

What's Up @ET

February, 2018

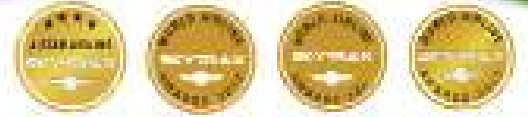
Ethiopian
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THE NEW SPIRIT OF AFRICA

A STAR ALLIANCE MEMBER



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News Recap

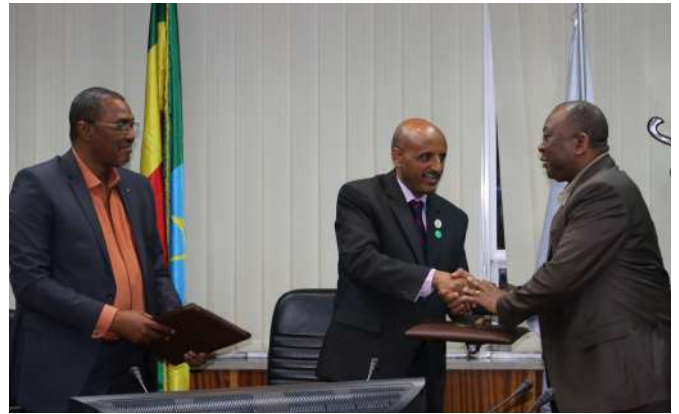
Ethiopian Becomes Africa's First A350 Full-Flight Simulator Operator

Ethiopian is pleased to announce that it has achieved yet another milestone, becoming the first A350 XWB Simulator Operator in Africa and among the few in the world. This machine is fitted with a full electrical motion system which delivers improved performance while providing energy savings and environmental benefits.





Ethiopian, ASKY Sign Agreement for Strategic Partnership with Guinea Airlines



Ethiopian Airlines is pleased to announce that it has signed an Agreement with Guinea Airlines, for strategic partnership in management, maintenance and training, on January 30, 2018 at Ethiopian headquarters.

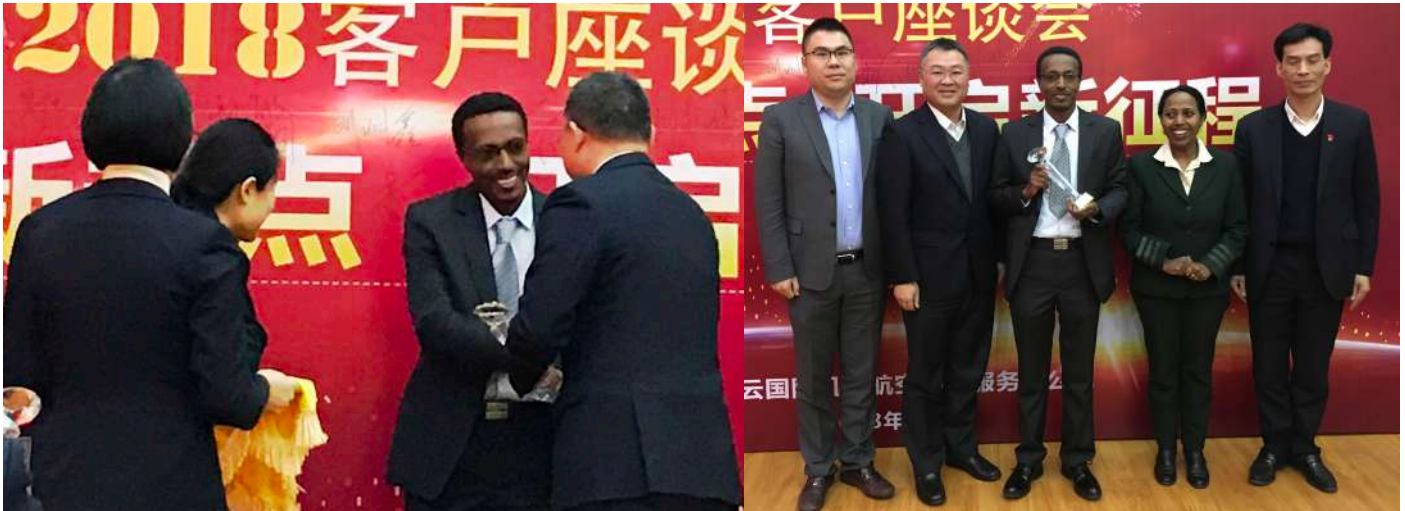
Ethiopian Aviation Academy Ranked amongst the World's Top Aviation Training Centers

Name	Rating	Ab Initio Training	Cadet Programmes	Bachelor's Degree	Type Rating Training	Cabin Crew Training	Ground Handling Training	Helicopter Training	UAV/UAS Training
Lufthansa Aviation Training	9.9	✓	✓	✓	✓	✓	✓	✓	✓
ATP Flight School	8.8	✓	✓	✗	✓	✗	✓	✗	✗
Ethiopian Airlines Aviation Academy	8.8	✓	✓	✗	✓	✓	✓	✗	✗
L3 Airline Academy	8.5	✓	✓	✓	✓	✗	✗	✗	✗
CAE Oxford Aviation Academy	8.5	✓	✓	✗	✓	✓	✗	✓	✗
AFA - Atlantic Flight Academy	8.3	✓	✓	✓	✓	✓	✗	✗	✗
BAA Training	8.0	✓	✓	✓	✓	✓	✓	✓	✓
US Aviation Academy	8.0	✓	✓	✓	✗	✗	✗	✓	✗
OMNI Aviation Training Center	7.8	✓	✗	✓	✓	✓	✗	✓	✗

