

What's up @ ET

May 2018

Ethiopian
የኢትዮጵያ
THE NEW SPIRIT OF AFRICA
A STAR ALLIANCE MEMBER 



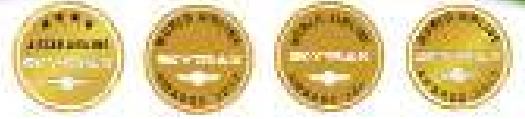
Journey to the 100th





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News Recap

The Newly Appointed Transport Minister, H.E. Mr. Siraj Fegessa visited Ethiopian Facilities





Ethiopian Wins 2018 TripAdvisor Travelers' Choice Award "Best Business Class in Africa and Indian Ocean"

Ethiopian Airlines is proud to announce that it has been recognized by TripAdvisor, one of the largest and most reputed global travel sites, as "The Best Business Class in Africa and Indian Ocean". TripAdvisor has evaluated the world's top carriers based on reviews and ratings gathered from travelers worldwide over a 12-month period and recognized Ethiopian for its outstanding service, as well as the quality and value in its service delivery.



Ethiopian Crowned as 'Best African Airline' at Global Star Awards 2018

Ethiopian Airlines has won the 'Best African Airline' Award at Global Star Awards 2018 which took place in New Delhi, India on May 4, 2018. Mr. Tadesse Tilahun, Regional Director Indian Sub-continent and Mr. Kirubel Shitahun, Traffic & Sales Manager New Delhi for North India, received the Award on behalf of Ethiopian.





Ethiopian Wins On Board Experience Achievement' Award in Abuja

Ethiopian Airlines has received an Award for "On Board Experience Achievement" at the National Tourism and Transport Summit which was held in Abuja on May 22, 2018. The Summit is organised by the Federal Government of Nigeria in collaboration with the Federal Transport Minister of Nigeria and other Governmental and Non-Governmental organizations with an objective of driving the repositioning of the economy approved during the 15th National Council on Transportation.



Ethiopian Airlines has Launched "Book your Flight on Our App Win Free Ticket, Free Upgrade or 1pc Extra baggage" Campaign

Ethiopian Airlines introduces a new "book on your Mob App, win a free ticket, free upgrade or extra baggage" award for its esteemed customers who book their international flights on their Mob App.





Ethiopian Airlines Signs Firm Purchase Agreement for 10 Q400 Aircraft

Ethiopian Airlines and Bombardier Commercial Aircraft concluded a firm order for 10 new Q400 aircraft. The order also includes purchase rights for 5 additional Q400 aircraft. Based on the list price of the Q400 aircraft, the firm order is valued at approximately 332 million U.S.



The airline currently operates 22 Q400 turboprops based in Addis Ababa and through its partners at ASKY in Lome and Malawian Airlines in Lilongwe, and is expected to take delivery of two more in 2018. With this order, Ethiopian will increase its fleet of Bombardier turboprops to up to 39 aircraft after exercising purchase rights.

Ethiopian Airlines and Air Côte d'Ivoire Enter Codeshare Agreement on Routes between West Africa and the USA



Ethiopian Airline and Air Côte d'Ivoire, the national flag carrier of Côte d'Ivoire, have entered into a codeshare agreement effective May, 2018. Under the new codeshare partnership, passengers originating from West African countries, especially from Lagos, Bamako, Cotonou, Accra and Lomé will board Air Côte d'Ivoire flights and enjoy fast and seamless connection to Newark on-board Ethiopian direct service to Newark via Abidjan.



Ethiopian Pioneers Sabre AVRO Implementation Operated on Cloud



Ethiopian Airlines has successfully implemented state-of-the-art Revenue Management Solution known as Sabre Air Vision Revenue Optimizer (AVRO) as of May 17, 2018 being the first airline in the world to apply the new solution. Revenue Optimizer is an O&D (Origin and Destination), real-time revenue management system which provides revenue management analysts the power to make decisions based on current rather than historical data.

Ethiopian Mobile App Showcased at Different Conferences



Ethiopian Airlines digitization process and its in-house developed innovative mobile application have been promoted at different conferences overseas as well as on international magazines. ET's customer friendly mobile app was a showcase as voice of customers in STX Global Conference held in Texas on April 09, 2018. Mr Miretab Teklaye, Director Digital, has delivered a presentation to participants drawn from different airlines about the development and deployment of ET's customer friendly app. Ethiopian is the first Airline to use Xamarin cross platform for customers and second to use the cutting edge Microservice platform of Microsoft on the cloud in Africa.

