



What's Up @ ET November 2019

20 YEARS ANNIVERSARY



ShebaMiles





Ethiopian wins "Selling Travel Agents Choice Award 2019" for the second consecutive year in "Airline to Africa" category.

Ethiopian Airlines UK is a Winner of Selling Travel Agents Award for a second year running for **Airline to Africa** category chosen by the local Agencies. What makes this award special is the focus on the operation to Africa and as well as our onboard product is based on our trade relationship and support mechanism we offer. For two years running we have also been finalist for Travel Trade Gazettes Airline of the Year category which again is voted by the trade.

Did You Know That?

News Recap

Ethiopian GCEO Takes Centre Stage at Fortune Global Forum

Fortune Global Forum 2019 has featured Ethiopian Airlines Group CEO, Mr. Tewolde GebreMariam at its global event which took place from 18-19 November 2019 in Paris, France. The event has brought together the CEOs of the world's biggest corporations, the Fortune Global 500—with innovators, builders, and other selected experts. The Fortune Global Forum 2019 has created a valuable opportunity to discuss key issues shaping global business.

Ethiopian Colourfully Celebrates 20th Anniversary of Sheba Miles and Customers Day

Ethiopian Airlines, the Largest Aviation Group in Africa and SKYTRAX Certified Four Star Global Airline has colourfully celebrated the 20th anniversary of its loyalty program, Sheba Miles, and Customers' Day on 12 November 2019 at Ethiopian Skylight Hotel. The grand anniversary event brought together high ranking government officials including ministers, ambassadors and the diplomatic community, Sheba Miles members management and board members of the airline and aviation stakeholders.

CBE Digital Payment Channels Drive Airfare Worth Nearly ETB 260 Million

The Commercial Bank of Ethiopia (CBE) has facilitated the sale of Ethiopian Airlines e-tickets worth nearly ETB 260 Million within ten months in 2019 fiscal year through its digital payment channels. During the period, 67,480 e-tickets were sold using CBE's digital payment channels including its CBE Birr App and online bookings at branches of the Bank. The digital payment solution is geared towards allowing customers to use CBE's digital payment channels and fly to over 125 destinations of Ethiopian Airlines worldwide. The service has enabled customers to pay at the tip of their fingers using mobile phones, internet, PoS, CBE Birr, Mobile Banking and at CBE branches in the country.



News Recap

Inspired Cargo Employees Surprise Ethiopian Group CEO

Inspired Cargo employees have surprised Ethiopian Group CEO Mr. Tewolde GebreMariam at a get-together they held. Upon arrival at the event, Mr. Tewolde was warmly welcomed with a song composed by the Cargo team who also handed him a plaque and a copy of a poem they wrote as a gesture of gratitude for his hard work which led Ethiopian on a path of success. A range of entertainment programs including a short drama, music and group dance were performed at the event.

Ethiopian Ground Services, Ethiopian Airports & Commercial Divisions Host Get Together Event

More than 3,000 employees from Ethiopian Ground Services, Ethiopian Airports and Commercial Divisions have met at Ethiopian Aviation Academy compound to celebrate their remarkable success and have fun together in the presence of Ethiopian Executive Management including Ethiopian GCEO on 23 November 2019.

EAA Community Celebrate a Mosaic of African Cultures

Ethiopian Aviation Academy trainees and staff were in a festive mood on November 21, 2019 as they congregated in the Commercial & Cabin Crew Training Building to celebrate the diverse cultures of the trainees who came from 24 African countries including Ethiopia.



News Recap

Ethiopian Employees Race at Great Run 2019 in Large Number

A number of Ethiopian employees participated in the annual Great Ethiopian Run held on November 17, 2019 in Addis Ababa with tens of thousands of Ethiopians and expats in attendance. Staff ran the 10km race wearing headbands, caps and stickers with Ethiopian logo. Further promotional shows were presented at Ethiopian station around Africa Park adjacent to Development Bank of Ethiopia thereby boosting the airline's presence at the grand event with live traditional performances. This year's race was one where Ethiopian staff represented the Airline much better than the previous races.



News Recap

Ethiopian Aviation Academy Graduates 384 Aviation Professionals

Ethiopian Airlines Aviation Academy (EAA) graduated 384 professionals on 12 November 2019 at the premises of the academy. The graduates include 67 pilots, 70 aircraft technicians, 109 cabin crew, 90 marketing as well as 48 catering professionals drawn from 7 countries. Diplomas and achievement awards were given to the graduates by Acting Chief Commercial Officer of Ethiopian Airlines Group, Mr. Esayas WoldeMariam.



