

# What's up @ ET

July, 2018

Ethiopian  
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THE NEW SPIRIT OF AFRICA

A STAR ALLIANCE MEMBER 

## Ethiopian Operates Historical Flights to Asmara





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## News Recap

### Ethiopian Airlines Airplane Lands in Asmara after 20 years



Ethiopian Airlines has landed in Asmara, neighboring Eritrea, in VVIP flight led by H.E. Dr. Abiy Ahmed, Prime Minister of the Federal Democratic Republic of Ethiopia. While we celebrate this beautiful day in history, we wish the best of sustainable peace, friendship and prosperity to both the Eritrean and Ethiopian people.

We are looking forward not only to connect Eritrea with Ethiopia but also to connect Eritrea with more than 114 international destinations in five continents with modern airplanes.

### Ethiopian Resumes Flights to Asmara



Ethiopian Airlines has resumed daily flights to Asmara, Eritrea on 18 July 2018 with the most technologically advanced commercial aircraft, the Boeing 787. This follows agreements reached in Asmara between H.E. Dr. Abiy Ahmed, Prime Minister of the Federal Democratic Republic of Ethiopia and President H.E. Isaias Afewerki of the State of Eritrea.



## News Recap

### The Bird of Peace Arrives at Asmara

Ethiopian, the Bird of Peace, welcomed at Asmara International Airport colorfully.





## News Recap

### Ethiopian Wins SKYTRAX Best Airline in Africa Award for 2nd Time



Ethiopian Airlines has won SKYTRAX World Airline Award for the Best Airline in Africa for second successive year.

Skytrax is the most respected global air transport rating organization that conducts the world's largest annual airline passenger satisfaction survey where customers make their own personal choices as to which airline they consider to be the best.

### Ethiopian Tops on SKYTRAX World Airline Awards 2018: 'Best Airline in Africa', 'Best Business Class in Africa' & 'Best Economy Class in Africa'



Ethiopian Airlines, the largest Aviation Group in Africa and SKYTRAX certified Four Star Global Airlines has announced that in addition to being honored as the 'Best Airline in Africa', it has also won Best Business class in Africa 2018', 'Best Economy Class in Africa 2018' and topped among Skytrax's World's Top 100 Airlines 2018 list, moving up from number 48 last year to 40, as voted for by airline customers around the world.



## News Recap

### Ethiopian Inaugurates Flights to Jakarta



Ethiopian Airlines has inaugurated flights to Jakarta, Indonesia on July 20, 2018 at a colorful event graced by H.E. Mr. Imam Santoso, Ambassador of the Republic of Indonesia, Mr. Tewolde GebreMariam, Ethiopian Group CEO, Executive Management members, invited guests and journalists.

### Ethiopian MRO Engine Shop Completes Three Mega Projects



Ethiopian MRO Engine Shop has completed three mega projects, namely GENx-1B Engine Modular Maintenance, PW150A and APU131-9B Overhaul Capabilities. Ethiopian is working with (General Electric) GE Aviation for maintenance capability development of GENx-1B Engine which powers the Boeing 787-8 Aircraft. Phase one of the project scope is to work on Quick Turn, Modular Assembly and Disassembly of the engine. The project was smoothly completed with Ethiopian Civil Aviation Authority (ECAA) approval. With this, Ethiopian has become the 10th shop to join GE Maintenance Shops network and the 1st GE MRO Network in Africa. The Phase two project will continue with the aim of having Engine Test Cell by 2019 and Full Piece Part Overhaul level capability by 2022.



## News Recap

### **Ethiopian Airlines Group to Set up Aircraft Seat Cover and Other Interior Parts Manufacturing Facility in partnership with ACM Aerospace of Germany**



Ethiopian Airlines Group has finalized its feasibility study and signed a partnership business agreement with ACM Aerospace of Germany pursuant to the aerospace manufacturing development program it has embarked on. The purpose of the agreement is to set up a facility in Ethiopia that will manufacture and supply aircraft seat covers, safety belts, carpets and many other interior parts to ACM Aerospace as part of the company's line of production.

