

# What's Up @ ET

July, 2017

## Awards



**"Most Promising Airline" Award  
on the First Arabian Travel Awards !**



**"GMR-IGI Airport Business Partner Awards" as  
'Airline of the year – Africa'**

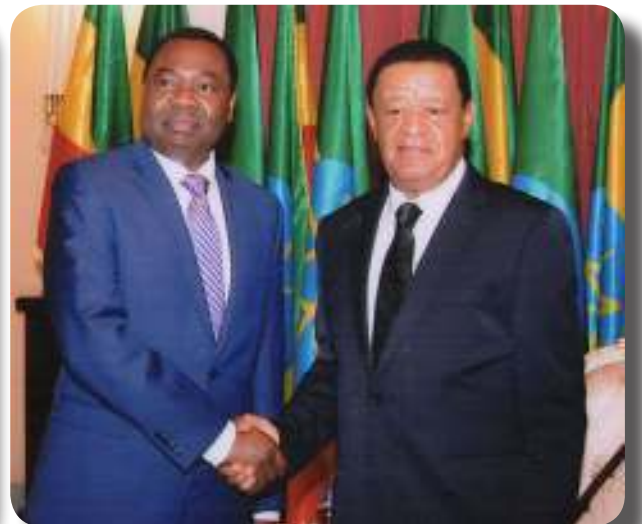
# What's up @ ET in July 2017

**Ethiopian recognized by FDRE PM for its support of industrial hub developments.**



Ethiopian has been recognized by FDRE Prime Minister H.E. Ato Hailemariam Desalegn for its continued support and strategic partnership on investment promotion and industrial hub development. Wzo. Ayda Desta, Area Manager Mekelle, received the certificate of appreciation from the Prime Minister on behalf of Ethiopian at the inaugural ceremony of Mekelle Industrial Park on July 9, 2017.

**Ethiopia's regional leadership showcased during ICAO Council President's mission**



The strength of Ethiopia's regional air connectivity commitments and leadership has been underscored by the President of the ICAO Council, Dr. Olumuyiwa Benard Aliu, during his recent meetings with country's President, Prime Minister, and Ministers of Foreign Affairs and Transport. Ethiopian President H.E. Mulatu Teshome, and the country's Prime Minister, H.E. Hailemariam Desalegn, concurred on the need for Ethiopia to continue to enhance its role as a champion of growth of aviation on the African continent, especially in light of international aviation's key role as an enabler of sustainable socio-economic development and expanded local prosperity for Ethiopian citizens and businesses.

# What's up @ ET in July 2017

**Ethiopian Won "Most Promising Airline" Award at the Maiden Arabian Travel Awards.**



Ethiopian has been awarded as "Most Promising Airline" at the first-ever Arabian Travel Awards held on July 4, 2017, at the JW Marriott Hotel Dubai by recognizing and applauding it as one of tourism tigers of the Middle East. Celebrating the hard work of the key stalwarts in the travel, tourism and hospitality industries in the Middle East, Durga Das Publications presented the maiden Arabian Travel Awards.

**Ethiopian won "GMR-IGI Airport Business Partner Awards" as 'Airline of the year – Africa'**



Ethiopian has won "GMR-IGI Airport Business Partner Awards" as 'Airline of the year – Africa' for the 5th consecutive year on Friday 21, Jul 2017. The 6<sup>th</sup> edition of this prestigious GMR-IGI Airport Business Partner Awards 2017 took place at Kingdom of Dreams, New Delhi on 21st Jul 2017.

# What's up @ ET in July 2017

## New structure of Ethiopian Airlines Group to Improve Customer Experience



Ethiopian Airlines Group is announced that the Ethiopian Government has decided to establish a new Aviation Holding Group with various diversified aviation strategic business units like: Ethiopian Airports Enterprises, Passenger Airline, Cargo Airline and Logistics Company, Ethiopian Aviation Academy, Ethiopian Inflight Catering Services, Ethiopian MRO Services, Ethiopian Hotel and Tourism Services etc. Accordingly, the Ethiopian Airports Enterprise has joined the new Aviation Group to leverage the strong synergies that naturally exist among the group member companies.