The advances Ethiopian has been making in the realm of IT and automation have been highlighted in executive magazines including the below:

<http://www.ascendforairlines.com/2018-issue-no-1/action-demands-agility>

<http://marketplace.sabre.com/assets/pdf/oeg8bz3b2/Nimble-Innovation-and-IX-eBook.pdf>



Ethiopian Promoted at Air Cargo China Expo

Ethiopian Cargo & Logistics Services and its facilities have been promoted at Air Cargo China Expo which took place at Shanghai New International Expo Centre (SNIEC) from May 16 - 18, 2018. Mr Adamu Assafa, Deputy Consul of Shanghai Consulate, Mr Fitsum Abadi, MD Ethiopian Cargo & Logistics Services as well as Mr Yared Berta, Regional Director China & Mongolia attended the expo.



Ethiopian Sponsors Major Exhibitions Held in Addis Ababa

Passenger Market Development office has sponsored the 2nd International Agro Food and Plast Print Pack Ethiopia exhibitions held simultaneously at the Millennium Hall from May 3-5, 2018. During the Expo, Passenger Market Development, Cargo Sales, ADD Sales and ET-Holiday jointly promoted Ethiopian from a dedicated booth at a prominent spot in the venue.

Similarly, Passenger Market Development office has sponsored China Trade Week held at the same date and venue.



Likewise, Passenger Market Development office sponsored Continental Conference on Access to Justice for Children in Africa that was held in Addis Ababa AU ECA from May 8 – 10, 2018. During the Expo, Passenger Market development and Ethiopian Aviation Academy teams promoted Ethiopian from a dedicated booth at the venue.



Ethiopian and The University of Mississippi Sign an Agreement



Ethiopian Airlines and The University of Mississippi, the largest public research university in Mississippi, signed a Memorandum of Understanding (MOU) to introduce different aviation related training programs into the existing courses of Ethiopian Aviation Academy (EAA).

The training programs to be introduced include Integrated Marketing Communication (IMC), Aviation Executive EMBA and a four-year engineering degree program aimed at upgrading EAA's existing two-year Aircraft Maintenance training.

Ethiopian In-flight Catering Installs Hi-tech Personal Air Shower Machine



Ethiopian In-flight Catering Services has installed latest technology personal air shower machine that prevents foreign materials such as dust and hair from entering the food production quarters. The purification machine uses high speed (25m/s) clean air blown to clear particles attached on personal clothing of employees entering the food production area. All employees going into the area will be required to pass through the machine regularly. The interlocking doors of the air shower machine prevent outside air from entering the clean room and maintain the positive pressure for the clean room.



“Ethiopian Airlines on the up with more deals & jets” – Reuters

Reuters News Agency recently produced a news report on the growth and success Ethiopian has been registering despite operating in a difficult environment challenged by high taxes and protectionist policies of governments.



Ethiopian Group CEO, Mr Tewolde GebreMariam has been quoted in the report as saying, “Airlines are now growing 5 to 6 percent, maximum 10 percent in any part of the world. But we are growing 20 percent plus. This is impressive by any standard in the industry.” In its 2016/17 financial year, Ethiopian has seen revenue growth of 11 percent while passengers’ number increased by 18 percent, compared to the previous year. Explaining the rationale behind Ethiopian multi-hub policy, Mr Tewolde says, “When the competition gets tougher and tougher, it will be difficult for us to compete with only one hub in Addis. So expanding the hub is putting the competition one step ahead of the curve. Otherwise, we will be challenged by the Gulf carriers.”

The full report is available at the below link: <https://www.reuters.com/video/2018/05/09/ethiopian-airlines-on-the-up-with-more-d?videoid=425175482>



Ethiopian Proving to be Unstoppable in its Plans to Take over Africa's skies

Quartz, a digital news outlet covering business and economy stories globally, recently published an article featuring Ethiopian Airlines and its leading role in Africa's aviation industry. The piece highlights the Airline's expanding fleet which will soon hit the 100th mark and the overall growth that propelled Ethiopian to the fore, ahead of its African peers.