### **Ethiopian & DHL Global Forwarding Partner to Build the Leading Cargo Logistics Provider JV Company in Africa**



Ethiopian Airlines and DHL Global Forwarding signed a new agreement to form a joint venture company – DHL-Ethiopian Airlines Logistics Services Ltd., to build the Leading Cargo Logistics provider JV company in Africa; the company will be based in Ethiopia and do business in the entire continent of Africa, enhancing Ethiopia's logistics infrastructure and connections.



## News Recap

### **Ethiopian Airlines Receives Africa's Largest 737 MAX**



Ethiopian Airlines has taken delivery of the largest B737 MAX fleet in the Continent on July 2, 2018. The B737 MAX 8 features the new Boeing sky interior, highlighted by modern sculpted sidewalls and window reveals, LED lighting that enhance the sense of spaciousness ultimately boosting customers' experience. The environmentally friendly aircraft has a minimal carbon emission and consumes 15% less fuel than the 737-NG.

### **Ethiopian Airlines Aviation Academy Graduates 302 Aviation Professionals**



Ethiopian Airlines Aviation Academy (EAA), ICAO TRAINAIR Plus member and IATA authorized global training center, has graduated 302 aviation professionals on Saturday, July 14, 2018.

The graduates are from the aviation maintenance, Pilot training and School of marketing divisions of the academy and received their diplomas and achievement awards at the ceremony from Mr. Tewolde GebreMariam, Ethiopian Group CEO.





## News Recap

### International Coffee Day to be Celebrated in Ethiopia for the First Time

Ethiopian has launched International Coffee Day, which will be celebrated in Ethiopia, the land of origin of coffee, for the first time in November 2018 under the theme "Celebrate the International Coffee Day in the Land of Origins."

Ethiopia is the land of origin of coffee and has the most diverse and highly sought after premium coffee in the world. The celebration will bring together coffee producers, roasters, exporters, researchers, writers and coffee lovers from all over the world and will include an exhibition, a conference and a coffee tour to Kaffa, the region where coffee first originated and spread to the world. To this end, Ethiopian Holidays has prepared special coffee tour packages for participants in the International Coffee Day Celebration.





## Ethiopian in Pictures in July





## Ethiopian in Picture in July





## Testimony

### **“Being a good entrepreneur does not mean you have to own a business”**

#### **Strive Masiyiwa**

Strive Masiyiwa is a Zimbabwean businessman, entrepreneur, and philanthropist known worldwide for his investments and inspirational posts on his social media pages. He is the Founder and Executive Chairman of Econet, a diversified global telecommunications group with operations and investments in over 15 countries.

Mr Masiyiwa – who also serves on a number of international boards including Unilever, Rockefeller Foundation, the Council on Foreign Relations’ Global Advisory Board and the UN Secretary General’s Advisory Board for Sustainable Energy – recently shared a piece on his Facebook page applauding the ever-growing success of Ethiopian Airlines.

Excerpts: Congratulations to Ethiopian Airlines

Africa’s most successful airline adds airplane #100!

Under Ethiopia’s new leadership, change is happening at a breathtaking pace! The excitement was palpable. The young entrepreneurs I met are very hopeful. I had the opportunity to participate in a proud @AfricaMoment! Ethiopian Airlines had just added the 100th airplane to its fleet, the largest in Africa! This is an amazingly successful business in one of the toughest industries in the world. One of Africa’s oldest airlines at 72 years old, Ethiopian Airlines has survived times of extraordinary upheaval in the country’s and even Africa’s history.

This airline has seen everything: war, famine, bad governments, fuel price shocks and so on... But still it has thrived! It has survived despite the worst of conditions...

# Remember: A good soldier learns to fight in the conditions and not the conditions.

I met Ethiopian Airlines’ Chairman Abadulla Gemedo, Vice Chairman Dr. Arkebe Oqubay, and award-winning CEO Tewolde GebreMariam who began work there more than 30 years ago in the cargo traffic handling department, rising up the ladder and gaining experience in all parts of the business. I discussed with them why it has been successful.