Ethiopian Aviation Academy (EAA) has been ranked among the top World Aviation Training Centers by Aviation Voice, a global aviation news provider engaged in ranking of aviation training centers all over the world. For more please visit <https://aviationvoice.com/ranking-of-aviation-training-centres/>



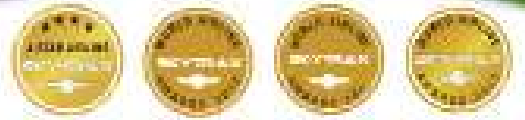
Ethiopian Won the First Cargo Transportation Award in China



Ethiopian Cargo & Logistics Services has received the "Export & Import Cargo Transportation award" at a Customers Symposium organized by Guangzhou Baiyun International Airport in China on February 7, 2018. Top 10 international cargo carriers, Domestic Cargo Carriers and Cargo Agents took part in the symposium. Ethiopian has the major share of 13% of the total international cargo transportation at Baiyun International Airport.

Ethiopian wins Brussels Airport Aviation Awards in the Category of Cargo Performance





Ethiopian Receives "Fastest Growing International Cargo Airline of the Year" Award



Ethiopian Cabin Crew Members Won Multiple Awards at Tourvest Ambassadors and Sales Person Awards 2018 held in South Africa.



Ethiopian Won Award for Interior Retrofit Project at the In-flight Middle East Awards 2018 held in Dubai.





African Airline Becomes a New Client - DoKaSch Provides Opticooler for Ethiopian Airlines



DoKaSch Temperature Solutions, the provider of climate-controlled solutions for air cargo, welcomes Ethiopian Airlines as a new client for its Opticooler. Recently, the fastest growing Airline in Africa and the German ULD provider signed a master agreement.

Ethiopian Sponsors Ethiopian Coffee Expo 2018



Passenger Market Development office sponsored Ethiopian Coffee Expo 2018 held at the Millennium Hall from February 13-18, 2018. Ethiopian Coffee Expo is the first of its kind held in Addis Ababa. The event plays a crucial role in supporting and creating partnership between coffee growers, processors, exporters, researchers, the international community and other governmental and non-governmental organizations. It also helps to conserve the cultural value of coffee through coffee carnivals.



Ethiopian Has Joined Forces with Microsoft 4Afrika on ICT skills Development Programme.



The collaboration is to launch a new AppFactory in the country. The AppFactory – or Apprenticeship Factory – will train young ICT graduates and equip them with skills to become ICT professionals and software engineers in the airline industry. After completing their apprenticeship, graduates will have access to jobs at Ethiopian Airlines and its affiliate airlines in Africa.





Staff Members of Airport, Immigration and Customs Graduate in Basic Chinese language



46 employees from Ethiopian Airports Services, Immigration and Customs have been awarded certificates for completing Chinese language training jointly organized by Ethiopian Aviation Academy (EAA) and the Chinese Embassy in Addis Ababa. The trainees received the certificates from H.E. Mr. Tan Jian, Ambassador of Peoples Republic of China to Ethiopia, Ato Solomon Debebe, MD EAA and Ato Kifle Gutema, A/ Director Passenger Service at a ceremony held on January 25, 2018 at the Academy's premises.

Ethiopian Aviation Academy Hosts ICAO Government Safety Inspectors Personnel Licensing Course



The Ethiopian Airlines Aviation Academy (EAA), a Regional Training Center of Excellence, is hosting the ICAO Government Safety Inspectors Personnel Licensing Course. The course is being held for the first time in Ethiopia for 12 Government Safety Inspectors from different countries. The participants are 1 from Ethiopia, 4 from Zambia, 2 from Gambia, 1 from Cote d'ivoire, 1 from Mozambique, 1 from Uganda, 1 from São Tomé and Príncipe, and 1 from USA. The course runs for three weeks from February 5-23, 2018. More ICAO Courses are planned to run in Addis Ababa in 2018. Details are available at <https://www.ethiopianairlines.com/EAA/Programs-And-Applications/ICAO-Training-Applications>



“We are developing Addis Ababa as the Dubai of Africa” Ethiopian Group CEO

Mr. Andreas Spaeth, an Editor of Airline Ratings, the world's best one-stop airline safety and product rating review website, was in Addis Ababa a couple of weeks ago for an interview with Ethiopian Group CEO Ato Tewolde GebreMariam. The interview covered topics including the leading position Ethiopian enjoys in Africa's aviation, the Airline's expanding destinations, fleet modernization and the like.

Reflecting on the emergence of Addis Ababa as a major hub along with the expansion of Bole International Airport, Ato Tewolde said, “We are doing this for the whole world, we are developing Addis Ababa as the Dubai of Africa.”

The GCEO also shed some light on the role Ethiopian is playing in launching an open sky for Africa and bringing about cooperation among the continent's airlines saying, “Africa is the second biggest continent, but only generates less than 3 percent of worldwide air traffic. That's mostly due to the lack of liberalized transport markets. As Africa's biggest Airline we have to lead the integration and liberalization of Africa... We have created other hubs in Western Africa, besides Addis. That has enabled us to get around some of this protectionism. We also have an affiliated airline in Togo, ASKY, that flies now to 22 destinations in Western and Central Africa.”



