

What's up @ ET

Ethiopian
የኢትዮጵያ
THE NEW SPIRIT OF AFRICA
A STAR ALLIANCE MEMBER

March 2018

On March 8, We Flew to Inspire the African Girl!



Opening 3 New African Destinations in a Day!





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News Recap

This African Airline Wants to Be the New Emirates

Ethiopian Airlines is growing by leaps and bounds, challenging the regional dominance of foreign carriers and now expanding into the U.S.



The Wall Street Journal recently published an article on Ethiopian Airlines highlighting the Airline's continued success in multiple aspects, challenging European and Middle Eastern airlines. The piece also mentions the ever expanding network of Ethiopian in tandem with its growth, the expansion work at Bole International Airport, the Airline's hotel project and the successful autonomous management Ethiopian enjoys. The article goes,

"A new global air hub is developing in an unlikely place: this highland capital in East Africa. Over the past decade, state-owned Ethiopian Airlines has become Africa's largest carrier and bought stakes in continental rivals while quadrupling its passenger count to nearly 10 million. It has built one of the world's youngest fleets, including dozens of Airbus SE and Boeing Co. planes. For the first time, an African airline is challenging European and Middle Eastern airlines' commercial dominance of the continent's skies. And now, Ethiopian Airlines is also pushing into North America, adding a fifth destination—Chicago—this year."

The article also includes comments from experts and passengers. Mairéad O'Grady, a 30-year-old educator from Washington DC who flew on Ethiopian to Uganda recently said, "It was a combination of the cost and the flight time; it seemed like the best of both options."

The article is also available at the website of The Wall Street Journal at the below link with subscription: <https://www.wsj.com/articles/how-an-african-airline-is-taking-over-the-continents-skies-1520514000>



Blue Skies Ahead



Ethiopian Group CEO Ato Tewolde GebreMariam was recently interviewed and featured on Beijing Review magazine and ChinaAfrica. He shed light on a wide array of topics pertaining to the airline and Africa's aviation industry. The piece also highlighted the multifaceted growth Ethiopian Airlines has been seeing in recent years, driven by its Vision 2025 which is now in its 8th year of implementation.

Commenting on the factors that contributed to the Airline's success, Ato Tewolde says, "Many factors have contributed to the success of our Airline. Firstly, it is the human capital and credit goes to the more than 13,000 of my colleagues who work tirelessly day and night for the Airline's success. Secondly, the airline is run by aviation professionals with a depth of experience in the industry. Thirdly, we have learned from our Chinese friends the virtue of long term planning. Accordingly, over the last seven years we have been implementing a strategic growth plan Vision 2025 which enabled us to grow the airline threefold in all parameters during this period."

The CEO also commented on the airline's excellent customer service, the challenges Africa's aviation industry is grappling with and the way out, including the launch of the single African Air Transport Market.

We invite you to read the full Article which is available at the link: http://www.chinafrica.cn/Travel_Page/201803/t20180310_800121701.html



Why Ethiopian Airlines is now Africa's Best Carrier?

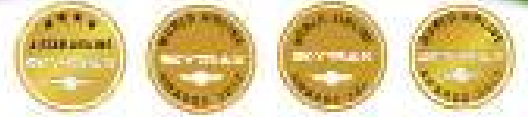
Ethiopian has always been in the limelight for thriving amidst all the challenges facing Africa's aviation industry. Last week, the airline was once again featured in the British online news outlet The Independent in relation to its continued success and its upcoming addition of three flights each week from Addis Ababa to Heathrow.



In the article, the Travel Correspondent of The Independent, Simon Calder writes:

"One certainty about airline awards used to be that SAA would win Best African Airline. Not any more. If you want to fly on the continent's best airline, with the world's most modern aircraft, then it has to be Ethiopian. During traumas from famine to revolution, the airline has managed to deliver those two elusive qualities: customer service and profit (last year, which was a lean one, it made about £9 per passenger). From June, Ethiopian steps up services from Heathrow with three extra round trips each week to its Addis Ababa hub."