Guess what... the three “Ps”!

# Product: For them, moving people in the air is not just their product. It is the unique mission in which they are constantly innovating. Even whilst I was there, they were starting a new direct route to Chicago the next day, and also a new destination, Geneva, that same week! This week they became the first African airlines to fly direct to Indonesia and there was more...

# People: Amazingly dedicated and highly skilled professional staff at all levels. The CEO and his team are humble and entrepreneurial. These guys could work anywhere in the world. They have a reputation for being corruption-free. This is probably why they have succeeded where many other state-owned enterprises failed.

# Process: They understand every aspect of modern business practice.

Well done, Ethiopian!

The post is available at Strive Masiyiwa’s Facebook page at the below link:

<https://www.facebook.com/strivemasiyiwa/photos/a.500176003390233.1073741828.496453373762496/2067104853363999/?type=3&theater>



## Corporate Social Responsibility



### **Ethiopian supports Copyright & Neighboring Rights Collective Management**

Ethiopian sponsored the travel cost of Artist Tsedenia Gebremarkos, External Communication and Board Member of Copyright & Neighboring Rights Collective Management Society of Ethiopia while heading to Abidjan to attend the International Confederation of Authors and Composers (CISAC) that will enable them to network to gain future support and benchmark the best practice of other countries.

### **Ethiopian Supports Ethiopian Orthodox Tewahedo Church 2nd Round Peace & Unity Council**

Ethiopian has shown its care towards the peace making between the two Synods by sponsoring the travel cost of the delegates from The Ethiopian Orthodox Tewahedo Church 2nd Round Peace & Unity Council while traveling to the US.

### **Ethiopian Supports Outstanding Students**

Ethiopian covered the travel cost of student Fatuma Nuru won complete scholarship at Kenyon College in Ohio and student Abel Haleskel, a differently abled Sport Science student at Addis Ababa University while he traveled to Washington DC, USA to participate at 54th Biennial National Association Conference. The Conference 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



## Visit

400 Gold Medal winners from Ethiopian higher learning institutions visited Ethiopian state-of-the-art facilities





## Picture of the month





## Area News

### Inaugural Flight Warmly Received in Jakarta



Ethiopian Airlines inaugural flight, which touched down at Jakarta Soekarno-Hatta International Airport on July 21, 2018, has been warmly received at the airport. H.E. Dr. Aklilu H/Michael, State Minister for Ministry of Foreign Affairs Ethiopia, H.E. Dr. Belachew Mekuria, Commissioner – Ethiopian Investment Commission, H.E. Mr. Imam Santoso, Ambassador of the Republic of Indonesia and Mr Mesfin Tassew, COO, Ethiopian Airlines were among those onboard the inaugural flight.

### Ethiopian Maiden Flight Warmly Welcomed in Barcelona



Ethiopian inaugural flight has been warmly welcomed in Barcelona. H.E. Mr Borja Montesino Martinez, Spanish Ambassador to Ethiopia and Mr Mesay Shiferaw, VP Corporate HRM were among those on-board the inaugural flight.

Ethiopian deployed the ultra-modern B787- 800 Dreamliner on the route which is operated four times a week. Barcelona is Ethiopian second destination in Spain, after Madrid, and the 13th city in its European network.





## Area News

### **ADD Sales Organizes Two Packages to Switzerland, France and Italy**



ADD Sales Office organized two packages to Switzerland, France and Italy. The packages were organized to promote the new route to Geneva, officially inaugurated on July 7, 2018. The package sales targeted prominent business people based in Addis Ababa, who can help promote and develop sales on the new route. The eight days' tour package covered an attractive tour to four European cities in three countries, namely, Switzerland, France and Italy. Milan and Venice are among the cities visited during the tour.

