

What's up @ ET in February 2016



Ethiopian Aviation Academy, African Renaissance in Action!



A STAR ALLIANCE MEMBER 

What's up @ ET in February, 2016

Ethiopian Inaugurates the Newly Built Aviation Academy

Ethiopian Aviation Academy new facility has been officially inaugurated by H.E. Prime Minister Hailemariam Desalegn.



H.E. cutting ribbon to mark the ceremony of the opening of the Aviation Academy

Facts about the newly built Ethiopian Aviation Academy:

- Ethiopian invested USD 100 million in breakthrough expansion and upgrading its Aviation Academy.
- The scale and scope of the expansion seals the Academy's position as the largest and the finest Aviation Academy in Africa with annual intake capacity of 4,000 students.
- The Technical block is housing the Pilot Training School and the Aviation Maintenance Training School
- The Commercial and Leadership block accommodates the In-flight Services Training School, Commercial and Ground Services School and Leadership School.
- It also has separate Administration building, workshops, auditorium, students' dormitory and large cafeteria. As an ATO (Authorized Training Organization), the B-777, B-787, B-737, B-767/757 and the Q-400 full flight simulators which enables the academy to offer full type rating trainings for pilots.
- Best aviation training technology like full range of fleet cabin emergency, evacuation and door trainers fitted with standard swimming pool for cabin crew ditching exercises and more than 20 pilot training aircraft, the finest expertise, dedicated and experienced instructors and a perfect environment for students.
- The academy is a full ICAO TRINNAIR PLUS member has been accredited by the International Air Transport Association (IATA) as Authorized Training Center (ATC) was also recognized as Airline Training Services Provider of the Year in 2014 by AFRAA. It is certified by the Ethiopian Civil Aviation Authority, the U.S Federal Aviation Administration, the European Aviation Safety Agency and IOSA (International Air transport Association (IATA) safety Audit). The academy will be able to take 4000 students a year at the end of 2025.

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Picture Gallery of Ethiopian Aviation Academy (EAA) Inaugural



A warm welcome for H.E. Hailemariam Desalegn, Prime Minister of Ethiopia



Simulator ride by the Premier

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Picture Gallery of EAA Inaugural



H.E. taking a look at the Hangar Maintenance & student's Work Shop at the Aviation Academy



H.E. unveiling Colonel Robinson's sculpture

Though an American, Col. Robinson played a vital role as the commander of the Imperial Ethiopian Air Force during the Italian occupation, and he then contributed to the creation of Ethiopian Airlines by training our first batch of pilots. Col. Robinson will forever remain in the heart of Ethiopians, representing the long-standing spirit of friendship that exists between Ethiopia and the United States.

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Picture Gallery of EAA Inaugural



Group CEO & H.E giving a speech at the ceremony



Cake cutting ceremony

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From the Memories of our 70 years Journey



Turning back the hands of time to the 1960's



Ethiopian is ageing Beautifully!

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Ethiopian Recognized its Employees who served the airline for 25, 30, 35 and 40 Years



Group CEO, Ato Tewolde Gebremariam, a proud awardee of 30 years of dedicated service.