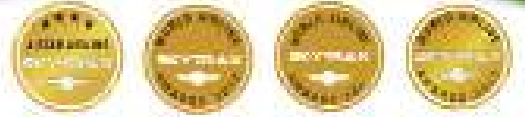
The full piece is published on the website of Airline Ratings at the link below: <https://www.airlineratings.com/news/ethiopian-wants-addis-ababa-africas-dubai/>



Annual Managers Airport Services (MAS) Meeting Held



The annual Manager Airport Services meeting was held from February 9 – 10, 2018 at Ethiopian Aviation Academy Auditorium under the theme of 'Your Pay Check is Signed By the Customer'. The executive management of Ethiopian Airlines, Managers of International and Ethiopian Express Airport Services and other concerned department representatives attended the meeting that focused on customer intimacy and operational excellence. The Annual Meeting was opened on February 9, 2018 by Ato Busera Awel, Chief Commercial Officer and followed by deliberations with Ato Mesfin Tasew COO, Ato Yannesu Fekadeneh, VP Customers Services, Ato Tekle G/Yohannes, MD ET Ground Services, Ato Esayas Woldemariam, MD ET International Services, Ato Fitsum Abady, ET MD Cargo & Logistics Services and Ato Jalene Regassa, Director International Airport Services.



Ethiopian at the Highest Peak in Uganda!

Ravichandran Tharumalingam, popularly known as Ravi Everest, is a world-renowned mountaineer from Malaysia. Thanks to Ethiopian sponsorship of his Mount Rwenzori Expedition, the adventurer has added Margherita Peak, the highest point in Uganda, in the list of mountains he climbed! Ravi posed for a photo as he set foot at the freezing peak of Uganda, with Ethiopian logo in his hands.

The mountaineer shared, on his website, his adventure right from boarding Ethiopian flight from Kuala Lumpur all the way to the height of his expedition at Margherita Peak in Uganda.



The full account of Ravi's journey is available at <http://www.ravieverest.com/ethiopian-airline-mt-rwenzori-2018/>



Did You Know That?

Did you know that Ethiopian owns Flight Simulators for All Aircraft types it operates?

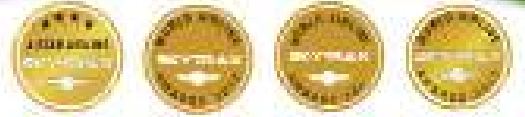


Did you know that Ethiopian cargo and Logistics services tops 3 international Awards in a month?

Brussels Airport Aviation Awards in the Category of Cargo Performance

First Cargo Transportation Award

Fastest Growing International Cargo Airline of the Year Award



We Give VIP Treatment to Our Customers!

Ethiopian Welcomes R&B Star Akon with Red-Carpet Treatment

Africa's Presidential airline, Ethiopian Airlines has taken pride in serving the renowned R&B and pop star Aliaume Damala Badara Akon Thiam, better known as Akon and his wife Rozina Brook Negussie while they arrive aboard Ethiopian this morning at Bole International Airport.





Visit Equatorial Guinea President Visits Ethiopian



President of Equatorial Guinea, H.E. Teodoro Obiang Nguema Mbasogo and his delegation visited Ethiopian Airlines on February 22, 2018. The President and his delegation were hosted by Ethiopian Group CEO Ato Tewolde GebreMariam and the Executive Management Team at Ethiopian Premises. Discussions were also held between the two sides on bilateral cooperation. Following the discussions, the President and his delegation visited Ethiopian facilities including Ethiopian Aviation Academy, Ethiopian MRO, Ethiopian Cargo & Logistics Services as well as simulators.



Ethiopian Group CEO Hosted the U.S. Ambassador to Ethiopia at Ethiopian Headquarters



During the visit, H.E. Ambassador Raynor held discussion with Ato Tewolde on bilateral issues. He also visited Ethiopian state-of-the-art facilities including Ethiopian Aviation Academy and simulators. He also enjoyed Ethiopian coffee at a colorful cultural coffee ceremony held at EAA. At the close of the visit, GCEO also presented gifts to Ambassador Raynor.

Ato. Diriba Kuma, the Mayor of Addis Ababa City visits Ethiopian





Madagascar High Government Officials Visit Ethiopian Premises



African Airlines Association (AFRAA) Secretary General Visits Ethiopian



Mr. Abderahmane Berthe, Secretary General of African Airlines Association (AFRAA) had a courtesy visit to Ato Tewelde GebreMariam, Ethiopian Group CEO this afternoon. The Secretary General also visited Ethiopian state-of-the-art Cargo facility and flew the newly installed A350 Full-flight Simulator. He is the first to fly the new simulator as a guest, and was excited with his visit.



Testimony to Ethiopian



Yinka Adeyemi
@Yadeyemi

Follow

Fantastic crew on [@flyethiopian](#) ET 900 from Lagos to Addis February 19! Lady in seat 12 deathly sick. I have never seen more love and care directed at a complete stranger! Truly world class.