### **Gabon Area Office Promotes Ethiopian at Gabon WoodShow**



Ethiopian Airlines Area Office in Gabon has participated in Gabon WoodShow 2018 held at Libreville. The show which was organized by the Gabon Special Economic Zone (GSEZ) brought together more than 75 wood professionals from over 40 countries to share their experiences and innovative ideas.

### **Annual Travel Agency Award Ceremony at Kenya**



Kenya Area Office has conducted Annual Travel Agency Award Ceremony for top 15 travel agencies who were awarded certificate of appreciation for their outstanding performance in the year 2017. Ethiopian Deputy Ambassador to Kenya, IATA VP for Africa, and CEO and Chairman of Kenyan Association of Travel Agents have graced the event.



## Area News

### Abuja Area Office Promotes Ethiopian at Rotary Conference



Ethiopian Airlines Area Office in Abuja has promoted the airline at Rotary International District conference held in Abuja, Nigeria. The conference featured key personalities including the Rotary International President Representative PDG Keith Roffey along with the District Governor Engr. Nnoka Ember and the Honorable Minister of State for Petroleum Dr Ibe Kachikwu Emmanuel Ibe who expressed his gratitude and appreciation to ET for its contribution to the transportation and tourism sector.

### Dessie Station Promotes Ethiopian Mobile App at Wollo University



Dessie Station has promoted Ethiopian Mobile Application at a national conference that was held at Wollo University under the theme 'Science, Technology and Innovation for Sustainable Development'.

### India Area Office Promotes Ethiopian Cargo & Logistics Services on the Agent's Day in Chennai



Ethiopian Airlines Area Office in India co-hosted a Gala Dinner party to mark the 2018 Annual Sales Agent's Day in coordination with its South India Cargo CSA, Group Concord at The Residency Hotel in Chennai. The event was attended by more than 100 participants from top Cargo Sales Agents of the region, airport authorities and ground handling companies.



## Area News

### Congo Area Office Holds Seminar with Travel Agencies



Ethiopian Area Office in Congo Brazzaville, in collaboration with ASKY Airlines, conducted a Travel Agency seminar at Pefaco Maya Maya Hotel in Congo. At the seminar, top seller IATA/Non-IATA travel agencies of Ethiopian-ASKY were awarded. The award aims to encourage travel agencies to perform more in promoting Ethiopian new destinations, Ethiopian Holidays, ASKY vacation, Ethiopian Medical Packages, E-Visa, Ethiopian Mobile App and the like.

### Ethiopian Organizes FAM Trip for South Korea Travel Bloggers



Ethiopian organized familiarization trip for bloggers and tour operators from South Korea. The trip was meant to boost the tourist flow to Ethiopia by promoting the country's tourist attractions through Ethiopian Holidays tailor made packages. The trip was organized by Area Manager South Korea and Ethiopian Tourism Organization (ETO) in collaboration with Passenger Market Development Department.

### Ethiopian Organizes FAM Trip for Madagascan Visitors



Ethiopian Airlines organized familiarization trip for visitors from Antananarivo and Nose-be, Madagascar. The trip aimed at boosting sales by promoting tourist destinations in Ethiopia and Madagascar through Ethiopian Holidays' products.

### Ethiopian and ProMediniken Sign Agreement on Holiday and Medical Packages

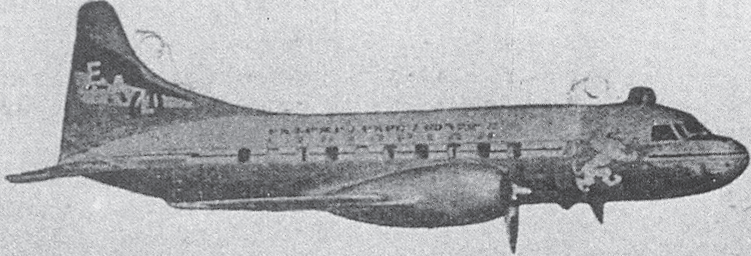



Ethiopian and ProMedliniken Hospital Group Germany signed an agreement on medical and holiday packages at Premium Passengers and Customer Care Office, inside C-9 Lounge. The agreement was signed by Mr. Kagne F. Asfaw, A/VP Marketing and Mr Norbert Seis, President and CEO of ProMedliniken Hospital Group.