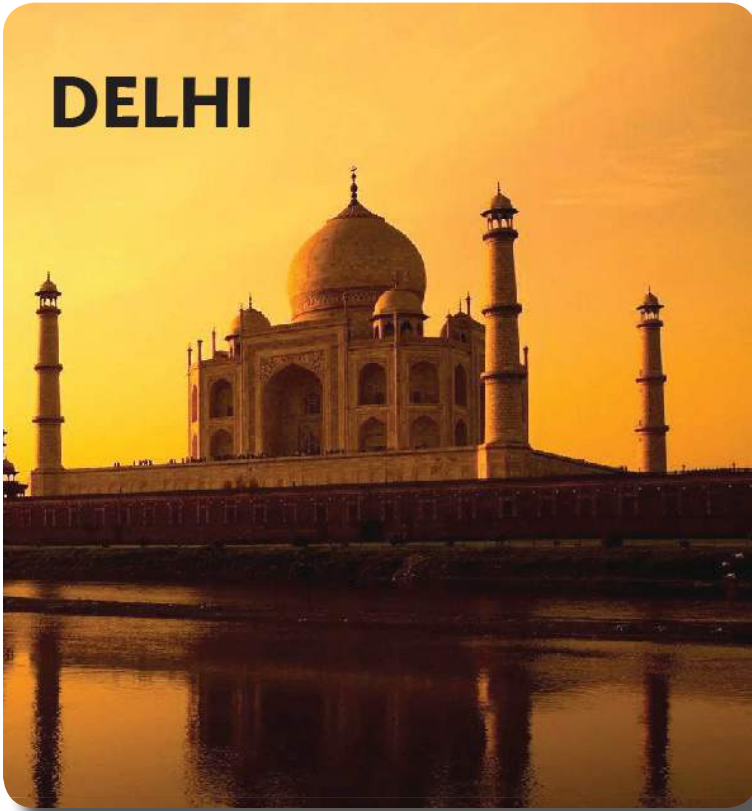
Ethiopian marked Employees' Annual Service Anniversary and Retirees Day at an event held on February 13, 2016 at the newly built Aviation Academy Cafeteria. The event was graced by the Chairman of the Board of Directors, H.E. Ato Abadula Gemedo and other board members, the Executive Management team, Chairman of the Ethiopian Retirees Association, The President of the Ethiopian Airlines Employees Labour Union and other invited guests.



Group picture of awardees

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Ethiopian to Start Twice Daily Services to Delhi



Ethiopian is delighted to announced that it will start twice daily flights to Delhi with the latest B737-800 New Generation Sky Interior aircraft, as of March 26, 2016

Mr. Tewolde GebreMariam on Airlines Economics Summit 2016



For more on the news please visit: [Dublin http://goo.gl/jLBgAj](http://goo.gl/jLBgAj)

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Annual Area Managers Meeting held at the Aviation Academy from February 20-21, 2016