## Ethiopian Cargo & Logistics Services held a meeting on the progress towards IATA CEIV Pharmaceutical Certification



Ethiopian Cargo & Logistics Services held a meeting towards IATA Center of Excellence for Independent Validators (CEIV) Pharmaceutical Certificate on July 10, 2017. The event was chaired by MD Ethiopian Cargo & Logistics Services, Ato Fitsum Abady and A/Director Global Cargo Sales and Services Ato Yechale Asfaw, with senior management members of 14 local pharmaceutical and healthcare product manufacturers. Facility visit to the New Cargo Terminal (Phase II) was also part of the program.

# What's up @ ET in July 2017

## Ethiopian Graduates 30 IATA Foundation in Travel & Tourism Professionals



Ethiopian Aviation Academy (EAA) has graduated 30 trainees in Travel & Tourism trained at its Commercial & Ground Services Training School on July 13, 2017. Diplomas and achievement awards were given out to graduates and those with outstanding academic performance respectively.

# What's up @ ET in July 2017

## Ethiopian Staff and Trainees won second place in Great Run's 2017 Relay Race



Ethiopian staff and trainees who participated in the Great Run's 2017 relay race representing the Airline have presented their recognition certificate to Corporate HRM. Ethiopian relay team, which comprised of 18 trainees, stood second in the relay race organized by the Great Ethiopian Run on June 4, 2017.

## Ethiopian Organizes FAM Trip for Indonesia Trip Advisors



Ethiopian organized familiarization trip for staff members of Indonesia Trip Advisors, a well-known tour operator company which promotes travelling and offers special tour packages of cultural and natural attractions, inbound and outbound.

# What's up @ ET in July 2017

Swaziland's King Mswati III visited Ethiopian State-of-the-Art Facilities.



Swaziland's King, His Majesty Mswati III has visited Ethiopian state-of-the-art facilities. The King and his Royal Family were warmly welcomed by Ethiopian Group CEO Ato Tewelde Gebremariam during their visit to Ethiopian headquarters. His Majesty had a tour of Ethiopian simulators, MRO, Cargo and Ethiopian Aviation Academy facilities with briefing by Executive Management members. The Royal Family were also presented with gifts during the visit.

# What's up @ ET in July 2017

## Ethiopian Welcomed the Mayor of Cape Town, Ms. Patricia De Lille



The Mayor of Cape Town, Ms. Patricia De Lille along with high level business delegates has visited Addis Ababa from July 16 – 19, 2017. The visit was focused on business objective with Ethiopian and to foster tourism ties between Addis Ababa and Cape Town. To this effect, Ethiopian higher management has welcomed the Mayor and business delegates at Ethiopian promises on July 18, 2017 with warm welcoming and hold Business to Business discussion. The Mayor and her delegates have also visited Ethiopian Aviation Academy facility after the meeting.



# What's up @ ET in July 2017

Ethiopian participated at the color of Africa Event in Bangkok



Ethiopian participated at the color of Africa Event in Bangkok representing Ethiopia and Ethiopian. The event was hosted by The Ministry of Foreign Affairs in cooperation with The seven African Embassies in Thailand as well as The four African Airlines, Namely Ethiopian Airlines, Kenyan Airways, Egypt Air and South African Airlines in Theme of Opportunities, Friendship, and Cooperation.

## Ethiopian Participates in ICT EXPO ETHIOPIA 2017



Ethiopian participated in ICT EXPO ETHIOPIA 2017 held from June 28-July 2, 2017. The event, which is the first and largest ICT Exhibition, Conference and Summit in Ethiopia, was opened by H.E Dr. Debretsion Gebremichael, Minister of Communication and Information Technology. On the occasion, Addis Ababa Sales Office in collaboration with Ethiopian Holidays, Ethiopian Aviation Academy and Market Development promoted the Airline and its services.