**Back in the Days** →

Saturday, January 20, 1951.



**ETHIOPIAN AIR LINES**  
**ANNOUNCES INTRODUCTION OF**  
*Convair*   
 *Air Liners*  
To  
**CAIRO - ASMARA - NAIROBI**  
*EFFECTIVE JAN. 15th*  
DEP. ADDIS 1100 LST ARR. NAIROBI 1400 LST  
*EFFECTIVE JAN. 16th*  
DEP. NAIROBI 1100 LST ARR. ADDIS 1400 LST  

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*EFFECTIVE JAN. 17th*  
DEP. ADDIS 1030 LST ARR. CAIRO 1755  
**VIA ASMARA & Pt. SUDAN**  
*EFFECTIVE JAN. 18th*  
DEP. CAIRO 0800 LST ARR. ADDIS 1630  
**VIA ASMARA**  
**The "Wonderland" Route**

**Source:** Bringing Africa Together - The Story of Ethiopian Airlines (1988)



## International & Local Press Clippings

**FlightGlobal**  
USA

<https://www.flightglobal.com/news/articles/pictures-ethiopian-receives-its-first-737-max-8-449898/>

**Airlinerwatch** SEATTLE

<https://airlinerwatch.com/ethiopian-to-receive-first-737-max-8-out-of-30-ordered/>

## Ethiopian to receive first 737 MAX 8 out of 30 ordered

By Editorial Board, Jul 03, 2018



Seattle - Boeing delivered the first 737 MAX 8 to the largest airline operator in Africa, Ethiopian Airlines. It is the first of thirty MAX 8 ordered by Ethiopian.

**CAPA**

<https://centreforaviation.com/news/ethiopian-airlines-receives-first-737-max-816587>

3-Jul-2018 2:20 AM

## Ethiopian Airlines receives first 737 MAX

Ethiopian Airlines received (02-Jul-2018) one Boeing 737 MAX 8 (ET-AVM, MSN 62446), the first of 30 737 MAX aircraft on order. The aircraft is configured with 160 seats. Once deliveries are complete, the carrier will operate the largest 737 MAX fleet in Africa. Ethiopian Airlines currently operates 73 Boeing aircraft. [more - original PR] [more - original PR - II]



## International & Local Press Clippings

BBC

NEWS

<https://www.bbc.com/news/world-africa-44870778>

### Ethiopian Airlines makes historic flight to Eritrea

18 July 2018

f [social icons] Share

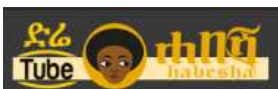
Ethiopia and Eritrea peace agreement



REUTERS

Friends and relatives split up by the war have been reunited after 20 years

Roses and champagne have been given to passengers on the first commercial flight between Ethiopia and Eritrea in 20 years.



<https://diretube.com/play/2018/05/22/saa-learn-from-ethiopian-airlines/>

Ethiopian was mentioned in 335 Global media outlets.



## Selfies and roses as Ethiopians board first flight to Eritrea in 20 years

By Stephanie Busari, CNN and Segun Akande, for CNN  
Updated 0944 GMT (1744 HKT) July 18, 2018



Passengers are welcomed by cabin crew inside an Ethiopian Airlines flight who departed from the Bole International Airport in Addis Ababa, Ethiopia, to Eritrea's capital Asmara on July 18, 2018. (Photo by Maheder Haileselassie Tadese / AFP/Getty Images)

### News & buzz



Han Solo's jacket could sell for \$1 million at auction



DJ Cuppy, DJ Switch are among Nigeria's female DJs spinning...