INDOMITABLE

Ethiopian Airlines is unstoppable with its plans to take over Africa's skies



Regarding the Airline's expanding fleet, the article says, "This month, the company announced new aircraft purchases valued at around \$332 million to help solidify its domestic and regional reach. The order of the Q400 turboprops will expand its Bombardier fleet to 39 and will help reach underserved markets in Africa, especially those with low traffic density routes and small or challenging airfields. The state-owned carrier currently operates 96 passenger aircraft and freighters and has more than 60 fleets on order. That essentially makes it Africa's largest airline, flying to over 20 in-country locations, 58 destinations in Africa, and more than 100 cities in five continents globally."

The piece also mentions ET's efforts to further expand and improve its services at Addis Ababa Bole international airport and its support to fellow Africans to help them establish/rejuvenate their own carriers through partnerships.

The full piece is available at the below link:

<https://qz.com/1272368/ethiopian-airlines-to-buy-more-aircraft-and-set-up-more-africa-hubs/>



Ethiopian Airlines Positions Itself to Take Over Africa's Skies with Ambitious Plans – CNN



CNN's Market Place Africa recently published an article about the success story of Ethiopian highlighting the Airline's leadership in Africa's aviation industry with bold moves and plans.

In an interview with CNN, Ethiopian Group CEO Mr Tewelde GebreMariam explained the rationale for Ethiopian efforts to increase the market share of African carriers saying, "Twenty percent of the market is carried by African airlines and 80% of the market is carried by non-African airlines. The market share has been declining for the last 20 years."

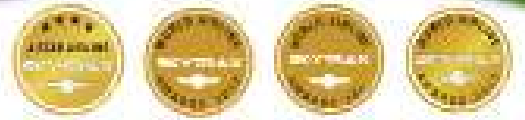
The article also mentions the continued expansion of Ethiopian network of destinations as well as the partnerships the carrier has been forging with regional airlines in West Africa and other parts of the continent.

The full piece is available at the link below: <https://edition.cnn.com/2018/05/23/africa/ethiopian-airlines-africa-flight/index.html>

Ethiopian Holidays Launches New Website



Ethiopian Holidays, the tour operator wing of Ethiopian Airlines, is pleased to announce the launching of its newly revamped website. The new website avails accessible, affordable and attractive tour packages to Ethiopian Airlines' major tourist destinations in Ethiopia and its vast international network.



Did You Know That?



Ethiopian Airlines is Africa's largest airline



The Airline was founded in 1945



The first African Airline to fly to China



The First Jet took off in 1963



Skytrax Best Airline in Africa



The Third African Airline to join an Alliance



Ethiopian Airlines serves more than 110 cities



First B787 Dreamliner Operator in Africa.



The Only African Carrier to operate an Airbus A350



A Fleet of 100 Airplanes and 69 more to join

Source:

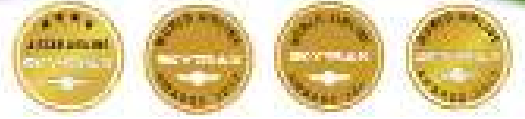
<https://www.gotravelyourway.com/2017/11/02/review-10-ethiopian-airlines-facts-you-should-know/>



Visit

Ambassador of People's Republic of China, H.E Kuang Weilin and his delegates visited Ethiopian facilities.





US Embassy Consular section visited Ethiopian Facilities



High level officials from French Development Agency visited Ethiopian facilities



Pagumen Tour and Travel S.C staff, Addis Ababa Education Bureau Mangers, Principals and Teachers visited Ethiopian facilities





Rotarians from Mumbai Visit Ethiopian



Ethiopian Area Office in Mumbai in coordination with Ethiopian Holidays arranged a tour to Ethiopia for high-profile group of 35 Rotarians, led by the Governor of Mumbai Rotarians. Upon their travel to Ethiopia, the Rotarians were warmly welcomed on board the aircraft with a champagne/cake cutting ceremony. The Mumbai Rotarians' trip to Ethiopia elicited a lot of interest not only with the group of 35 that made Ethiopia their newfound home for a week, but with other Rotarians who want to savour the hospitality, beauty and beautiful climate of Ethiopia.