12:31 PM - 20 Feb 2018

16 Retweets 44 Likes



16 44



Zemedeneh Negatu
@Zemedeneh

Following

Appreciating excellence: Ethiopian Airlines' Washington DC staff provided my family world-class service this week when my wife needed urgent medical airlift. The staff were coordinated, professional & caring and made the 13-hour flight very comfortable. THANK YOU. [@flyethiopian](#)

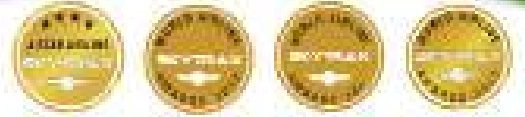


5:42 AM - 27 Feb 2018

12 Retweets 105 Likes



12 105



Major Events in February

Addis Ababa Sales Office celebrates Chinese New Year with its Customers



Addis Ababa Sales office organized Chinese New Year celebration on February 08, 2018 at 2000 Habesha Restaurant for Chinese customers residing in Addis Ababa. Close to 300 Chinese embassy officials, platinum and gold members and corporate clients of Ethiopian were present at the celebration. The event was also attended by Ato Busera Awel, Chief Commercial Officer and Ato Esayas WoldeMariam, MD International Services, Commercial Directors and ADD Sales staff members.



Retired and Long Serving Employees Honored at Employees' Annual Service Anniversary and Retirees Day



Ethiopian recognized and appreciated retired and long-serving employees at Employees' Annual Service Anniversary and Retirees Day held on February 3, 2018 at Employees' Main Cafeteria. The colorful event was attended by Ethiopian Group CEO Ato Tewolde GebreMariam, the Executive Management team, Ethiopian Retirees' Association representative as well as other invited guests. At the event, a total of 334 Ethiopian and expat employees who retired in 2017 and those who served the Airline for the past 40, 35, 30, 25 and 20 years have been awarded certificates, plaques and monetary prizes in recognition of their unwavering dedication and loyalty to Ethiopian over the decades.



Ethiopian Crew Day Celebrated

Ethiopian has celebrated the annual Cockpit & Cabin Crew Day at a colorful ceremony held on February 10, 2018 at Ethiopian Aviation Academy Cafeteria. A number of pilots and cabin crews turned up for the celebration which was graced by the presence of Ethiopian Group CEO Ato Tewolde GebreMariam, members of the executive management team, Ethiopian Civil Aviation management staff as well as other invited guests.





Ethiopian Holidays Organizes its First Tour Operators' Seminar

Ethiopian Holidays invited Ethiopian Tour Operators for a Seminar followed by lunch and facility visit of Ethiopian state-of-the-art facilities on February 8, 2018. The seminar was organized in order to familiarize the Tour Operators with Ethiopian Airlines, to address their concerns and to build team spirit in order to promote Ethiopia as a tourist destination.





Ethiopian Airlines Foundation visits Retirees in Need of Support



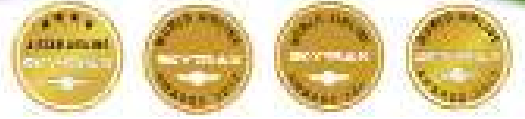
As a socially responsible organization, Ethiopian Airlines Foundation made a holiday visit to ten retirees who served the Airline for many years before their retirement. Different divisions participated in the event and offered presents to the retirees as part of the initiative of Ethiopian Airlines Foundation.



Deeds Worthy of Recognition

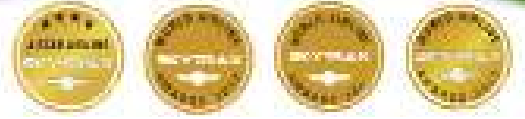


While on duty, Ato Taye Wakejira, Sr. Security Officer I, found around 100,000 USD on Flight ET818, packed by a Nigerian Gold Member passenger and reported the case to the concerned supervisor. Accordingly, the money has been given back to the owner who was very pleased with the exemplary deed of the staff member. Honesty being one of our core values, Ethiopian employees uphold it in their day-to-day activities, thereby contributing to the Airline's continued success. Thousands of passengers fly Ethiopian every day not only because they seek our Four Star rated service, but also because they trust us, thanks to the honesty of our employees as demonstrated by Ato Taye Wakejira. On behalf of all Ethiopian Employees, we highly appreciate the honesty of Ato Taye Wakejira and congratulate him on the job well done!



Ethiopian in Pictures in February





Ethiopian in Pictures in February (continued)





Picture of the Month





FAM Trip

Ethiopian Organizes FAM Trip for Travel Agents and Tour Operators from Norway and Hong Kong

Ethiopian Airlines organized familiarization trip for Travel Agents and Tour Operators from Norway and Hong Kong. The trip aimed at boosting the sale of Ethiopia as a tourist destination and ET Holidays' products by promoting the country's tourist attractions.

The trip was organized by Area Manager Norway and Area Manager Hong Kong in collaboration with Passenger Market Development department. The groups visited Addis Ababa, Bahar Dar, Gondar, Lalibela, Semen National Park and Ethiopian facilities. Ato Girma Shiferaw, Regional Director Europe, Canada and South America, gave presentation about Ethiopian Airlines and had discussions with both groups.