# What's up @ ET in July 2017

## Philippines Area Office organised African soccer tournament to mark Mandela Day



Ethiopian area office in Philippines organized African soccer tournament in Manila on July 22, 2017 to mark Mandela Day. Four African teams representing Cameroon, Ivory Coast, Congo and Nigeria participated in the tournament and Team Nigeria was the Champion. Ethiopian presented trophies and medals to the winners.

## Victoria Falls Area Office sponsors Econet Victoria Falls Marathon 2017



Ethiopian Victoria Falls Office has co-sponsored the Econet Victoria Falls Marathon 2017, an Annual International Marathon event held every year in Victoria Falls. More than 2,500 runners participated in different categories including the fun run from different parts of the world. As a sponsor of the event, Ethiopian had a stand at the registration point as well as water table in route and at the finish line to promote the Airline's products and services. The event was aired on DSTV's Super Sport channel.

# What's up @ ET in July 2017

## Ireland Area Office sponsors Team Ireland in World Police and Fire Games



Ethiopian Area Office in Ireland sponsored a team which represented Ireland in the 2017 World Police and Fire Games which will be held in Los Angeles from August 7 – 16, 2017. The event will see over 8,000 athletes representing Fire and Police Departments from more than 65 countries compete in 65 Olympic-Style sports.

## Kuwait Area Office participates in Iftar program



Ethiopian Area Office in Kuwait participated in Iftar program which was organized by the General Sales Agent and attended by different travel agencies and Ethiopian Ambassador to Kuwait. On the Occasion, awards were presented to top travel agents. A free ticket to Victoria Falls was also awarded to a question and answer winner, while the General Sales Agent also offered different awards to the guests.

# What's up @ ET in July 2017

## Egypt Area Office warmly welcomed Ethiopian Athletes



Egypt Area Office has warmly welcomed Ethiopian Youth Athletics team, comprising of 71 athletes, on their way to and from Tlemcen, Algeria where they participated in the 13<sup>th</sup> Africa Junior Championships from June 29 to July 2, 2017. Ethiopian Ambassador to Egypt and Area Manager Egypt met the team in person with flowers and refreshments.

Meanwhile, Egypt Area Office has participated in Ginbot 20 celebration organized by Ethiopian Embassy at Sefir Hotel in Cairo. At the event, Ethiopian arranged question and answer session and presented an award to the winner.

## Nairobi Area Office sponsored the Canadian Day festival



Nairobi Area Office sponsored the Canadian Day festival held at the residence of the Canadian Ambassador to Kenya on June 29, 2017. As a prime sponsor, Ethiopian graced the occasion by presenting a raffle ticket to Toronto. The event also served as a good platform to promote Ethiopian.

# What's up @ ET in July 2017

## Ethiopian Recognized by Canadian High Commissions for sponsoring Canada 150 Canada day

High Commission of Canada



Haut-commissariat du Canada

Limuru Road, Gigiri  
P.O. Box 1013 00621  
Nairobi-Kenya

July 26, 2017

Mr. Zewdu Mariam  
Country Manager  
Ethiopian Airlines

Dear Mr. Zewdu:

I would like to express my deep appreciation for the generous partnership of Ethiopian Airlines in helping us celebrate Canada150. Canada Day, on 01 July, is an important day for Canadians and the High Commission of Canada in Kenya every year, but this year was a particularly significant and special Canada Day, as we celebrated Canada's 150th birthday.

To mark the occasion in Kenya, and with the help of our partners, we celebrated with a series of key celebration and public affairs events. On 09 June, we held a very successful golf tournament which saw an impressive turnout and a wonderful range of prizes to be won, thanks to the donations of our partners. On 29 June, it was a great honour to be joined by friends, business partners, and government and community representatives for a Canada150 evening reception at Canada's Official Residence. On 01 July, we had great fun interacting with the broader Canadian community in Kenya as we celebrated Canada Day itself. These memorable events would not have been possible without your contribution.