<https://abcnews.go.com/International/ethiopian-man-finds-family-eritrea-18-years/story?id=56714021>

## Ethiopian man finds his family in Eritrea after 18 years

By REUTERS Jul 23, 2018, 10:57 AM ET



Addisalem Hadgu, reacts as he embraces his daughters, after meeting them for the first time in eighteen years, at Asmara International Airport in Asmara, Eritrea, July 18, 2018.



## International & Local Press Clippings



<https://www.africanaerospace.aero/us-advisory-council-on-doing-business-in-africa-visits-ethiopian-airlines.html>



<https://www.thereporterethiopia.com/article/ethiopian-forges-partnership-dhl-provide-logistics-services>



Ethiopian Airlines Cargo and Logistics Services newly built terminal

## Ethiopian forges partnership with DHL to provide logistics services

### What Lessons Can SAA Learn From Ethiopian Airlines?

Last updated: May 22, 2016

MUSIC



The first thing that struck me was an incredibly modest headquarters just outside Addis Ababa's airport and this, I think, gives you an idea of where they're placing their resources.

Dr Greg Mills, director Brenthurst Foundation







# ETHIOPIA

## Epic Trips: Uncovering Ancient Rituals and Secrets in Ethiopia



Famed for its coffee, wildlife, and ancient architecture, Ethiopia is fast becoming one of Africa's biggest tourist draws, and for good reason. We've done some investigating and highlighted some of the most extraordinary sites that the country has to offer

Addis Ababa—a name that means 'New Flower'—is home to over 3 million people, and is certainly a city in blossom. Over the past decade, tourism rates have risen by 10 percent, a figure which is increasing every year, and it's not difficult to see why. Addis Ababa offers everything from dancing (swing, salsa, and traditional Ethiopian options available), museums, cathedrals, spacious parks, and of course, the best of local cuisine.

We recommend you try a thick slice of sourdough bread with some spicy Kifto, a marinated beef delicacy which is truly out of this world.

See also: [Epic Trips: Chasing The Northern Lights By Private Jet In Iceland](#)

### Tribal traditions



Of course, no trip abroad is complete without engaging with local cultures and traditions, and Ethiopia has some of the richest around. Lightfoot Travel agent, Steph—who was born and raised in Ethiopia herself—was approached by clients who were eager to be introduced to the Hamar tribe, an Omotic community based in the southwestern region of Ethiopia, famous for their <bull-jumping> coming of age ceremony and distinctively dyed red hair.

Steph tailored the trip with characteristic care and consideration. Clients were invited to assist in preparations for the bull-jumping festival, and to partake in a celebratory feast following this exhilarating and ever-so-slightly hair-raising experience.



# ETHIOPIA

## Into the wild



Move over Out of Africa, because the landscape of Ethiopia's national parks can easily beat the finest cinematography on offer. Ethiopia is host to one of the most diverse and rich eco-scapes on the planet, and with baboons, capras, nyalas, and turacos to observe, you'll be narrating your own nature documentary alongside David Attenborough in no time.

In Ethiopia, a total of 20 national parks constitute over 17,000 square miles of natural landscapes and protected habitats.

## Ancient discoveries



For Indiana Jones enthusiasts, young and old, Ethiopia is a treasure chest of ancient archaeology. Structures and buildings from as early as the eighth century still stand in extraordinarily good condition, largely owing to the country's warm and dry climate, which range from Mesopotamian-inspired houses to Askumite monasteries—each site revealing a unique picture of the country's diverse history.

Ethiopia is also rumoured to be the home of the legendary 'Ark of the Covenant', and while it hasn't been discovered yet, it highlights one of the most joyful aspects of Ethiopian travel—the secrets and wonders yet to be unveiled.

<https://hk.asiatatler.com/life/epic-trips-ethiopia>



## 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](http://www.ethiopianairlines.com)



[www.facebook.com/ethiopianairlines.com](http://www.facebook.com/ethiopianairlines.com)



[www.twitter.com/flyethiopian](http://www.twitter.com/flyethiopian)



[www.youtube.com/flyethiopian](http://www.youtube.com/flyethiopian)



<http://ethiopianairlines.com/ethiopianairlinesCN>



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