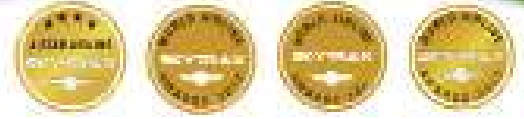


Ethiopian Organized FAM Trip for Tour Operators, Travel Agents as well as travel and social media bloggers from Canada.



The Fam trip helped in promoting Ethiopia and Ethiopian Airlines to the visiting group. The trip was organized by Country Manager Canada in collaboration with Passenger Market Development. The group visited Bahir Dar, Gondar, Axum, Lalibela, Addis Ababa and Ethiopian Aviation Academy facilities.





Area News

Hargeisa Area Office Conducts Travel Agency Seminar



Ethiopian Airlines Area Office in Hargeisa, Somaliland organized Travel Agency Seminar for travel agents in Hargeisa on February 2, 2018. The event was attended by 29 guests including owners and managers of travel agencies as well as General.

The Benefits of SAATM featured on ZBC



In a recent interview with Zimbabwe Broadcasting Corporation (ZBC), Traffic & Sales Manager of Ethiopian Area Office in Victoria Falls Ato Tilahun Alemayehu explained that the Single African Air Transport Market (SAATM) launched at the recent AU Summit will benefit African countries and will help stimulate the aviation industry. He said the initiative will create more job opportunities and strengthen intra-Africa investment, thereby bringing socio-economic development for the continent.

In the interview, Ato Tilahun also mentioned ET's effort to promote Victoria Falls as a regional tourism hub adding that the Airline will continue to work with the local tourism authorities in promoting the destination.

ZBC's news is available at the below links: <http://www.zbc.co.zw/?p=75064>

https://drive.google.com/file/d/1ALU31dnG3o6rJtl9XnluV9gFbn099_b/view?usp=drivesdk



Blantyer Area Office Welcomes Malawi Football Club On-board Ethiopian Flight



Ethiopian Area office in Blantyer warmly welcomed 32 members of the Be Forward Wanderers football club of Malawi onboard Ethiopian flight on their tour to Kinshasa for a tournament. Ato Nessesbho Hailu, Traffic and Sales Manager Blantyer, and his team met members of the club at Blantyre Chileka Airport during their departure on February 8, 2018. The team received a warm welcome at the boarding gate with a group picture. Mr. Joseph Kanuend, captain of the football club, expressed his appreciation to Ethiopian Airlines for the warm welcome extended to his team.

Hawassa Area Office Conducts Workshop on Ethiopian Mobile Application



Ethiopian Airlines area office in Hawassa has conducted a workshop on the Airline's mobile application and online sales and services at Central Hawassa Hotel on January 15, 2018. The participants of the workshop included front desk personnel from South Star, Central Hawassa, Kerawud, Haroni, Godolias, Pinna, Tadesse Enjoy, Rori and Oasis hotels; Haile, Gezahgn & Elfresh and Lewi resorts, representatives of SNNPR President Office and City Administration as well as cyber café owners in Hawassa.



Ethiopian Participates in the 22nd Philippine Hot Air Balloon Fiesta

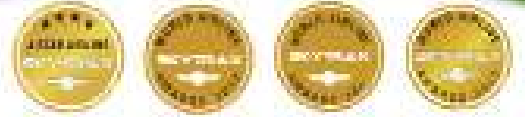


Ethiopian Airlines has taken part in the 22nd Philippine Hot Air Balloon Fiesta which was held from February 8 to 11, 2018 showcasing 26 colorful hot air balloons. As a participant of the event, Ethiopian had a dedicated balloon that flew over the skies carrying ET brand and logo. Promotion of Ethiopia and Ethiopian Airlines was also done among the attending crowd through posters, flyers and dedicated booth.

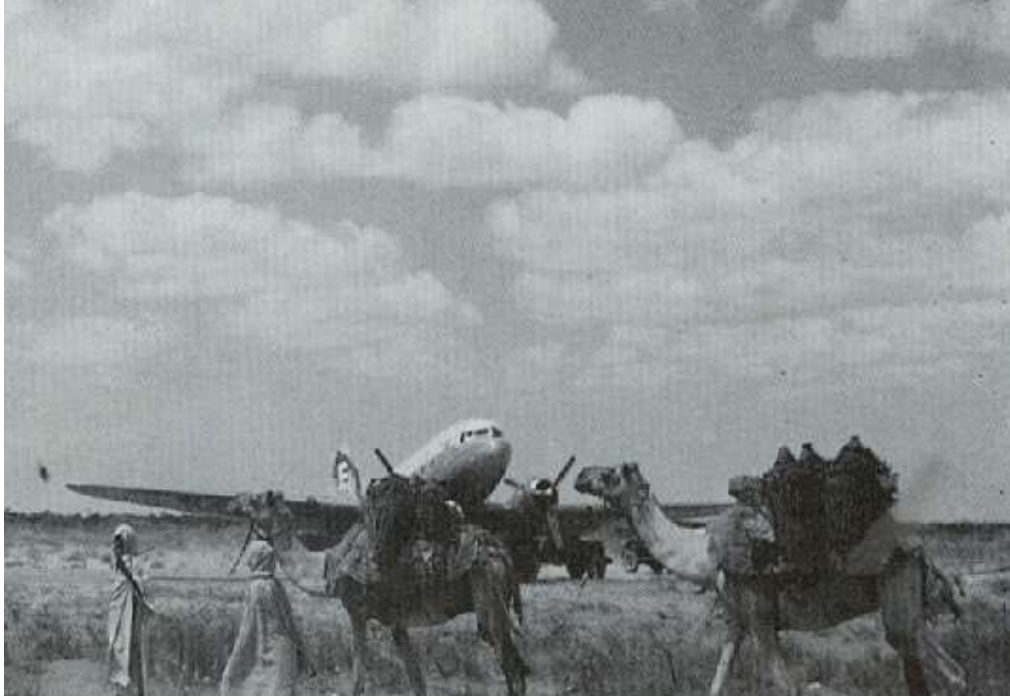
Dakar Area Office Sponsors Chinese New Year Celebration