At the July 1st event, the promotional banners of Ethiopian Airlines were prominently displayed, and I was pleased to publicly acknowledge your partnership with us in my speeches to the respective audiences. The raffle prize of an Ethiopian Airlines round-trip ticket to Canada was clearly the "star of the show" and was one of the principal reasons we were able to raise a great deal for our charitable campaign. I am also pleased to report that, thanks to the generous donations of our partners, proceeds from the raffles and auctions held during the Canada150 celebrations will allow us to make a substantial donation to Macs Children's Home, a charity organization dear to the High Commission of Canada, which supports vulnerable children in Nairobi.

As one of our flagship supporters, it is my honour and pleasure to present you with a "Friends of Canada" commemorative pin for Canada150.

Once again, I wish to thank you for your generous support in 2017, which made our celebration of Canada150 not only possible, but also hugely significant to the High Commission of Canada and the Canadian community.

Sincerely,



Sara Hradecky  
High Commissioner

# What's up @ ET in July 2017

## Ethiopian promoted at Harari International Diaspora Day celebration



Ethiopian Eastern Regional Office promoted the Airline at the 22<sup>nd</sup> Harari International Diaspora Day celebration held in Harar city in the presence of more than 2,500 members of the diaspora community. Ethiopian was promoted in various programs of the event including symposiums and sport festivals. Ethiopian also opened temporary ticket sales office in Wonderland Hotel in the city to spare customers from going to Dire Dawa to buy ticket, reschedule flights or get confirmations and it was warmly welcomed by the participants of the celebration, who were satisfied with the service.

# What's up @ ET in July 2017

## Corporate Social Responsibility

### Ethiopian is Instrumental to Support the Youth

Ethiopian covered the travel cost of Ms. Enku Stiphanos, medical student at Addis Ababa University College of Health Science, while she traveled to Hawaii, USA to participate at the World Youth Congress program. The congress was intended to provide sustainable development, youth strategies and solutions with skills and knowledge related to team building, project management, networking and engaging in cross-cultural exchange around the world. On the other side, Ethiopian has also supported Fanuta Amare's, grade 11 student at Agew Midir Secondary and Preparatory School in the small town of Injibara in Amhara Region, travel to Newark – New York to participate at the 2017 Yale Young Global School Program which is open for outstanding High School students. Ethiopian is believed to be instrumental to help the youth in realizing their dream.

### Ethiopian Cares to Support Worthy Initiatives towards Environmental Protection

Ethiopian supported staff members of Selam Association to Save Ethiopian Tree, established by Diaspora Ethiopian community mainly working to green Ethiopian through plantation, while traveling to Saudi Arabia so as to promote their greening activities in Ethiopia. They have also planned to host a fundraising event among Ethiopian Community in Saudi that will be of a great help to their environmental protection activities in Ethiopia.

### Ethiopian Transports Donated Books from Washington DC to Hawassa

Ethiopian transported 1000 bestowed books from Washington DC to Hawassa. These books will be donated to Hawassa University to be used by students in grade 7-12 who are participating in the Access English Language program. This program is being collaboratively administered by Hawassa University and US Embassy. Ethiopian, in addition to its scheduled cargo shipments, has used the belly hold of its aircraft to transport such worthy items that can build the capabilities of targeted students.

# What's up @ ET in July 2017

## ETHIOPIA

**Mars on Earth: Scientists look to the Danakil Depression for clues to alien life**



At the juncture of three tectonic plates in northeastern Ethiopia is another-worldly and sunken plain. The heat quivers here. Rock formations are colored by minerals in oozing volcanic psychedelia. The Danakil Depression is one of the hottest and most hostile places on earth. Not much can survive in Danakil. The average year-round temperature is 34.4 degrees Celsius and the area gets about 100 millimeters of rain per annum. At 100 meters below sea level, it's one of the lowest places on earth. It was once the seabed of the Red Sea. Thousands of years later it is a dry and cracked ground. Astonishingly, humans live here. For the Afar people it is home. Accompanied with long lines of donkeys, the Afar people mine rich salt from the ground to sell at local markets. It's remarkable they can work in such heat, over 50 degrees Celsius in the summer.