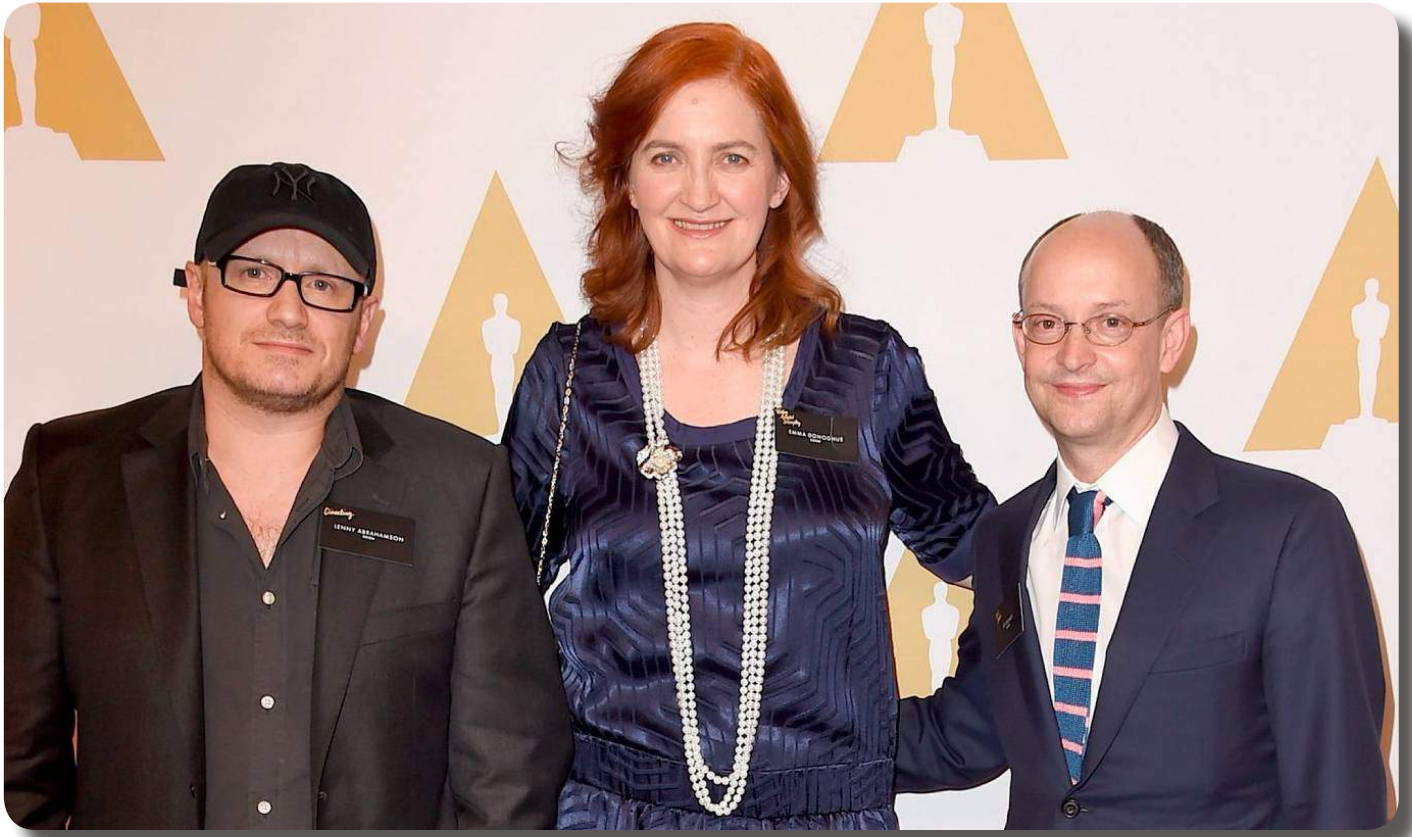
We Always Strive for Service Excellence



Area Manager's Group Picture

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Did you know this?



Lenny Abrahamson, screenwriter Emma Donoghue and producer Ed Guiney at the 88th Annual Academy Awards nominee lunch. The producer of nominated movie Room used Ethiopian from Dublin to LA to attend the Oscars. Photo: Steve Granitz/WireImage

For more on the news please visit:

<http://www.independent.ie/entertainment/movies/my-oscars-week-starstruck-and-waiting-for-the-good-ies-34493369.html>

An advertisement for the Ethiopian Airlines mobile app. On the left, a hand holds a smartphone displaying the app's interface. On the right, three circular icons with checkmarks are stacked vertically: a green one for 'BOOK', a yellow one for 'PAY', and a red one for 'CHECK IN'. Below these icons, the text reads 'USING YOUR MOBILE DEVICE' and 'WWW.ETHIOPIANAIRLINES.COM'.

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Press Clippings

The Reporter, Saturday, February 13, 2016
Vol. XX No. 1014

East African Aviation becomes operational

By Kaleyesus Bekele

A new private airline, East African Aviation, has started its operation in Addis Ababa by providing air ambulance and charter flight services.

East African Aviation was established by a former captain of Ethiopian Airlines, Mulat Lemlemayehu (Capt.), with an outlay of 57 million birr. The start-up airline provides air ambulance service with a King Air 350 aircraft bought at a cost of 2.5 million dollars from the US. The aircraft is equipped with ICU medical equipment and emergency doctor that enable the company to provide emergency medical treatment aboard the aircraft while carrying a patient to a hospital in

Ethiopia or abroad.

Mulat told *The Reporter* that East African Aviation launched a special medical insurance scheme where a person pays 2040 dollars yearly to an insurance company and whenever the insurance policy buyer falls ill and needs an urgent medical treatment abroad he will be immediately flown to countries including Saudi Arabia, UAE, Kenya and South Africa where East African Aviation made a special arrangement with hospitals in those countries.

"We have made a tripartite agreement- East African Aviation, local insurance companies and hospitals in Jeddah, Dubai, Nairobi and Johannesburg. The

patient will be ferried to one of these countries and get a medical treatment worth 75,000 dollars free of charge. This is part of our effort to make air ambulance service affordable in Ethiopia," Mulat said.

East African Aviation also provides charter flight service in Ethiopia and neighboring countries. "We provide charter flight services for international organizations, VIPs, investors, construction, mining and petroleum companies," Mulat said.