News Recap

Ethiopian Recognizes Best Employees of the Year

Employees' award ceremony was held on 29 November 2019 at the Ethiopian Aviation Academy Auditorium in the presence of Executive management staff including Ethiopian GCEO, Ato Tewelde GebreMariam and families of the awardees. Ato Tewelde handed out awards to the best employees of the year identified based on their outstanding performance in the 2018/19 fiscal year. At the ceremony, 130 employees from different divisions were recognized.





Area News

Ethiopian Celebrates Arrival of Its Airbus A350 to Toronto

The first Ethiopian Airbus A350 arrived from Addis Ababa to Toronto on Sunday, November 10, 2019. Both passengers and crew disembarked to a warm welcome from Samson Arega, Ethiopian Airlines Canada country manager and David Timmins national sales manager and the Ethiopian Airlines Canada team.

Meanwhile, Ethiopian Area Office in Canada sponsored Afro Global Excellence Awards gala held on October 19, 2019 at Meridian Arts Centre in Toronto

The red carpet gala honoured achievers and brought together dignitaries of African descent to celebrate leadership and excellence. Keynote speakers at the ceremony included Dr. Bernice King, CEO of the King Centre and daughter of Civil Rights leader Dr. Martin Luther King Junior; legendary South African singer Yvonne Chaka Chaka; and Dr. Julius Garvey, son of Marcus Garvey.

Ethiopian Recognized at AFCAC 50th Anniversary

Ethiopian Airlines received a certificate at a Gala Dinner held on November 14, 2019 in Dakar to mark the 50th Anniversary of the African Commission of Civil Aviation (AFCAC). Mr Mekuanint Gessesse, Area Manager Senegal, along with the Ethiopian Ambassador in Senegal, received the certificate in recognition of Ethiopian's consistent network connection in Africa and beyond. Mekuanint offered two free air tickets to winners of a raffle organized during the gala dinner. Ethiopia's e-visa as well as the airline's products and services including EAA and the mobile app were especially promoted at ET's stand at the event venue where ET banners were also placed.



Area News

Group CEO Cuts Ribbon on WTM London 2019

Ethiopian Group CEO, Mr Tewolde GebreMariam participated in the annual World Travel Market (WTM) event held in London and opened the Ethiopian stand together with Ethiopian Ambassador to United Kingdom, H.E. Ambassador Fesseha Shawel and UK Country Manager Mr. Michael Yohannes. At the event the Group CEO took time to award key travel trade partners for the UK team and conducted interviews with CNN, Associated Press as well as national and travel trade newspapers.

Madagascar Area Office Celebrates Diwali with Indian Community

Ethiopian Airlines Area Office in Madagascar celebrated Diwali 2019 with Indian community in Madagascar. The celebration was colorfully organized in coordination with the Indian Embassy in Madagascar. At the event, Bengaluru (Ethiopian's new destination in India) was promoted in addition to Bombay and Delhi.

Tel Aviv Area Office Fostering Cooperation with the City's Municipality

Ethiopian Airlines Area Office in Tel Aviv is exerting efforts to further strengthen the relationship between the Airline and the Government of Israel in general and Tel Aviv's Municipality in particular. To this end, Wzo Bilen Arefaine, Area Manager Tel Aviv, met the Mayor of Tel Aviv for discussions. The Mayor and Area Manager have agreed to work together to foster cooperation on tourism, culture and public relations. Ethiopian started operations to Tel Aviv in September 1996 and currently operates twice daily flights.



Area News

Kuwait Area Manager Pays Courtesy Visit to Ambassador of the State of Kuwait to Ethiopia

Mrs. Mekdes Dagnachew , Area Manager Kuwait made a courtesy visit to H.E. Ambassador Shamlan A. Al-Roomi, Ambassador of the State of Kuwait to Ethiopia on 24 October 2019. Possible areas of collaboration such as tourism development and others were the major discussion points during the visit. The Honorable Ambassador mentioned the long relationship between the two countries and also expressed his willingness to support the airline in its future endeavors.

Brazzaville Area Office Sponsors Golf Tournament Organized by WHO

Ethiopian Airlines Brazzaville area has sponsored a Golf Tournament organized by WHO and attended by different influential individuals including Ambassadors and Diplomats from the embassies of America, Belgium and France as well as Ministers and high-level and officials, WHO Director and team, among others.