More on the news: <http://edition.cnn.com/2017/07/07/africa/danakil-depression-mars-research/index.html>



# What's up @ ET in July 2017

## International & Local Press Clippings

### Smiles all around



After visiting the state-of-the-art cargo handling facilities at the International Airport, Prime Minister Abiy Ahmed (center) is joined by Ethiopian Airlines Group CEO, Yohannes Alemseghed, on the left, and first deputy Haimanuel Mekki, on the right, with other high-ranking officials including Ambassador Mulugeta Gebremichael, the EATC CEO, and Brian Argo, Chairman of the International Air Transport Association. (AUGUST 2017)

## Can *Ethiopian* cargo unravel logistic bottleneck in Africa?

BY ANITA WITTE

ADDIS ABABA — Large quantities of cargo are being loaded to the extent that the country's air cargo services are struggling to meet the demand. Ethiopian Cargo is expected to face similar challenges when some international airlines resume operations.

However, more cargo is being loaded to the extent that the country's air cargo services are struggling to meet the demand. Ethiopian Cargo is expected to face similar challenges when some international airlines resume operations.

According to the Ethiopian Airlines Group, the largest carrier in the world, it is expected to experience a significant increase in cargo volume in the coming months as international airlines resume operations.

Several airlines that have resumed operations in the region are expected to experience a significant increase in cargo volume in the coming months.

Prime Minister Abiy Ahmed (center) is joined by Ethiopian Airlines Group CEO, Yohannes Alemseghed, on the left, and first deputy Haimanuel Mekki, on the right, with other high-ranking officials including Ambassador Mulugeta Gebremichael, the EATC CEO, and Brian Argo, Chairman of the International Air Transport Association.

Prime Minister Abiy Ahmed (center) is joined by Ethiopian Airlines Group CEO, Yohannes Alemseghed, on the left, and first deputy Haimanuel Mekki, on the right, with other high-ranking officials including Ambassador Mulugeta Gebremichael, the EATC CEO, and Brian Argo, Chairman of the International Air Transport Association.

It is expected that the demand for air cargo services will continue to grow in the coming months as international airlines resume operations. Ethiopian Airlines is expected to experience a significant increase in cargo volume in the coming months.

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Prime Minister Abiy Ahmed (center) is joined by Ethiopian Airlines Group CEO, Yohannes Alemseghed, on the left, and first deputy Haimanuel Mekki, on the right, with other high-ranking officials including Ambassador Mulugeta Gebremichael, the EATC CEO, and Brian Argo, Chairman of the International Air Transport Association.



# What's up @ ET in July 2017

## TO CHERISH!



**R**egional leaders, including Prime Minister Abiy Ahmed, inaugurated the new cargo terminal at Bole International Airport, marking the start of the second phase of the terminal with a 100% capacity of 600,000 boxes annually.

The cargo terminal was opened with the presence of high government officials, including the Prime Minister, the President of the Board of Directors of Ethiopian Airlines, and the Director of the General Civil Aviation Authority. The terminal is owned by the Ethiopian Airlines Enterprise and is managed by the Ethiopian Cargo Handling and Forwarding Company. The design and construction of the terminal were completed by the German company, Hochtief AG. The terminal is the largest cargo terminal in the country and is expected to significantly increase the capacity of the airport.

to six during the short terminal, and launched its services that started over a 100,000 boxes per month.

The new terminal has a total area of 100,000 square meters and is expected to be completed in three years. The project is funded by the Ethiopian Airlines Enterprise and the German company, Hochtief AG. The terminal is the largest cargo terminal in the country and is expected to significantly increase the capacity of the airport.



The Reporter, Saturday, July 22, 2017  
Vol. XXI No. 1089

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# Council of Ministers endorse Ethiopian, Airports Enterprise merger

## No staff layoffs, minister says

**By Habteyesus Debele**

The Council of Ministers passed a regulation that allows the merger of the national flag carrier, Ethiopian Airlines, and the Ethiopian Airports Enterprise, the sole government body that builds and administers airports in Ethiopia.

The merger proposal was initiated by Ethiopian and approved and presented to the Council of Ministers by the Ministry of Transport. The Council of Ministers passed the regulation on Friday, July 14.

