

What's Up @ ET

September, 2017



Ethiopian Goes Fully Digital!

Ethiopian
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A STAR ALLIANCE MEMBER 

What's up @ ET in September 2017

Ethiopian wins three awards at the Ghana Aviation Awards



Ethiopian has continued its award winning performance in Ghana, amassing three awards at the 2nd Ghana National Aviation Awards held on September 1, 2017. Ethiopian has been crowned: 'Best International Airline of the Year', 'Best African Airline of the Year' and 'Best Airline Operator Award'. The event, supported by the Ghana Ministry of Aviation and the Ghana Civil Aviation Authority, was graced by players in the industry.

Ethiopian Adjudged CIMG Airline of the Year 2016



Ethiopian Airlines has won Chartered Institute of Marketing Ghana (CIMG) Airline Company International award for the year 2016. Ethiopian received the accolade at the 28th edition of the CIMG National Performance Awards in Accra. As the New Spirit of Africa, Ethiopian is a pride Pan-African carrier connecting the continent with the rest of the world, with over 100 international destinations all over the world and more than 55 in Africa.

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Ethiopian Goes Fully Digital



Ethiopian GCEO Signing the last paper approval



Cake cutting Ceremony

Flying even more greener; Ethiopian has fully digitalized all its business processes like aircraft maintenance and Flight Operations, Commercial Operations, Finance, HRM, Customer Services, Procurement and supply Chain Management, Online learning, management approvals and authorizations etc... by removing paper from the entire system as of September 28, 2017.

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Ethiopian and Azul Brazilian Airlines Enter Codeshare Agreement



Ethiopian Airlines and Azul Brazilian Airlines have entered a codeshare agreement effective October 1, 2017. Through the codeshare partnership, Ethiopian will add its flight code (ET) in Azul's operations; hence, customers will be able to purchase tickets directly from Ethiopian sales channels to fly to seven Brazilian destinations operated by Azul. Reciprocally, Azul Airlines will market on Ethiopian vast network throughout Africa and beyond.

Ethiopian Signs up for Sabre Passenger Reservations Technology Solution



Ethiopian has renewed its passenger reservations system with global travel technology provider, Sabre Corporation (NASDAQ: SABR). The airline also signed up for a suite of new technology solutions to support its continued growth as a world-class carrier. Consistently posting record profits for the past seven years, Ethiopian Airlines has been using Sabre's technology for its core reservations, network planning and e-commerce since 2005. Despite the daunting challenges in African aviation, Ethiopian Airlines has continued with thriving successes and has become the leading Aviation Group in Africa, nine years ahead of its 15 years strategic growth roadmap, Vision 2025.

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Ethiopian Aviation Academy installs Cessna 172S, the latest flight training device



Cessna 172S is the latest flight training simulator Ethiopian Aviation Academy (EAA) installed at its Pilot Training School (PTS) in April this year. It is latest technology simulator to train basic flight simulation to PTS cadets before they start actual flight training in the skies. The Cessna 172S has now become a new addition to the other fixed base (motionless) flight training devices within the premises of EAA: Diamond DA40/42-NG, Diamond DA40/42-NG, and Diamond DA40-NG. With the inclusion of the new simulator, the Commercial Pilot Licensing (CPL) training syllabus has been updated and eased the conversion from the diamond aircraft.

Ethiopian MRO Automates Metal Fabrication with new CNC Lathe machine



With the installation of Computer Numerical Control (CNC) Lathe Machine in April 2017, metal fabrication has been automated at Engine Maintenance Machine Shop in Ethiopian MRO. The new machine uses a prepared program containing coded alphanumeric data to control the functions and motions of the machine. Previously, only manual lathe machines were used for shaping pieces of metal with fixed cutting or abrading tools. The new CNC Lathe Machine can control the motions of the work piece; the input parameters such as feed, depth of cut, speed; and the functions such as turning spindle on/off, turning coolant on/off.

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MD Ground Services celebrates Ethiopian New Year with passengers and stakeholders



MD Ground Services celebrated Ethiopian New Year at Terminal II of Addis Ababa Bole International Airport, with passengers and stakeholders. The celebration was colorfully opened in the early morning of September 10, 2017 with kids from Meseret Humanitarian Organization singing "Abebayehosh" at arrival and departure area, entertaining arriving and departing passengers.