Mumbai Rotarians trip to Ethiopia





Testimony to Ethiopian

Dear Ethiopian Airlines Team,

I am a regular flyer on Ethiopian Airlines now. I used to fly Kenya Airlines until 2016 but your excellent service has made me switch my choice. I have recently travelled to Africa several times. Some of my PNRs are JNIQQQ, GYHANF, LPNQNW, KBDSVP. (Sheba Membership Number: 00058843260)

I want to take this opportunity to highlight excellent customer service provided by your team based in Mumbai. I especially want to thank Mr Aakash for his support and help! He makes a special effort to resolve any customer issues and is very customer friendly. He helped me several times with my credit card verification, finding my lost luggage and ensuring that I can get a preferred seat as my web check-in was not working. I am sure that because of staff like Akash, Ethiopian Airlines will be able to capture major business from other airlines. Looking forward to flying with you again.

Thanks again for all the support!

Best Regards

Sachin Bansal

Sheba miles: Membership Number: 00058843260

<http://in.linkedin.com/in/sachin1bansal>



Corporate Social Responsibility

Ethiopian supports Student Ermias Misganu

Ethiopian supported the travel cost of Ermias Misganu, a grade 11 outstanding student at Lebawi Academy Addis Ababa, Ethiopia, to reach at Ashoka University, India to attend a full scholarship pre-University course. Ethiopian encourages the youth that can help them to achieve their dream.



Mr. Ermias Misganu (first from the right)

Ethiopian Supports Mr. Yonas Degefa, Ethiopian Fine Artist

Ethiopian sponsored the travel cost of Artist Yonas Degefa while traveling to Dublin to showcase Ethiopia's culture, history and ancient heritages through his art works. Ethiopian supports the endeavor of courageous individuals in promoting the Land of Origin, Ethiopia using visual arts.



Major Events in May

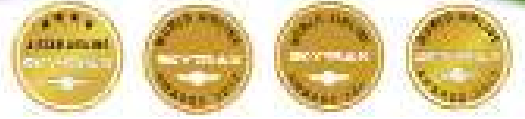
Ethiopian Receives Its 9th Airbus A350

Ethiopian Airlines has received its 9th Airbus A350 on May 19, 2018 at a colorful ceremony attended by H.E. Mr Shinichi Saida, Japanese Ambassador to Ethiopia, Mr Mesfin Tasew, COO, Ethiopian Executive Management members, invited guests and members of the press.



The new aircraft is partly financed by the Japanese investor JOLCO, which covered USD 26.7 million of the total cost, further proving the thriving strategic partnership ahead between Ethiopia and Japan, in the aviation industry. The successful conclusion of the financing of the new aircraft opens new sources of potentially very large pools of funding for ET, and new avenue of partnership with Japanese investors.



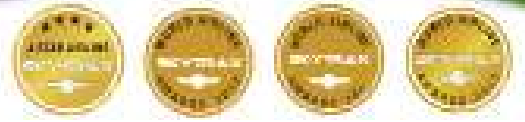


Ethiopian Holds Autism Awareness Panel Discussion, 'Flying with Autism'

Ethiopian Aviation Academy (EAA) conducted a half-day Autism Awareness panel discussion on May 11, 2018 at EAA Auditorium under the theme "Flying with Autism".

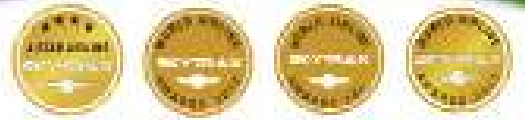
The event, which was held to mark Autism Awareness Month, aimed at celebrating the role of Ethiopian Airlines in easing travel stress for families and children with Autism by providing Autism awareness training on how to assist travelers with Autism for the Airline's staff.





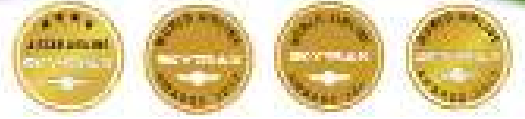
Ethiopian in Pictures in May





Ethiopian in Pictures in May (continued)





Picture of the Month





Area News

Geneva Area Office Sponsors Gala Evening for Humanitarian Projects in Africa

Ethiopian Airlines Area Office in Geneva, Switzerland has sponsored Gala evening for Humanitarian projects in Africa organized by African Ambassadors' spouses association, on May 8, 2018. free ticket was awarded to one of the participants through a raffle draw to raise funds for African children.



