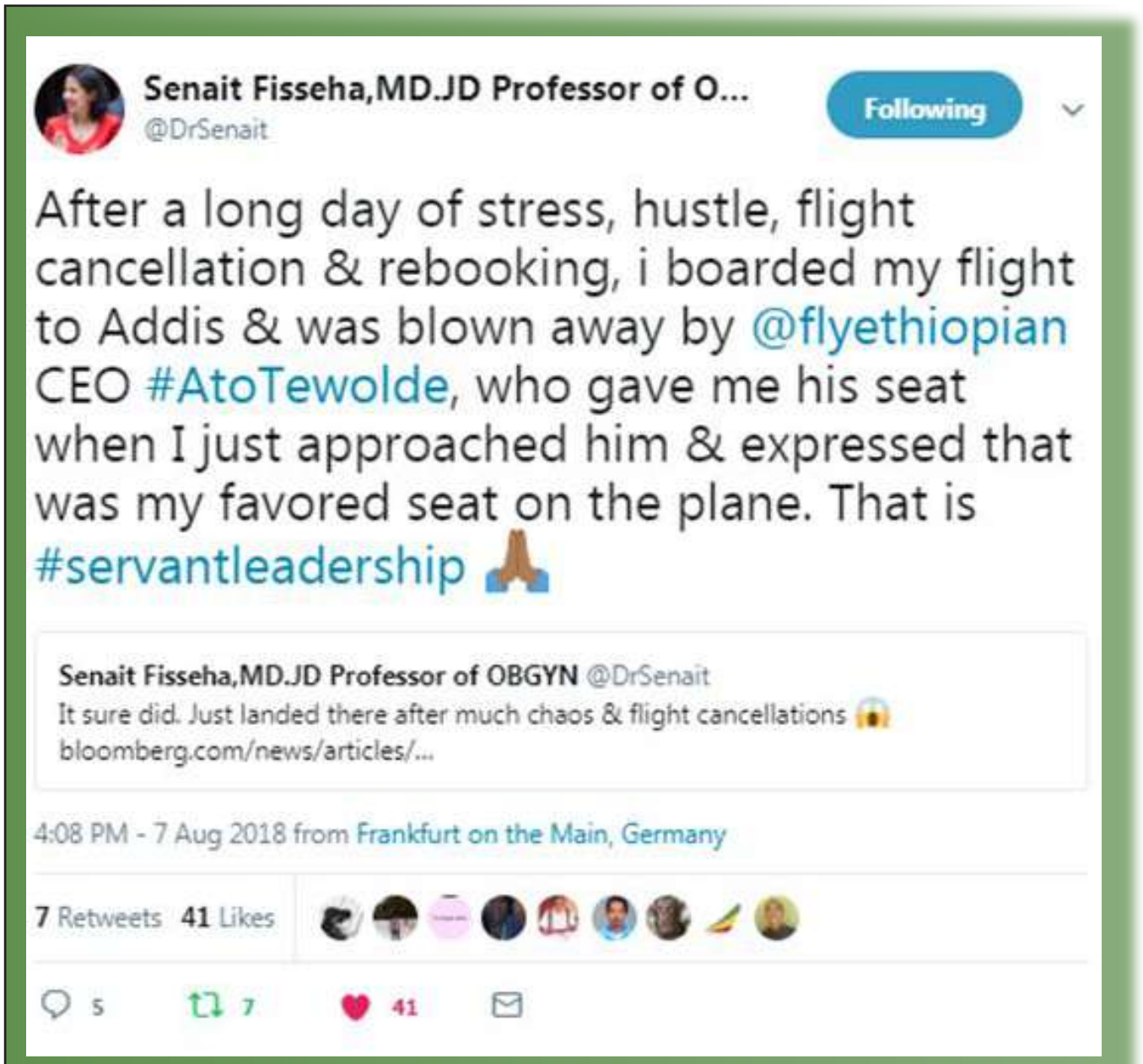




Testimony

Leading by Example

Dr. Senait Fisseha, Director of Ethio-American Doctors Group, was onboard Ethiopian flight from Frankfurt to Addis Ababa, after a stressful and chaotic day due to Lufthansa Flight cancellations. To her dismay, her preferred seat was occupied, but the exemplary response she received from the person who sat on that specific seat made her tweet the below, which she mentioned in short as “#servantleadership”.





Corporate Social Responsibility



Ethiopian Holds Annual Employee Tree Planting Program



Ethiopian Airlines held Employees Tree Planting Program at Welmera Woreda, around Holeta town of Oromia Regional State, on August 11, 2018. The program was jointly organized by Ethiopian Airlines, Greener Ethiopia, a local NGO engaged in environmental protection activities, Oromia Forest Office and local community of the Woreda.