Ethiopian in Pictures



Picture of the Month



Testimony



Roza Habtemariam • 2nd
Media Coordinator at RBCTV
1h • Edited

The past few days has been a rollercoaster ride in my life, in a short period of time everything changed, unexpected journey, fear of running out of time, sudden adjustments and facing unseen challenges. Life is so precious that we all would give anything and everything to save one. I recently had to decide to travel to my home country to bring my mom to a better medical attention. The five hours flight (including transit) wouldn't have been as smooth as it was if it wasn't for [Ethiopian Airlines](#), who played an important role in making sure my dearest mom arrived safe. I have never looked a person in the eye as I did to my mother throughout our journey. Every few minutes the cabin crew's beautiful smile asking my mom "Hello Emama salam neat?" Meaning " Hello Mom, how are you feeling?" helped me to get the positive assurance that she was going to be okay. And thanks to God, she is now under a good care. This is to show my appreciation to all the staffs in the [Ethiopian Airlines](#) airlines headquarters [Henok Tizazu](#) ✈️, the branch in Asmara, the Station managers at Asmara Airport, the cabin crew in both planes, the assistant crew from Dubai airport to our pick up area, thank you so much, your seamless pattern of task that made me feel safe, protected and belonged. [#lifematters](#) [#mother](#)



USAID Ethiopia
@USAIDEthiopia

Also, thanks to [@flyethiopian](#) for letting us take a spin in the flight simulator. It was probably the most fun we've had at a meeting in some time. OK, that's not entirely true. It was ****definitely**** the most fun we've had at a meeting in recent memory! Thank you አመሰግናለሁ!!





Back in the Days

Precious & timeless memories of the giant airliner!

ETHIOPIA

There's at least one place on Earth with water but no life!

Located in northeast Ethiopia, Dallol consists of “hypersaline sites, magnesium-rich brines, and hypersaline, hyperacidic and hot pools on an active volcano”. The site has been [called](#) “one of the most alien places on Earth” by the *BBC*, which reported in 2017 that an expedition had found it “teeming with life.” That may not be the case, as a recent scientific article asserts. A team of scientists led by biologist Purificacion Lopez Garcia say there is no life in Dallol’s multi-extreme ponds, Spain’s *Information and Scientific News Service (SINC)* [reports](#).

Source: <https://www.trtworld.com/life/there-s-at-least-one-place-on-earth-with-water-but-no-life-31785>



International & Local Media Clippings

Ethiopian was mentioned in the below media outlets

International media 107
Local broadcast media 16
Print media 3

https://www.youtube.com/watch?v=NdGGaS-vP0s&feature=youtu.be&fbclid=IwAR3MSS6Fvhiro5ANqYZxwG7BTt4vW78GyjZPQTM5_HZGH4satt0bY0ToU_Mw

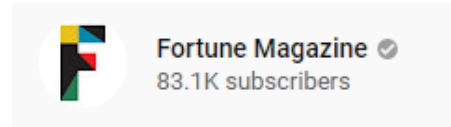
<https://www.facebook.com/EthiopianAirlines/videos/1231023247101860/?app=fbl>

<https://www.msn.com/en-za/lifestyle/travel/ethiopian-undecided-whether-to-take-more-boeing-737-max-jets/ar-BBWUNFa>

<https://business.facebook.com/watch/?v=370769860376025>

<https://www.facebook.com/waltainfo/photos/a.489214534492666/2838860599528036/?type=3&theater>

<https://www.facebook.com/fanabroadcasting/photos/a.332889983468414/2593400937417296/?type=3&theater>



<https://www.facebook.com/onelovebroadcast/photos/a.1935416726671726/2523749704505089/?type=3&theater>

<https://www.facebook.com/ethiopianpressagency/photos/a.504616456356374/1472407969577213/?type=3&theater>

<https://www.timesofisrael.com/ethiopian-airlines-names-new-dreamliner-plane-tel-aviv/>

http://www.xinhuanet.com/english/2019-11/15/c_138558423.htm

<https://www.itnewsafrika.com/2019/12/ethiopian-airlines-launches-on-board-wifi/>

<https://www.jewishpress.com/news/breaking-news/ethiopian-airlines-names-new-dreamliner-tel-aviv/2019/11/17/>



WHAT'S UP @ ET

What's up it is a monthly digital publication which recaps major happening in Ethiopian Airlines. Your Feedback is highly appreciated.



(251-11)517-89-07/913/656/165/529



CorporateCommunication@ethiopianairlines.com



www.ethiopianairlines.com



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