Minister of Transport, Ahmed Shide, on Sunday July 16, gave a briefing on the merger to the members of the Ethiopian Airports Enterprise (EAE). At the meeting held at the Enterprise's assembly hall, several management members of Ethiopian and EAE participated.

Ahmed explained about the plan



highly competitive airline industry and how Ethiopian managed to grow fast in spite of all the challenges. The minister outlined that airlines do not only compete with their services but also the quality of their airport hubs and airport services. He said the quality of airport services play a key role in winning the stiff competition.

According to the minister, as Ethiopian Airlines is growing fast, the demand for better airport infrastructure and airport services is increasing proportionally.

Ahmed said that the Ethiopian government recognizes the airport developmental work being undertaken by EAE. However, to meet the growing demand of the national flag carrier, the government has decided to introduce a new structure. "It is high time to take the airport services to a higher level. It is not to undermine what

Ahmed explained about the plan

Minister of Transport, Ahmed Shide

Council of Ministers, page 3A

# What's up @ ET in July 2017



## An act to follow:

### Duplicating corporate or organizational culture

By ROBEL YOHANNES

**T**here is a tendency in duplicating a working model of your own or that of another organization, country, or industry. Ethiopia Airlines has been successful for much of its existence, owing to corporate organizational culture that has been imitated by global standards. So, can the success be duplicated by other public enterprises of the country, and also, can the working model be copied in training, modeling, copying, a national corporate organizational identity?

In this context, can it be duplicated, copied, with slight variations, to a local or sub-national level, having an organizational corporate culture within our public enterprises that is a national identity? For a time, companies in that sector are in a race to show national pride and to be world class.



From the Ethiopian Airlines fleet, the aircraft is a Boeing 737 MAX 8. It is the largest aircraft in the Ethiopian Airlines fleet. Photo: Ethiopian Airlines



## New cargo terminal for Ethiopian airlines

By Eskinder Kifle

Ethiopian Airlines inaugurated its second cargo terminal that has the capacity to accommodate 600,000 per year, on Thursday, June 29, 2017. The cargo terminal includes facilities such as Dry Cargo Warehouse, perishable cargo terminal with cool chain storage, two floors of office space among many other things.

"This is not only the largest cargo terminal in Africa, but also one of the best in the world. With this development, we think the continent can push forward beyond being the 21st century superpower globalized nation," the Ethiopian Airlines CEO of Ethiopian Group said during the inauguration.

The CEO further indicated that he

### WORLD CLASS ALL THE WAY

**E**thiopian Airlines inaugurated its second cargo terminal on Thursday, June 29, 2017. Built on 150,000 square meters of land, the cargo terminal is constructed at a cost of USD 150 million. It has facilities including a Dry Cargo terminal warehouse, perishable cargo terminal with cool chain storage and two floors of office space. Present at the inauguration was Prime Minister Hailemariam Desalegn and Ethiopian Group CEO Tewolde Gebemariam. The pair underlined the opportunity the new cargo will present in supporting the manufacturing sector through exports as well as providing more opportunities for investors.

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# What's up @ ET in July 2017

## Airports: Catalyzing tourism, heading to come with more impression

BY FAILE GERBERE BENTYAN

The aviation industry is a sector profession who has been in the industry for those decades plus. The airport infrastructure of world heritage sites two decades ago. It was hard and it came with the names. An airport was a tourist and a mode of transport for the. It was in the present time, since the industry getting almost two decades, and in some cases rural areas like Juba. There are major world sites. It was so difficult to use an airport. The infrastructure of the because of the weather condition Lalibella Rock-Hewn Churches were the major attraction during the colonial period.

Thanks to the economic growth, the air transport infrastructure is considered as important means of transport some states have become a major mode of transport for tourists. Currently, the Ethiopian Airlines will have wide to meet according to Dr. Ayalew.

It is not a mere expansion of transportation facilities but a key development means but also a strategic facility to promote local tourism along with introducing new flight routes to be more accessible to increase the destination.

Considering the role and contribution of airports to the overall sector, the government is expanding airports in the country to contribute to



Dr. Ayalew Gerbera Bentyan, July 2017

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