More than 300 Ethiopian employees and trainees, including foreign nationals, took part in the program where around 10,000 seedlings were planted. Representatives of Greener Ethiopia as well as the local community and officials also planted seedlings along with Ethiopian staff. At the program, all stakeholders reaffirmed their commitment to continue planting trees in collaboration so as to ensure environmental protection and benefit the community.

Since Ethiopian Airlines launched its long-term environmental campaign known as Fly Greener in 2008, millions of seedlings have been distributed to various communities. The trees planted so far are trees that greatly contribute to sustaining the environment by preventing soil erosion.



Corporate Social Responsibility

Ethiopian Supports Hopethiopia

Ethiopian supported Hopethiopia that can enable them achieve their vision to work in the countries of East Africa in assisting orphan children, homeless and retired pastors in the nation. Ethiopian cares to aback feasible initiatives that can benefit the community at large.

Ethiopian Supports Medical Travelers

Ethiopian cares to sponsor the medical travel of Wzo. Shewanesh Tilahun along with her kidney donor, Wz. Mahlet Tekuame and Alazar Degefa enabling them to get a better medical treatment abroad. Ethiopian believes in the provision of improved medical treatment for its nation

Ethiopian Supports Courageous Students

Ethiopian covered the travel cost of Mr. Samuel Lalisa, who has hearing impairment, Civil and Local Engineering student at Addis Ababa University, while he traveled to Washington DC, USA to participate at the Richmond Story Fellowship Conference. The conference was intended to provide sustainable development, youth strategies and solutions with skills and knowledge related to team building, project management, networking and engaging in cross-cultural exchange around the world. Ethiopian supports the differently abled community within its nation and at the cities it serves.



Corporate Social Responsibility



Visit

Oromia Media Network Team Led by Mr. Jawar Mohammed Visits Ethiopian Facilities



Executive Director of Oromia Media Network (OMN) Mr Jawar Mohammed and his team paid courtesy visit to Ethiopian on August 9, 2018. Upon arrival at Ethiopian headquarters, the team was received by Ethiopian Group CEO Mr Tewolde GebreMariam and Ethiopian Executive Management members.

An overview of Ethiopian Airlines and its continued growth and success was presented to the team followed by tour to Ethiopian facilities. Commenting on the growth of Ethiopian Airlines, Mr Jawar said that the growth and success of Ethiopian is pride to all Africans and it should be replicated to other state owned enterprises so as to ensure the desired overall national growth of Ethiopia.

On the other hand, the team appreciated Ethiopian support to Oromia Meki Batu Farmers Association in terms of creating market opportunities and capacitating them to produce export standard products. The team also expressed its interest to work with Ethiopian Airlines in promoting tourism into Ethiopia.





Visit

Mr. Getchew Mengistie, Ethiopia's representative at ICAO visited ET.



Local bloggers visited ET.



Ethiopian Brazil and Argentina staff visited ET state-of-the-art facilities.





Picture of the month



Ethiopian Cargo aircraft lands while Ethiopia's yellow daisies shoot forth; Ethiopia New Year.





Area News

Ethiopian Sponsors Eritrean Annual Festival in Scandinavia



Ethiopian has sponsored Eritrean Annual Festival held in Scandinavia that was attended by more than 5000 participants including Ethiopian Ambassador Prof. Merga Bekana, diplomats, Eritrean community members and invited guests. During the festival, Mr. Solomon Abreha, Acting Regional Manager, Nordic and the Baltic countries congratulated members of the community on the normalization of relations between Eritrea and Ethiopia.

Victoria Falls Area Office Promotes Ethiopian at KAZA Golf Classic 2018



Ethiopian Airlines Area Office in Victoria Falls promoted Ethiopian at a golf tournament organized by Kavango Zambezi Trans-frontier Conservation Area which was played at golf courses in Zambia, Botswana and Zimbabwe. The Kavango Zambezi Trans-frontier Conservation Area has Angola, Namibia, Zambia, Botswana and Zimbabwe as its partner states. The unique annual golf tournament aimed to celebrate and market the largest trans-frontier conservation in the world under the theme Golfing Without Boundaries. Key commercially important golfers from the five countries participated in the tournament from June 30 to July 7, 2018.