Oman Area Office Co-sponsors South African Community Annual ball

A dedicated counter space was offered to Ethiopian Airlines right at the entrance of the venue, where ET products could be displayed and every guest could be met. A short video featuring ET's services to/from Muscat was also displayed on the screens in the main hall. Ethiopian Airlines was also mentioned by the master of ceremony at regular intervals to ensure maximum publicity





Kuwait Area Office Sponsors Kingdom of Lesotho Jazz Music Night

Ethiopian Airlines Area office in Kuwait has sponsored Kingdom of Lesotho Jazz Music Night by inviting the famous Lesotho Jazz Band from Johannesburg. The band was composed of multi-instrumentalists, jazz musician and music producers. The music night was attended by more than 400 participants including the Minister of Culture of Kuwait, all African and major European Ambassadors.

habane from Lesotho enthrall



Moreover, the office has sponsored South African Music Night by bringing the famous South African Jazz Band from Johannesburg. The band was led by a well-known South African multi-instrumentalist, jazz musician and producer Pops Mohamed. The music night was attended by more than 500 participants including the Minister of Culture of Kuwait, all African Ambassadors and major European Ambassadors.



Meanwhile, the area office promoted the Airline's ever expanding network to African cities and excursion tour packages to the beautiful city of Cape Town, at an event held to mark the South African Independency Day.





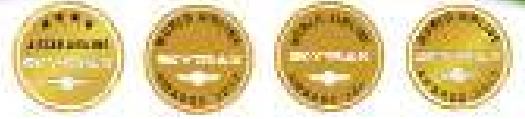
ADD Sales Organizes the 3rd Tour Package to Argentina and Brazil

ADD Sales organized the third tour package to Argentina and Brazil for its customers, mostly prominent business people based in Addis Ababa. The 10 days tour package covered an incredible tour to the three iconic cities of Buenos Aires which is known as “Paris of Latin America” as well as Sao Paulo and Rio De Janeiro the renowned touristic cities of Brazil.



Meanwhile, the office organized a four-day package tour to the astounding city of Victoria Falls, Zimbabwe on April 19, 2018. This package targeted diplomatic communities and high profile customers in Addis Ababa which was tailored according to their particular choice and schedules.





Arba Minch Station Promotes ET's Online Services

Ethiopian station in Arba Minch promoted the Airline's online services and mobile application at a symposium organized by Arba Minch University under the theme 'Science for sustainable development'.



Back in the Days!



From a humble beginning in the 1940's with DC-3 to ultra modern 100 fleet in the skies.



International & Local Press Clippings

Ethiopian buying stakes in African airlines

BY ROBEL YOHANNES

Being among the fastest growing airlines, Ethiopian Airlines has become one of the continent's leading carriers. As a result, it has in the past few years bought stakes in various African airlines. Speaking to *The Ethiopian Herald* about the strategic reason behind this move, Henok Tafesse, Deputy CEO of Ethiopian Airlines Group says the move aims at increasing Africa's air-connectivity option, and intensifying Inter-Africa trade, investment and tourism whilst giving a competitive edge to the Ethiopian.

In terms of air-connectivity, Henok says, the demand for it in the continent is huge given its vast landmass. He also talks about having a national carrier that facilitates effective air connectivity within Africa, which is important to the company, considering



Ethiopian Airlines has become one of the continent's leading carriers

that today it has close to 60 African destinations.

In addition to the flight destinations, the Airline has commercial cooperation and strategic partnership with many African carriers such as Togo (8 years now), and Malawian Airlines. "These are the African airlines that Ethiopian

manages and that has share in."

The other element mentioned by Henok is Africa's aviation market, which is currently skewed in favor to non-African airlines, given that various African carriers are struggling with bankruptcy while some of them are even being liquidated.

Even taking into account the big African airlines together, the Deputy says, the market share is still very low. "So in order to change this, and given that the countries need air-connectivity, and also considering Africa's agenda of continental integration, we should

See Ethiopian ... page 2

the bilateral development cooperations said Sirman adding "I explained to the President that we have come to support and advice on issues related to the economic cooperation."

During the discussion with the President, parliamentarians of the two countries shared views on how to further strengthen the ever growing Ethio-Turkey relationships.

National Palace Communications Office Head, Ashber Getnet said that the members of the Turkish Parliament Friendship Committee came to Ethiopia to discuss economic ties and strengthen bilateral ties.