Ethiopian Airlines Area Office in Dakar sponsored Chinese New Year celebration on February 4, 2018 at Hotel Terou-Bi in the presence of around 400 participants including the Ambassador of China to Senegal, President of Chinese Association in Senegal, Area Manager Dakar as well as members of the Chinese community. Ethiopian was promoted at the event through standing banners as well as presentations on the airline's products and services. A free ticket was also awarded to a raffle draw winner.



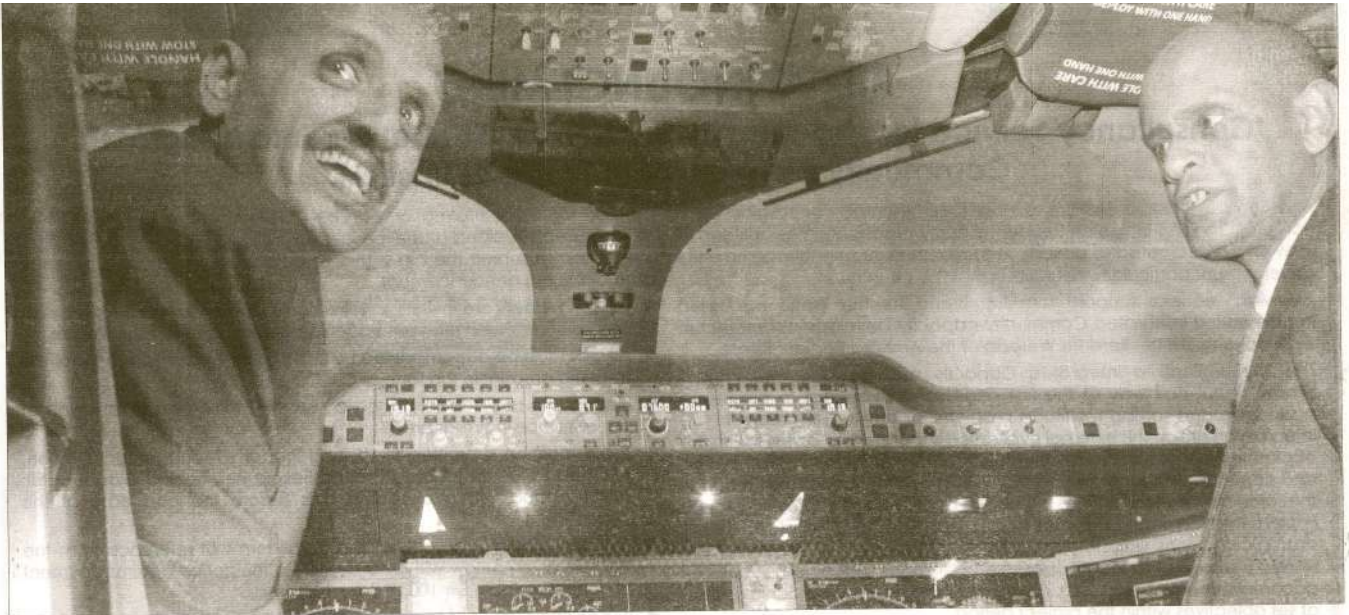
Back in the Days!



Typical scenes from the pioneer days: Camels in the Ogaden take up cargo carried by Ethiopian for local delivery.



International & Local Press Clippings



New simulator

Ethiopian Airlines acquired a full flight simulator for Airbus A350 aircraft. The simulator manufactured and supplied by the Canadian simulation technologies manufacturer, CAE, cost Ethiopian USD 15 million. The national flag carrier, which became the first African carrier to operate A350 jetliner in June 2016, is now

the first airline in Africa to acquire the state-of-the-art simulator for A350 aircraft. Ethiopian Airlines Flight Operations department owns simulators for B737, B757, B767, B777, B787 and Bombardier Q400 aircraft. It will also soon acquire B737MAX simulator. Senior executives of the airline, ambassadors of Canada,

France, Germany, UK and Spain inaugurated the new simulator. Pictured above are Ethiopian Airlines Group CEO Tewolde Gebremariam and Yohannes Hailemariam (Capt.), managing director, Ethiopian Flight Operations, while testing the new simulator.

www.thereporterethiopia.com

ET Procures Five Airbus Simulators for \$20m



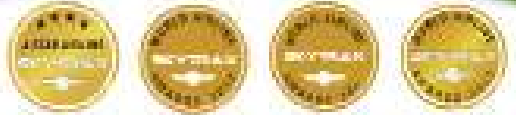
Ethiopian Airlines, the national carrier, has procured an Airbus full flight simulator for 20 million dollars.