Area News

Indian Tour Operators Visit Ethiopia and Seychelles



Ethiopian Airlines Area Office and Seychelles Tourism Board in India jointly organized a seven-day familiarization trip to Ethiopia and Seychelles for 10 tour operators from India. In Addis Ababa, the group enjoyed a city tour, cultural dinner at Yod Abyssinia and a stay at Radisson Blu Hotel. The group also relaxed at the luxurious Kuriftu Resort in Bishoftu town, where they enjoyed the excellent services at the resort.

The group then continued their trip to Seychelles for five nights. The FAM trip in Ethiopia was sponsored by Radisson Blu Hotel, Kuriftu Resort Bishoftu and Celebrity Tours, while the trip in Seychelles was sponsored by Seychelles Tourism Board.

Commenting on their trip to Ethiopia, the Indian tour operators said that the FAM trip was a good opportunity to explore the country and that their experience gave them confidence to sell Ethiopia as a combined package with Seychelles and other African tourist destinations. They also appreciated the weather, the hospitality of the people, the service at all places and the support of ET Holidays team and Celebrity Tour team led by the Tour Guide Mr. Ashenafi.



Area News

Abuja Area Office Holds Seminar with Travel Agencies, Conducts Press Conference



Ethiopian Airlines Area Office in Abuja in collaboration with ASKY Airlines conducted a Travel Agency seminar at Hilton Hotel in Abuja. At the seminar, best performing IATA/Non-IATA travel agencies of Ethiopian-ASKY were awarded. The award aimed to encourage travel agencies to perform more in promoting Ethiopian new destinations, Ethiopian Holidays, ASKY Vacations, Ethiopian Aviation Academy, medical packages, e-visa, Ethiopian mobile app, etc.

ET & ASKY Hold Agency Seminar in Lome



Ethiopian Airlines Area office in Lome in collaboration with ASKY Airlines organized an agency seminar for travel agents operating in Togo. The seminar was held at ONOMO Hotel. IATA and non-IATA travel agents and Amadeus representatives have attended the event. As part of the seminar, best booking practices, Global Distribution System (GDS) cost and reasons for system access denial have been discussed.

The event has also given access to Ethiopian and ASKY sales teams to give an overview of the two airlines and the new available services, destinations and packages. The travel agents also had the opportunity to interact directly with the teams of Ethiopian, ASKY and Amadeus.



Area News

India Area Office Organizes ET Cargo Facility Visit and Historic Route Tour for Top Cargo Agents



India Area Office organized facility visit to Ethiopian state-of-the-art cargo terminal and historic route tour of Ethiopian tourist spots for top Cargo Agents from Mumbai, in coordination with ET Holidays and Ethiopian Cargo and Logistics Services. Along with the facility visit, the agents had business meeting with Ethiopian Cargo and Logistics Services Management Team. Mr Fitsum Abady, Managing Director of Ethiopian Cargo and Logistic Services welcomed the top Cargo Agents and gave them a brief overview of the latest Ethiopian cargo facilities, fleet strength, capacity currently deployed worldwide and the future plans of Ethiopian in acquiring additional freighter aircrafts of varied capacity for reliable and efficient handling of cargo reaching out to wider destinations worldwide via ADD HUB.

Egypt Area Office Promotes e-visa and Commencement of Flight to Asmara



Ethiopian Area Office in Egypt has conducted a press conference to Egyptian journalists, where it promoted the e-visa service Ethiopia availed for international travelers and the commencement of daily flight to Asmara from Cairo. The press conference was held in the presence of H.E. Mr Teye Atske Selassie, Ambassador of Ethiopia to Egypt.



Area News

Indonesia Area Office Promotes Ethiopian Cargo at the Launch of Jakarta Flight



Ethiopian Airlines Area Office in Indonesia in coordination with ET Cargo's General Sales Agent for Indonesia, PT GSA (Global Sarana Angkasa), organized a colorful inaugural event at The Lounge XXI, Plaza Senayan, Jakarta. The event was attended by the Ambassador of FDRE to the Republic to Indonesia, H.E. Prof. Admasu Tsegaye, Chairman of GARUDA Party, Mr. H. Ahmad Ridha Sabana, Vice Chairman of Standing Committee of Indonesia Chamber of Commerce and Industry, Mr. Ade Wellington and valued customers who have been supporting ET Cargo business including Schenker, Bolllore, Damco, KN Sigma, Yusen, Nippon, KWE, TAB, Uniar, Amora, and Putra Abadi Trans.

Until recently, Ethiopian GSA has been flying customers to Singapore, Kuala Lumpur and Bangkok through other airlines. The event was organized to officially launch the services of Ethiopian Cargo with the direct flight which commenced on July 21, 2018, and highlighted the commitment of Ethiopian to serve not only passengers but also the growing cargo business between Indonesia and Africa and all ET's network.