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Former minister of Argentinian foreign affairs and former chief of cabinet of secretary general of United Nations visits Ethiopian Group CEO



H.E. Ms. Susana Mabel Malcorra, Former minister of Argentinian foreign affairs and former chief of cabinet of secretary general of United Nations pays a courtesy visit to Ethiopian Group CEO. The Former Minister was accompanied by her delegates during the visit which took place yesterday, September 19, 2017. During the visit, Ato Tewolde presented gifts to the Minister and her aides.

Ghana Minister of Aviation visits Ethiopian



Ghana Minister of Aviation, H.E. Cecilia Abena Dapaah and her delegates visited Ethiopian state-of-the-art facilities including simulators, MRO, Aviation Academy and the newly built Ethiopian Cargo facilities. During their visit to Ethiopian, the Minister and her delegates were warmly welcomed by Ethiopian Group CEO Ato Tewolde GebreMariam and Executive Management team members. They also held discussions on further collaboration with Ethiopian. The Minister was very impressed with the facilities she visited.

What's up @ ET in September 2017

Area News

Ethiopian Canada Area Office Celebrates Five Years of Successful Service to Toronto



Ethiopian Canada Area Office marked five years of successful service to Toronto, Canada. Ethiopian launched its maiden flight to Canada in 2012; efficiently connecting the continent of Africa with Canada, Toronto with a direct flight.

What's up @ ET in September 2017

Hong Kong Area office celebrates Star Alliance 20th Anniversary with member airlines



Ethiopian Area Office in Hong Kong celebrated Star Alliance's 20th anniversary with Star member airlines in a cocktail party held at the Island Shangri-La Hotel on September 7, 2017. More than 200 guests were invited including public figures, top travel agents, corporate clients frequent flyer program members and journalists. All member airlines representatives participated in a group photo program at the opening of the ceremony.

Tal Aviation offers tour package to Ethiopian staff !



Tal Aviation, ET's General Sales Agent (GSA) in Israel, has arranged a five-day tour package to Israel for Ethiopian employees. The package includes visit to major tourist destinations in Israel including Jerusalem, Dead Sea, Galilee and Tel Aviv. Interested Ethiopian staff are hereby invited to enjoy the package For more information on the package, you may contact Fasika Ketema, Area Manager Israel, via fasikak@ethiopianairlines.com

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Corporate Social Responsibility

Ethiopian Cargo & Logistics Services Social Responsibilities



Different Corporate Social Responsibility activities have been carried out at Ethiopian Cargo & Logistics Services. "One Pack for One Child" donation, Money, blood and clothing donation were among the social responsibilities. Packs and clothing have been distributed to 52 needy students attending Abune Basuliyos Primary School, which is located near an area popularly known as "Koshe". The donation ceremony was held at the school on September 7, 2017 in the presence of Ato Fitsum Abady, MD Ethiopian Cargo & Logistics Services.

Moreover, ETB 27,900 was collected from Lottery sale and money contribution from staff for further donation to the School. The school representative confirmed that the donated money will be used for the construction of a residential facility for the children. The closing Ceremony of Month of Social Responsibility at Ethiopian Cargo & logistics Services was held colorfully on August 31, 2017 in the presence of invited guests, with Coffee and 'Defo dabo' cutting and Lottery draw ceremony.

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Ethiopian Pilots Donate ETB 228,000 to Ethiopian Cancer Association



A group of self-inspired Ethiopian pilots donated ETB 228,000 to Ethiopian Cancer Association at a ceremony held on September 12, 2017 at the premises of the Association. Captain Behirudin Abdo Hassen, coordinator of the pilots' team, handed over the check to Dr Matheos Asefa, Board Chairman of the Ethiopian Cancer Association. The donation will be disbursed to cover the rental cost of the Association's office where 17 cancer patients are sheltered.

Ethiopian freely shipped 1000 books to benefit students



Ethiopian freely shipped 1000 books from Washington DC to Hawassa University to benefit students of grade 7-12 who are participating in the Access English Language Program; this program is being collaboratively administered by Hawassa University and US Embassy.

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Ethiopian Continuous Support to Children Heart Fund of Ethiopia



Ethiopian is a corporate citizen engaged in non-profit activities that support the community at large. One such example is the longstanding partnership between Ethiopian and The Children's Heart Fund of Ethiopia. For more than 20 years Ethiopian has been partnering with The Children's Heart Fund of Ethiopia, which provides lifesaving operation for children with heart disease; thanks to medical professionals who volunteer their time and expertise to perform cardiac surgery. And this time, Ethiopian is offering free air transportation to the volunteer medical professionals who are coming from different parts of the world to perform heart surgery. Ethiopian is close for those who need help.