During the discussion, he said, President Dr. Mulatu also reaffirmed that the Ethiopian government's commitment in supporting the committee's initiatives.

Besides President Mulatu, the Turkish Committee members have also had discussions with Minister of Construction and Government Communication Affairs Head Minister.

The Ethio-Turkish Parliamentary Friendship Committee was established in 2015. The two countries' trade exchange has hit over 440 million USD by the year 2017, according to the report by the Amharic daily *Addis Zemen*.

BRAND NEW AIRBUS



Photo by: Sawrawork Tafari

Airbus A350-900 jetliner, which has a capacity of carrying 325 passengers, is displayed at the Ethiopian Maintenance Repair & Overhaul Centre of Bole International Airport, headquarters of the aeroplane's owner Ethiopian Airlines. A Japanese firm called JOLCO provided the financing for Ethiopian to make the acquisition. The jetliner arrived in Addis Abeba on May 19, 2018, at a ceremony that Japan's ambassador to Ethiopia, Shinichi Saida, attended.

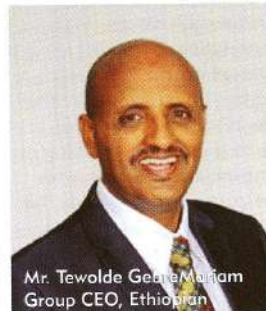


Ethiopian marks African Aviation history with 100th aircraft in active service

Ethiopian Airlines, the largest Aviation Group in Africa and SKYTRAX certified Four Star Global Airline, announced that it will take delivery on 5 June 2018 of its 100th aircraft, a Boeing 787-900, the 1st for an African airline to operate 100 aircraft fleet in the history of the continent, thus maintaining its pioneering aviation technology leadership role and ascertaining its leadership position in all aspects of Aviation Services in the continent.

On the planned delivery of the 100th aircraft, Ethiopian Group CEO, Tewolde GebreMariam said "It is an immense honor for all of us at Ethiopian to reach the milestone of 100 aircraft. This milestone is a continuation of our historical aviation leadership role in Africa and a testimony of the successful implementation of our fast, profitable and sustainable growth plan, Vision 2025. Ethiopian was the first to avail jet service in the continent back in 1962, and operated the first African B767 in 1984, the first African B777-200LR in 2010, the first African B787-800 Dreamliner and B777-200 freighter in 2012 and the first African A350 in 2016 and the first African B787-9 aircraft in 2017.

Ethiopian now operates one of the youngest and most modern 100 aircraft, with an average age of less than 5 years. Fleet modernization and expansion is one of the four critical pillars of our Vision 2025 strategic roadmap, in support of our fast expanding network, which has now reached over 110 international destinations covering 5 continents.



Mr. Tewolde GebreMariam
Group CEO, Ethiopian

Accolades ...Garlands For Ethiopian Cargo & Logistics

Ethiopian Cargo & Logistics Services has been awarded the "Fastest Growing International Cargo Airline Of The Year" at Air Cargo India International conference held recently in Mumbai, India. The biennial awards ceremony was held in conjunction with the seventh edition of Air Cargo India Exhibition and Conference, recognizing cargo

carriers with immense progress and leading innovations in the air freight industry while enhancing customer experience. The winners of the prestigious awards were selected through online voting system by STAT Times readers.

Also, the Ethiopian Cargo & Logistics Services received the "Export & Import Cargo Transportation Award" at a Customers Symposium organized by Guangzhou Baiyun International Airport in China. Group CEO Ethiopian, Mr. Tewolde GebreMariam, says: "We are very honoured by these prestigious awards. Ethiopian Cargo & Logistics is one of the fastest growing strategic business units of the Ethiopian Airlines Group. Today, it transports around 400,000 tons cargo annually supporting Africa's trade and economic growth. In line with our Vision 2025, we aim to double this figure to 800,000 tons annually and contribute our part to the economic renaissance of Africa in general and Ethiopia in particular." □

April - May 2018 Aviation & Allied Business JOURNAL 07

Japan finances Ethiopian aircraft purchase

A private Japanese investment firm, JOLCO, provided finance for Ethiopian Airlines for the acquisition of a state-of-the-art Airbus A350-900 jetliner. The new aircraft arrived at Addis Ababa Bole International Airport on Saturday May 19. Senior executives of Ethiopian Airlines and Japanese Ambassador to Ethiopia, Shinichi Saida, received the aircraft at Ethiopian MRO Center. Ambassador Shinichi Saida hopes that JOLCO would continue working with Ethiopian Airlines. The Ambassador said he has been encouraging Japanese investors to come and invest in Ethiopia. Ethiopian is set to be making history and become the 1st African airline to operate 100 aircraft fleet in the history of the continent when it receives its 100th state of the art Boeing 787-900 on June 5, 2018.