Equatorial Guinea Area Office Promotes Ethiopian in Malabo



Ethiopian Airlines Area Office in Malabo has sponsored Ethio-Guinea Art Exhibition held at Hotel Hilton Malabo on August 12, 2018. The Ethio-Guinea Art Exhibition, which was held for 5 days, aimed at promoting cultural, social, tourism and diplomatic relations between Ethiopia and Equatorial Guinea. The event was organized by Ethiopian Artist Solomon Fisseha of Ramidus Art Promotion and Interior Design. More than 300 invited guests including Ministers, high-level government officials, members of the diplomatic corps, company representatives, members of the press, Ethiopian diaspora community as well as Ethiopian partners Avio-cargo and Miles Travel attended the exhibition.

Cape Town Area Office Hosts High-Level Ethiopian Delegation



Ethiopian Airlines Area Office in Cape Town has hosted a special envoy from Ethiopia led by H.E. Hailemariam Desalegn, former Prime Minister of FDRE. A dinner ceremony was held by the Ethiopian Embassy in South Africa to honor the former Prime Minister and his delegation. Among the dignitaries were H.E. Dr. Shiferaw Teklemariam, Ethiopian Ambassador to South Africa, government officials from different Ministries and members of the Ethiopian community in South Africa. A brief presentation was made by Mrs Mekdes Abera, Traffic and Sales

Manager Cape Town, about the marketing and business plan of Ethiopian, domestic packages, and offers to Ethiopians travelling home to celebrate the Ethiopian New Year.

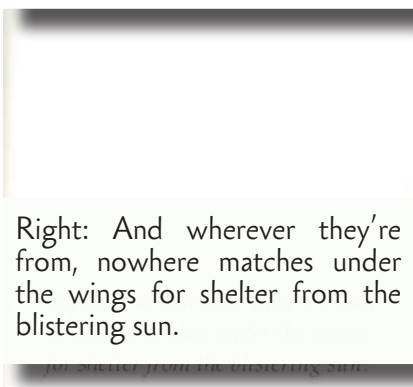


Back in the Days

Aircraft; a new phenomenon in Africa in 1950s



Above: Wherever they land aircraft attract local people. Here they're at Gelab near the Kenya boarder..



Right: And wherever they're from, nowhere matches under the wings for shelter from the blistering sun.



Source: Bringing Africa Together - The Story of Ethiopian Airlines (1988)



International & Local Press Clippings

Prominent Media Coverage in August Month



<https://edition.cnn.com/2018/08/26/world/abiymania-ethiopia-prime-minister-abiy-ahmed/index.html>



http://www.einnews.com/pr_news/459536282/ethiopian-airlines-zambia-to-relaunch-national-airline



<https://a21.com.mx/aerolineas/2018/08/21/ethiopian-ayuda-relanzar-aerolinea-de-zambia>



<https://airlinegeeks.com/2018/08/26/ethiopian-helping-to-launch-new-african-airline/>



<https://www.brookings.edu/blog/africa-in-focus/2018/08/25/africa-in-the-news-russias-military-foothold-ethiopia-first-waste-to-energy-plant-and-protests-in-kampala/>



<https://baycityobserver.com/eritrean-leader-visits-ethiopia-as-dramatic-thaw-continues/>



<https://augustareview.com/news24-com-ethiopia-hopes-eritrea-peace-will-bring-prosperity/>



<http://www.weny.com/story/38964686/why-ethiopians-believe-their-new-prime-minister-is-a-prophet>



<https://www.reuters.com/article/us-zambia-airlines/ethiopian-airlines-zambia-to-relaunch-national-airline-at-cost-of-30-million-idUSKCN1L50Q0>



International & Local Press Clippings



<https://www.facebook.com/CGTNFrancais/videos/1415097985290967/>



http://www.xinhuanet.com/english/2018-08/21/c_137407843.htm



<http://www.lavozcolorado.com/detail.php?id=9854>



<http://www.klnews.co.kr/news/articleView.html?idxno=118018>



<https://www.ainonline.com/aviation-news/air-transport/2018-08-20/ethiopian-defers-a220-decision-following-airbus-acquisition>



<https://www.latribune.fr/entreprises-finance/services/transport-logistique/ethiopian-airlines-multiplie-les-acquisitions-dans-le-ciel-africain-au-grand-dam-d-air-france-788189.html>