Ethiopian Joins Hands with Ethiopian Women Entrepreneurs Association to Support Ethiopian Returnee Migrants

Ethiopian joined hands with Ethiopian Women Entrepreneurs Association towards supporting Ethiopian returnee migrants from different Arabian countries. This time, the Association is creating job opportunities through skill based training that can restore their life to normal. Ethiopian cares to its citizens.

Ethiopian Supports Medical Travelers

Ethiopian sponsored the medical travel of Ato Bekalu Semireab and his care taker while they traveled to Delhi, India. On the other hand, the support provided to Wzo. Hagere Abebe has allowed her and her ill six years son to easily travel between Addis Ababa and Gondar for his continuous medical check-up at Zewditu Hospital. Ethiopian is committed to support its nation towards getting a better medical treatment.

ETHIOPIA

Festival Meskel, Ethiopia: Finding the True Cross



The month of September is an important month of celebrations in Ethiopia. The Ethiopian celebrations that fall within this month on the Gregorian calendar are the Ethiopian New Year celebrations known as Enkutatash which falls on September 11 – or on the 12th in a leap year and Meskel. For over 1600 years, Meskel has been celebrated in Ethiopia and it is probably the most important festival after the Timkat.

Origin: Meskel celebrations commemorate the discovery of the cross on which Jesus Christ was crucified by St. Helena, mother of Constantine the Great. According to legend, in the year 326 AD Queen Helena went on a search for the true cross and was unsuccessful until she received help through a dream. In accordance with the dream, she made a bonfire and the smoke gave her direction to the spot where the cross was buried. To herald her success, Helena (known as Nigist Eleni in Ethiopia) lit torches. In the middle Ages, half of the cross was given to Emperor Dawit of Ethiopia by the Patriarch of Alexandria in appreciation of the protection offered to Coptic Christians.

Demera: The Eve of Meske: Marked with feasting, dancing and all kinds of merrymaking with bonfires and gun salutes, the occasion usually starts on the eve of Meskel with the planting of a green tree in town squares and markets. Long tree branches are tied together and yellow daisies called meskel are placed on top. The branches are gathered together in a bundle called demera and set ablaze by a procession of people – priests, students, etc. The people toss flaming torches which they are carrying at the demera, singing a special Meskel song as they circle it. Around individual homes, little demeras are built as well. The demera burns until it turns entirely into ashes. As it burns and collapses, the direction which the demera falls is interpreted as a sign or portent. Rain is usually expected to fall to put out the fire and when it does, the year is expected to be a prosperous one. In most villages, the celebration continues through the night.

The next day which is the actual meskel, people go to the spot of the demera and use the ashes to mark their foreheads with the sign of the cross. There is a lot to eat and drink as people celebrate together. One of the significant occurrences of the festival is the coinciding with the mass blooming of meskel flowers, the golden yellow daisies.

Follow the link for more information: <https://afrotourism.com/travelogue/festival-meskel-ethiopia-finding-the-true-cross/>

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International & Local Press Clippings

6 | HEADLINES

The Reporter, Saturday, September 2, 2017

Vol. XXI No. 1095

Ethiopian to introduce in-flight internet connection

Consolidates partnership with Sabre

By Kaleyesus Bekele

Africa's largest airline group, Ethiopian Airlines, is going to introduce WIFI internet connections aboard its aircraft.

While its competitors have been providing WIFI internet connections on their flights, Ethiopian seem to have lagged behind in catering on board internet connections. But now the airline is working to develop the technology capability that will enable it cater on-air internet connections.

Esayas Woldemariam, managing director Ethiopian International Services, told *The Reporter* that his airline is holding discussions with technology suppliers to install WIFI



internet connections aboard all its aircrafts. "We have latest fleet including Boeing B787 and Airbus A350s all capable of catering the on-air internet connection if we install the technology," Esayas told *The Reporter*.

Esayas said that Ethiopian Airlines considering all the associated costs and prioritising various technological solutions it opted first to revamp the in-flight entertainment services and launch cockpit to ground communication technologies.