The company has also established a pilot training school in Addis Ababa. The pilot training school has

East African... page 24

EXPANSION STRATEGY

Ethiopian Airlines soars above its peers

By John Agbionby

Africa's leading carrier has benefited from state aid while rivals struggle to break even

As big African airlines are grounded in heavy losses, Ethiopian Airlines continues to spread its wings. An aggressive expansion strategy has helped the state-owned airline transform itself from a competent regional operator to the continent's leading carrier in just five years.

In a region where most airlines are struggling to break even as they grapple with the collapse in commodities and political instability, Ethiopian Airlines recorded a full-year profit of more than all other African carriers combined, according to data from the International Air Transport Association.

It has already met most of its goals for its 15-year master plan to 2025 in the first five years.

"The growth rate in the industry is very low - the average could be less than 5 per cent - but we have been growing 20-25 per cent annually compound, in revenue and fleet [size]," said Tesfaye Gebremariam, chief executive.

In the year to June 2015, the company recorded a net profit of \$150 million

Corporation's operating profit margin was 9.49 per cent, up from 2.14 per cent in 2011 and at a level comparable with the best European carrier. It has also increased its routes to 89, up from 69 in 2011.

Analysts attribute much of this success to the carrier's benevolent owner, which does not demand dividends and, through state policies, can help keep down labour and financing costs.

The collapsing oil price has slashed fuel costs and the company has also benefited from surmounting its main rivals. Kenya Airways, for instance, launched a big restructuring programme last year, including selling off several of its larger aircraft, which followed the failure of an ambitious expansion plan launched in 2011.

Kenya Airways, which is 26.7 per cent owned by air France KLM, has reported losses for the past three years, including \$252m in the year to March 2015, the largest in Kenyan corporate history. It has blamed rising competition, terrorist attacks in Kenya and budget losses for its woes.

South African Airways, which is dependent on government loans and guarantees, has had seven chief executives in three years and losses

“The growth rate in the industry is very low - the average could be less than 5 per cent - but we have been growing 20-25 per cent annually compound, in revenue and fleet [size].”

year to March 2015 as it awaits the finalisation of a government guarantee.

"Ethiopian Airlines [has been] allowed to act on with its own business, but at 100 per cent state ownership it can enjoy some benefits that others like Kenya Airways can't," says Eric Musuu, a Nairobi-based analyst with Standard Investment Bank. "They don't have to pay a dividend and can build

But Mr Musuu cautioned that this beneficial status would change as Ethiopia's economy modernised. "If you have a much more open economy salaries will have to ramp up. The cost will have to go up at some point and how they manage that will be a challenge."

Mr Gebremariam says that apart from the government allowing the airline to reinvest all its profits, it does not give any subsidies. He adds that its

non-commercial, rates due to its state ownership. "We just can't compete," he says.

Mr Gebremariam sees his business model as to partly emulate that of Singapore Airlines, another state-owned carrier that has enjoyed government led development.

"Number one, in terms of being a very successful airline in terms of financial performance. Number two, they've created a very strong global brand, especially with the Singapore girl, and this has been achieved in a small market because Singapore is a city state of five million people."

The chief executive, who assumed his role in 2011, is not relying on organic growth to boost revenues and has been forging partnerships with other airlines. It holds a 49 per cent stake in Togo-based start-up Ashy Airlines and a 49 per cent stake in Air Malawi, which operates in Malawi's Airlines.

Now, he wants to compete further ahead with carriers in the Gulf and Europe, many of which are looking to the world's fastest growing region for expansion. Gerald Klau, an analyst at London-based Liberum Capital, predicts airline competition across the continent will intensify in coming years

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Ethiopian on the World Wide Web (WWW)

<http://www.travelweekly.com/Middle-East-Africa-Travel/Ethiopian-Airlines-to-launch-NY-flights-in-June>

<http://apex.aero/2016/02/19/ethiopian-airlines-rapid-growth-transform-home-country>

<http://www.ft.com/cms/s/0/7be9f07e-c99d-11e5-be0b-b7ece4e953a0.html#axzz41X7lGn5k>

<http://thenationonlineng.net/ethiopian-airlines-bombardier-sign-63m-aircraft-deal/>

<http://www.theafricareport.com/North-Africa/new-ethiopian-airlines-academy-launch-at-the-forefront-of-african-aviation-development.html>