The Airline imported full flight simulators for the Airbus A350 aircraft it had received in 2016. The procurement is expected to save foreign currency it has been paying to train its pilots in Toulouse, France.

The machines are fitted with complete electrical motion systems which save energy and have a low impact on the environment, Tewolde Gebremariam, Group CEO of Ethiopian Airlines said during the inaugural ceremony held last Friday.

Ethiopian has invested 125 million dollars over the past seven years to expand and upgrade all the facets of its training capabilities. The Pilot Training School of the Airline has trained pilots from over 52 countries, in Africa, the Middle East, Asia and Europe for around half a century.

Ethiopian Airlines, an aviation holding comprised of Ethiopian Express & Ancillary Services, Ethiopian International Services, Ethiopian Cargo Services, Ethiopian MRO Services, Ethiopian Aviation Academy, ET In-flight Catering, and Ethiopian Ground Services, currently operates seven Airbus aircrafts, with 17 more on the way. It also owns simulators for Boeing aircrafts and Bombardiers.



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ጌትነት ተስፋጣርያም

ሰሞን በአፍሪካ ሀብረት የተሰበሰቡ የአሁን ስራ ስራዎች የአፍሪካ ነጻ አየር ትራንስፖርት ገበያ ስምምነት /The Single African Air Transport Market (SAATM)/ ወደ ትግበራ እንዲያመራ ስምምነት ላይ ደርሶአል። 23 የአፍሪካ አገራት የተፈረረሙት የትግበራ ስምምነት ለኢትዮጵያ ምን ዓይነት ሊኖረው ይችላል? በሚለው ጉዳይ ላይ የዘርፉ ተዋናዮች ጋሳባቸውን ይገልጻሉ።

በኢትዮጵያ አየር መንገድ ግሩፕ ምክትል ፕሬዚዳንት የስትራቴጂክ ፕላንና እና አላያንስ አቶ ሄናክ ተፈራ እንደሚገልጹት፤ በአፍሪካ ሀብረት ደረጃ 55 አባል አገራት አሉ። እያንዳንዱ አየር ከዚህ ቀደም የአየር በረራ የሚያካሂደው ማን፤ መቼ፤ እንዴት ይሰራል? የሚለውን አገራት በሚያደርጉት በሁለት-ሶስት ስምምነት ላይ መሰረት አድርጎ በሚወሰድ ውሳኔ መሰረት ነው። ይህ አይነት አሰራር የአሁን ስራን በኢትዮጵያ ለማስተላለፍ እንቅፋት ሆኖ ቆይቷል። ሰሞን በተደረገው የትግበራ ስምምነት ደግሞ በአገራት ስም የተወዛዘኑ የአየር መንገድ አውሮፕላኖች በአየር ክልላቸው ውስጥ ያለ ክልል እና ገደብ እንዲሰሩ ፍቃድ ይሰጣል። የሁለት አገራት አየር ተቆጣጣሪዎች ለአያንዳንዱ በራሱ ከሚሰጡት ፍቃድ ውጪም የአገራት አውሮፕላኖች መሰረር እና ማረፊያ እንዲችሉ ዕድል ይፈጥራል። ነገር ግን በወቅቱ ኢትዮጵያ ለጉዳዩ



የአፍሪካ... በ12ኛው ነጻ ዘመን

Ethiopian Airports makes massive investment on airports infrastructure

By Kaleyesus Bekele

The Ethiopian Airports, on Wednesday announced that, it was making a massive investment on airport infrastructure to support the nation's socio-economic development.

The sixth annual Africa Airport Expansion Summit was held at the Addis Ababa Radisson Blu Hotel. Endris Argaw, Marketing and Business development manager of Ethiopian Airports, disclosed that his company was undertaking the construction of seven regional airports. Hawassa, Semera, Jinka, Bale Robe and Shire are some of the regional airports which are under development. Endris said in addition to the regional airports under construction, Ethiopian Airports has started the construction of airfields for 7 new additional airports. Nekemt, Dembi Dolo, Mizan Aman, Metu, Dbremarkos, Yabelo and Negele Borena airfields are underdevelopment.

"The Ethiopian government is committed to develop air transport service in the country. As a result, ten regional airports have been built in the past ten years," Endris said.



Photo By: The Reporter / Tamrat Getachew



Ethiopian's Direct Flight to Belgium to Transport Flowers Takes Off

■ The Airlines plans to transport 130tns of flowers in three direct flights weekly

By SOLOMON YIMER
FORTUNE STAFF WRITER

Ethiopian Airlines' direct freighter flight from Bahir Dar, the capital of Amhara Regional State, to Liege, Belgium, one of the largest Ethiopian flower destinations, took-off with 45tns of flowers on January 24, 2018.

The maiden flight shipped the products from Tana Flora, Ethio Agri-CEFT and Koga Veg Agricultural Development, the three horticulture farms among the 16 located in Bahir Dar. These 16 farms occupy 1,300ha of land secured from the Amhara Regional State.

"We aim to deliver fresh flowers timely and directly from the farms," said Tewolde Gebremariam, group CEO of Ethiopian Airlines, which has over 100 international and 21 local destinations.

The Airlines is planning to transport 130tns of flowers in three direct flights

every week.