(Compiled by Kaleyesus Bekele)





Ethiopian on World Wide Web

The Washington Post
Democracy Dies in Darkness

USA

https://www.washingtonpost.com/video/world/ethiopian-airlines-continues-rapid-expansion-with-new-deals-and-planes/2018/05/09/0dc09642-5353-11e8-a6d4-ca1d035642ce_video.html?utm_term=.8424f450b8cd



USA

<https://edition.cnn.com/2018/05/23/africa/ethiopian-airlines-africa-flight/index.html>



UK

<https://www.liverpoolecho.co.uk/about-us/>

CHINADAILY 中国日报网 | **EUROPE**
May 11, 2018

China

<http://europe.chinadaily.com.cn/a/201805/10/WS5af3b389a3105cdcf651d1a9.html>

Bloomberg

USA

<https://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapid=233706555>



USA

<http://www.crossroadstoday.com/category/308378/contact-us>



USA

<http://www.newscenter1.tv/story/38154670/ethiopian-airlines-and-air-cte-divoire-enter-codeshare-agreement-on-routes-between-west-africa-and-the-usa>



USA

<https://www.einpresswire.com/article/446259884/ethiopian-airlines-and-air-c-te-d-ivoire-enter-codeshare-agreement-on-routes-between-west-africa-and-the-usa>



Turkey

<https://ftnnews.com/aviation/34199-ethiopian-airlines-and-air-cote-d-ivoire-to-partner-on-routes-between-west-africa-and-the-usa.html>



Europe

<http://aviationtribune.com/airlines/africa/ethiopian-airlines-and-air-cote-divoire-announce-codeshare-agreement/>



China

<https://africa.cgtn.com/ethiopian-airlines-to-acquire-its-100th-aircraft-in-june/>



Italia

https://www.ttgitalia.com/stories/trasporti/143016_ethiopian_nella_storia_dellaviazione_africana_primo_vettore_co



Austria

<https://centreforaviation.com/news/ethiopian-airlines-to-become-first-african-airline-to-reach-100-aircraft-in-jun-2018-803638>



UK

<http://buyingbusinesstravel.com/news/1428804-ethiopian-airlines-launch-manchester-flights>

Ethiopian was mentioned in 401 Global media outlets.



ETHIOPIA

Ethiopia, Origin of Coffee



The most popular legend of coffee in Ethiopia usually goes something like this: Kaldi, an Abyssinian goat herder from Kaffa, was herding his goats through a highland area near a monastery.

He noticed that they were behaving very strangely that day, and had begun to jump around in an excited manner, bleating loudly and practically dancing on their hind legs. He found that the source of the excitement was a small shrub (or, in some legends, a small cluster of shrubs) with bright red berries. Curiosity took hold and he tried the berries for himself.

Like his goats, Kaldi felt the energizing effects of the coffee cherries. After filling his pockets with the red berries, he rushed home to his wife, and she advised him to go to the nearby monastery in order to share these “heaven sent” berries with the monks there.

Upon arrival at the monastery, Kaldi’s coffee beans were not greeted with elation, but with disdain. One monk called Kaldi’s bounty “the Devil’s work” and tossed it into a fire. However, according to legend, the aroma of the roasting beans was enough to make the monks give this novelty a second chance. They removed the coffee beans from the fire, crushed them to put out the glowing embers and covered them with hot water in an ewer in order to preserve them (or so the story goes). All the monks in the monastery smelled the aroma of the coffee and came to try it out.

Much like the tea-drinking Buddhist monks of China and Japan, these monks found that coffee’s uplifting effects were beneficial in keeping them awake during their spiritual practice (in this case, prayer and holy devotions). They vowed that from then on they would drink this newfound beverage each day as an aid to their religious devotions.

Source: <https://www.thespruceeats.com/ethiopian-coffee-culture-765829>



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>