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<http://atwonline.com/airports-routes/ethiopian-airlines-confirms-comeback-new-york-flights>

<http://www.2merkato.com/news/alerts/4426-rwandair-selected-ethiopian-airlines-as-strategic-partner>

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<http://allafrica.com/stories/201602110677.html>

<https://www.ghanabusinessnews.com/2016/02/17/ethiopian-airlines-group-inaugurates-aviation-academy/>

<http://allafrica.com/stories/201602081652.html>

<http://www.traveldailynews.com/news/article/70424/ethiopian-airlines-partners-with-technology>

<http://www.financialexpress.com/article/travel/latest-updates-travel/ethiopian-airlines-establishes-charity-foundation-to-support-csr/207757/>

<http://www.eturbonews.com/68419/seychelles-welcomes-chinese-passengers-ethiopian-airlines-charter>

<http://www.2merkato.com/news/alerts/4446-ethiopian-airlines-to-begin-private-jet-services>

<http://www.traveltrendstoday.in/news/2016/02/08/ethiopian-airlines-unveils-new-foundation>

<http://www.graphic.com.gh/business/business-news/57502-ethiopian-s-new-york-flight-to-provide-relief-for-passengers-from-west-africa.html>

http://www.portalangop.co.ao/angola/pt_pt/noticias/afrika/2016/1/7/Etiopia-Ethiopian-Airlines-inicia-voos-diaris-para-Nova-Delhi,a63b237e-045b-4a59-8f1a-e95135590170.html

<http://www.7sur7.be/7s7/fr/1536/Economie/article/detail/2622089/2016/02/19/Ethiopian-Airlines-recoit-des-droits-de-traffic-permanents-a-Zaventem.dhtml>

<http://www.awrambatimes.com/?p=14419>

http://www.portalangop.co.ao/angola/fr_fr/noticias/afrika/2016/1/7/Ethiopian-Airlines-desservir-New-Delhi-avec-deux-vols-quotidiens-mars,a2a2c353-d22b-46f9-8doc-1ad5fe03a185.html

<http://www.gulf-times.com/story/479205/Nigerian-forum-inks-pact-for-expat-travel>

<http://www.rdm.co.za/business/2016/02/26/saa-r30bn-since-1999-and-now-needs-more>

http://www.alwhdainfo.com/Ethiopian-Airlines-recompense-ses-employes-ayant-servi-pendant-25-30-35-et-40-ans_a28049.html

<http://www.voyagersworld.in/article/ethiopian-start-twice-daily-services-delhi>

<http://news.abidjan.net/h/580774.html>

<http://traveller24.news24.com/News/increased-direct-flights-to-and-from-cape-town-on-the-cards-20160226>

<http://www.eturbonews.com/68917/african-airline-spreads-its-wings-again>

ETHIOPIA

In this page, we will be promoting Ethiopia's nine inscribed world heritage sites that are recorded under UNESCO World Heritage lists. In this issue, we present to you the cultural heritage of Konso

Konso



Konso Cultural Landscape

Konso Cultural Landscape is a 55km² and property of stone walled terraces and fortified settlements in the Konso highlands of Ethiopia. It constitutes a spectacular example of a living cultural stretching back 21 generations (more than 400 years) adapted to its dry hostile environment. The landscape demonstrates the shared values, social cohesion and engineering knowledge of its communities. The site also features anthropomorphic wooden statues – grouped to represent respected members of their communities and particularly heroic events – which are an exceptional living testimony to funerary traditions that are on the verge of disappearing. Stone steles in the towns express a complex system of marking the passing of generations of leaders.

The traditional forests are used as burial places for ritual leaders and for medicinal purposes. Wooden anthropomorphic statues (waka), carved out of a hard wood and mimicking the deceased, are erected as grave markers. Water reservoirs (harda) located in or near these forests, are communally built and are, like the terraces, maintained by very specific communal social and cultural practices.

Konso, named after the Konso people, is known for its religious traditions, waga a.k.a waka sculptures, and nearby fossil beds (the latter an archaeological of early hominids). The site was added to the UNESCO World Heritage Tentative List on September 30, 1997 due to its purported universal cultural significance and official made a World Heritage Site in 2011.



Waka sculptures

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Social Media

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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>