Among the 100 destinations of Ethiopian flowers, vegetables, herbs, cuttings and fruit products, Belgium leads importing over half of the products. Apart from Belgium and the European Union member state countries, the United States, Russia and the Middle East buy Ethiopian horticulture varieties.

Ethiopia is the fourth largest non-European Union (EU) member exporter to the EU cut flower market and the second largest flower exporter from Africa next to Kenya. The country has 12,552ha of land ideal for horticulture but only 11pc of this is cultivated with such varieties.

Companies in Bahir Dar have been struggling to transport the products to Bole International Airport, according to Nega Mekuanint, managing director of Tana Flora, one of the companies that shipped its products on the maiden

flight. Founded in October 2011 on 11ha of land, Tana shipped 30tns of flowers in the first trip.

"Most of our products get damaged while transporting them to Addis Abeba via road," said Nega, whose company targets to ship between 74tns and 90tns of flowers via air every week.

Ethiopian Airlines aims to support the export sector and the country's economy through such strategies. The country's import bill reached 17 billion dollars last year and is surging and it has struggled in boosting its export earnings stagnating at around three billion dollars for the past two years.

One of the major export items, horticulture, generated 271 million dollars last year- about 1.5pc lower than the preceding year's earnings. For the current fiscal year, Ethiopia targets to earn 433 million dollars and half a billion dollars by the end of the second

edition of the Growth & Transformation Plan (GTP) from horticulture product exports.

The new addition will play a pivotal role in attracting many investors into the country, according to Tewodrose Zewde, executive director of Ethiopian Horticulture Producers & Exporters Association (EHPEA) with 75 active export businesses engaged in producing flowers, cuttings, ornamental plants, fruit, vegetables and herbs.

"As flowers are delicate, a safe logistics system is required," he said, "and if the country could manage to attain this, many foreign companies would join the sector," he told *Fortune*.

Ethiopian will avail similar freighter services from other flower producing regional states such as Hawassa, another region which is known for ample horticulture investments, according to Tewolde.

Ethiopian Employs New Cargo Packaging Solution

The national carrier, Ethiopian Airlines adopts new packaging technology for cargo shipments called Opticooler, a container equipped with self regulating battery-powered cooling compressors.

The agreement was signed with DoKaSch Temperature Solutions in February 2018. DoKaSch currently works with more than 20 major airlines and is based at Frankfurt International Airport, Germany, for positioning, maintenance and servicing of the units.

The Airlines is using the Opticooler technology to ship specific goods into the African market. It preserves perishable items especially pharmaceuticals well during the journey.

Inaugurated on June 29, 2017, the new Cargo Terminal-II accommodates a million tonnes of cargo a year.

Ethiopian is currently implementing a 15-year strategic plan, Vision 2025, for its seven business centres including Ethiopian Cargo Services.

Ethiopian, ASKY sign strategic partnership agreement with Guinea Airlines

Ethiopian Airlines has signed an agreement with Guinea Airlines for strategic partnership in management, maintenance and training.

Ethiopian Group CEO Tewolde Gebremariam, Cheick Dem, from Guinea Airlines and Guinea's Minister for Transport Oyé Guilavogui signed the agreement on January 30, 2018 at Ethiopian headquarters.

Tewolde said, the partnership is in line with the recently launched African Single Air Transport Market at the African Union Heads of State Summit in Addis Ababa.

"We are partnering with Guinea Airlines and other African countries because we have the capacity and the expertise to support our African brothers and sisters in the aviation sector."

Tewolde said, the agreement is a trilateral partnership with Guinea, ASKY Airlines and Ethiopian Airlines with a view to fill the air connectivity vacuum in domestic Guinea market and between the Mano River countries.

On behalf of Guinea Airlines CEO, Cheick Dem appreciated Ethiopian for the effort to realize the establishment of Guinea Airlines and also vowed to honor the terms of the agreement.

(Press Release)

Year 20, No. 1001 Sunday Feb. 11, 2018



Ethiopian Aviation Academy joins top world aviation training center

The Ethiopian Aviation Academy (EAA) ranked among the top world aviation training centers. The Academy was recognized by Aviation Voice, a global aviation news provider engaged in ranking of aviation training centers all over the world, a press release from EAA said.

Some 18 calibrated performance indicators that would provide the most comprehensive and balanced rankings were used.

The Academy is an ICAO designated Regional Training Center of Excellence hosting ICAO courses. It is also working to become an IATA Regional Training Partner.

The over sixty year old Academy is a world class Aviation Training Center equipped with a state-of-the-art and best in class training equipment and technology offering full range of Aviation Training Programs.

(Ethiopian News Agency)



Ethiopian on World Wide Web



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Ethiopian was mentioned in 190 Global media outlets.



ETHIOPIA

Harar, Ethiopia



According to National Geographic website, Harar is among the places you need to visit in 2018!

WHY GO NOW: Find the most surprising city in East Africa.

Tourists in northern Ethiopia rarely travel to the laid-back east, anchored by the enchantingly contradictory city of Harar. The “City of Saints” boasts 82 mosques, as well as Ethiopia’s highest quality coffee and best beer.

FUN FACT: Hyenas are welcome night visitors in Harar, where they eat food waste and are fed by ‘hyena men.’

Follow the link for more: <https://www.nationalgeographic.com/travel/features/best-trips-destinations-2018/#harar-ethiopia>



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