"But now travellers are becoming internet savvy. Business people want to stay connected during flights. Passengers also want to bring in their

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Ethiopian Airlines Signs up for Sabre Passenger Reservations Technology Solution

Africa's largest airline group, Ethiopian Airlines, has renewed its passenger reservations system with global travel technology provider, Sabre Corporation (NASDAQ: SABR). The airline also signed up for a suite of new technology solutions to support its continued growth as a world-class carrier. Consistently posting record profits for the past seven years, Ethiopian Airlines has been using Sabre's technology for its core reservations, network planning and e-commerce since 2005. Despite the daunting challenges in African aviation, Ethiopian Airlines has continued with thriving successes and has become the leading Aviation group in Africa, nine years ahead of its 15 years strategic growth roadmap, Vision 2025. Ethiopian Group CEO, Tewolde GebreMariam, said: "Our focus towards availing the latest Information Technology and travel system solution is one of the pillars in our long term growth plan, Vision 2025. Consequently, we have made huge investments in Information Technology to create a seamless passenger experience. Moreover, Sabre's technology partnership and expertise has been invaluable, which is now further flourishing with cutting-edge technology that helps us ensure better customer experience and remain to be an airline of choice among travelers around the world." "Ethiopian Airlines is one of aviation's most compelling success stories, having overcome industry challenges to drive rapid and sustained growth on a continent where profitability in aviation is extremely rare," said Dino Gelmetti, vice president, Airline Solutions, Sabre. "For more than a decade, Sabre's technology has been helping Ethiopian Airlines maximize profits and offer a network of flights more extensive than any other African airline. As a result, it is now spearheading the African aviation industry and is a benchmark of success for other carriers on the continent and beyond." The next phase of development for Ethiopian Airlines is in enhancing its passenger experience. Among the new technology that Ethiopian Airlines will introduce is Sabre's Intelligence Exchange. Airlines currently sit on a goldmine of data, yet only use 12% of it to engage with passengers; Intelligence Exchange enables airlines to turn that remaining 88% of data into actionable insights. Armed with a 360 degree view of each passenger, airlines can then offer individual travelers services that are uniquely relevant to them - increasing sales of ancillaries.

Ethiopian to take delivery of first B787-9 jetliner



By Kaleyesus Bekele

Africa's fastest growing airline, Ethiopian Airlines, is going to take delivery of the first of the four Boeing B787-9 aircraft next month.

In 2015, Ethiopian placed firm orders for four B787-9 aircraft, an extended version of B787-8 Dreamliner aircraft. Africa's largest airline, *Ethiopian*, was the first in Africa

and only the second in the world next to Japan to acquire and operate B787-8 mid-size twin engine aircraft in 2012.

Today the airline operates 19 B787-8 aircraft. Sources told *The Reporter* that Ethiopian will take delivery of the first B787-9 direct from Boeing in October 2017. Sources said Ethiopian and Boeing will issue a joint press statement on the delivery of the first Ethiopian B787-9 next week.

The state of the art B787-9 is known for its range, comfort and fuel efficiency. The passenger aircraft which has a seat capacity of 300 with three class configuration costs 264 million dollars at list price.

Ethiopian has a modern and young fleet of 82 aircraft with an average age of five. Currently, the airline has 60 aircraft on its order book. Under its Vision 2025 growth and development strategy the airline anticipates to operate 140 aircraft by 2025.

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Ethiopian to start cargo service to Mexico City



Cargo plane operated by Ethiopian

By Samuel Getachew

The Mexican Embassy in Ethiopia has announced that Ethiopian Airlines will soon launch a belated cargo service to Mexico City via its Los Angeles hub. According to the

Embassy, the plan was to start the operation on July 21st but was delayed but is finally expected to be launched within weeks.

"This will be a milestone for both countries and will help strengthen our historic bond," Ambassador Victor M. Trevino told *The Reporter*. "We both have much in common;

interest and this will only move us forward."

Ethiopia has a historic diplomatic relationship with the North American nation that stretches to half a century. Both

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countries opened their embassies in 1963 and the later temporary ceased operation in the early 1990s and opened it once again in 2007.

The business relationship between the nations currently stands at five million dollars and the new cargo service is expected to assist the exchange of goods from both countries. The main interest of the Mexican market in Ethiopia is in areas of sesame seeds while Ethiopia focuses on importing industrial equipment to make leather products.

Ethiopia is Mexico's 141st trade partner.

The Embassy recently brought in a guest chef from

Mexico and showcased the culture and cuisine of the nation and hosted its national day at Sheraton Addis. "This is to be an introduction of our culture to our friends and colleagues in Ethiopia," the ambassador said. "We want the relationship to benefit both of us."

Ethiopia currently has no Embassy in Mexico City. It is represented by the Washington DC embassy. Ethiopian cargo remains the largest network operator in the continent and has repeatedly been recognized with a slew of awards. It is expanding its services throughout the world and the Mexico City destination is seen as a strategic move to take advantage of the untapped market.

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