<https://centreforaviation.com/news/ethiopian-airlines-finalises-agreements-for-launch-of-chadian-national-airline-833848>



<https://www.wingsjournal.com/new-african-airline-successfully-launched>



<https://www.youtube.com/watch?v=k6Rdnt9iOIU>



<https://www.waltainfo.com/news/national/detail?cid=41748&category=2>



International & Local Press Clippings

THE
Reporter

<https://www.thereporterethiopia.com/article/oil-companies-evacuate-their-personnel-ethio-somali-region>

Addis Herald

<https://www.addisherald.com/ethiopian-registers-record-success-in-2017-18-fiscal-year/>

ETHIOPIA
Semonegna

<https://semonegna.com/dhl-ethiopian-airlines-logistics-services-joint-venture/>

 **2Merkato.com**
The biggest Ethiopian business portal

<http://www.2merkato.com/news/alerts/5401-ethiopian-registers-record-success-in-2017/18-fiscal-year>

Ethiopian was mentioned in 200 Global media outlets.



ETHIOPIA

The Ethiopian New Year & the Month Meskerem

By: Mark Chapman



Meskal flowers in Meket, North Wollo

September is a wonderful time in Ethiopia and particularly the Ethiopian month of Meskerem that runs from 11th September -10th October marking the beginning of the Ethiopian year. The countryside is lit up with the masses of bright yellow 'Meskal' daisies and more sunshine flickering through the rain clouds, and it brings with it all the promise of the new year.

However 2009 ends with that Ethiopian peculiarity, the 13th month or Pagumay. It is generally 5 days long, but on leap years it is 6 days. It works as a fill in with all other months being 30 days and 12×30 being 360, so it adds up the year to 365 days. There is one very special day in Pagume– St Rufael's day which is on 3rd day of the month (8th Sept). If it rains on this day the rain is holy and blesses those it falls on. A great day for dancing in the rain! St Rufael for those that did not know (and I had to look it up!) is an archangel coming 3rd in rank after St Michael and St Gabriel.



The Demara – the flames of the Meskal fire.



ETHIOPIA

So what are the celebrations for New Year? It is of course not only a national holiday but a feast day and families will celebrate the New year together on the 11th – Enkutetash as the day is called. They will visit and be visited by close friends and relatives.

It is closely followed by Meskal which his celebrated across the country but most especially in parts of the south such as Gurage, Wolaita, and in the north in the town of Adigrat. Across the country bonfires – demara -are erected around a central pole that holds a cross and are decorated with the Meskal flowers. In Addis they are lit on the night before Meskal 26 Sep or Meskeram 16. The big demara will be in Meskal Square but they are in every neighborhood, roundabout and street corner. The fire is lit and goes up with much dancing and wielding of sticks and the direction which the cross falls is said to predict the success of that years harvest. Meskal day itself – the 27th is another public holiday, and families will again celebrate with a feast at home.



Stick Dancing in Meket

Meskal (itself means cross) is a ceremony that commemorates the Finding of the True Cross. Legend has it that in 326 AD, Queen Eleni (Empress Helena, mother of Constantine the Great) was guided by a dream to light a fire and follow the smoke to find the True Cross. The smoke rose high in the sky and descended at the point where she found the Cross. Many think that Meskal marks the end of the rainy season, well not quite, but its true the rains get less frequent, the flowers are in full bloom and the promise of a new harvest is seen around the country. But don't put away your rain clothes, for the end of the rainy season – as per the old time calendar – is Meskerem 25th, or 5th October.

If you want to know in advance of the holidays coming up and the workings of the Ethiopian calendar then why not pick up a Tesfa Calendar from Tesfa Tours. It starts on 1st Sep 2017 and runs til 31stAug 2018. it has Saints days, fasts, Ethiopian dates and a wealth of other information set into the western calendar, with wonderful photographs from the Tesfa Village treks across the country – which will make you want to get out of Addis and explore this beautiful country. Please contact calendars@tesfatours.com or tel 011 124 5178 to get your copy.

Categories: Blog - Source: <http://www.tesfatours.com/the-ethiopian-new-year-the-month-meskeram/>



Social Media

Like us on Facebook, follow us on Twitter and Instagram and subscribe to our YouTube channel to view updates and stories from our archive.

For our Chinese Sina Weibo fans, please use the below link to see Ethiopian developments.

WEB www.ethiopianairlines.com



www.facebook.com/ethiopianairlines.com



www.twitter.com/flyethiopian



www.youtube.com/flyethiopian



<http://ethiopianairlines.com/ethiopianairlinesCN>



<http://instagram.com/fly.ethiopian>