The full article is available on the Independent's website at the link below: <http://www.independent.co.uk/travel/news-and-advice/ethiopian-best-airline-south-african-airways-profit-loss-africa-travel-a8258836.html>



Ethiopian Women Control ET's Buenos Aires Debut Flight on March 8

Ethiopian colorfully marked the International Women's Day with an all women crew operated flight to Buenos Aires, Argentina with the state-of-the-art and comfortable B787 aircraft. The flag carrier linked Buenos Aires, the world's capital of Tango, home of centurion old buildings and a vibrant cultural scene, with Africa while observing the International Women's Day with various proceedings.





Ethiopian Names Olympic Champion, Tirunesh Dibaba, as Brand Ambassador

Ethiopian Airlines is proud to announce that it has named Three times Olympic Gold Medallist, Tirunesh Dibaba as its Brand Ambassador on March 8, International Women Day, while the airline launched its debut flight to Buenos Aires, its 6th gateway to the Americas, with an all women operated flight.



H.E. Mauricio Macri, President of Argentina, Gives Ethiopian Delegates a Red Carpet Treatment





112 Package Travelers from Addis Ababa Join Inaugural Flight to Argentina

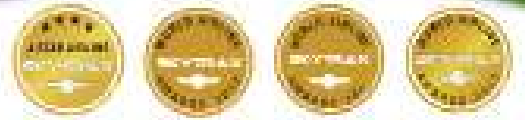
In the effort to promote the new flight services to Argentina and boost leisure travel out of Addis Ababa, ADD Sales organized a package travel to 112 of its customers to Argentina and Brazil. The holiday package travel covered an incredible tour to the three iconic cities of Argentina and Brazil namely Buenos Aires which is known as “Paris of Latin America”, Rio De Janeiro and Sao Paulo the renowned touristic cities of Brazil.



Kisangani, Mbuji Mayi and Nosy-Be Joined Ethiopian Global Network

Ethiopian Airlines has launched three new flights to Kisangani and Mbuji Mayi in the Democratic Republic of the Congo (DRC) and Nosy-Be in Madagascar today, March 27, 2018.



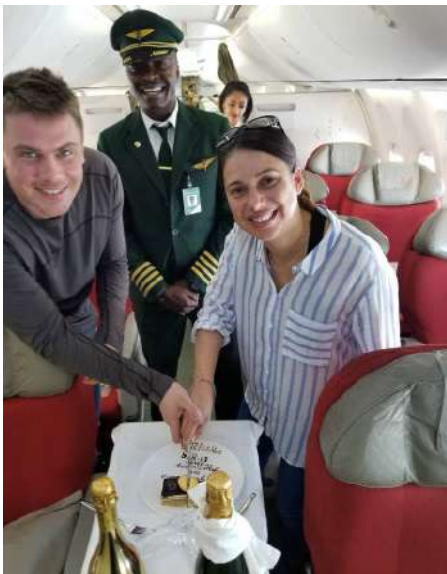


Love is in the Air!

Ethiopian Celebrates Marriage at 39,000FT

The sky observes Ethiopian Captain, Adedotun Oshagbemi, marrying Françoise Gontier and Filip Huygens high at 39,000FT aboard Ethiopian flight on March 7, 2018.

The couple was on-board Ethiopian for their flight from Addis Ababa to the Seychelles while the captain presided over the wedding in the midst of the flight cruising over the Indian Ocean. 48 passengers and 8 crew members also joined in the celebration to mark the matrimony.



Surprise Proposal Onboard Ethiopian Flight

Ethiopian Gold Member Mr. Ibrahim Adjani made a surprise proposal to his girlfriend on board Ethiopian flight from Addis Ababa to Seychelles on March 1, 2018. Ethiopian Holidays, In-flight Catering, Customer Services and Seychelles Area Office collaborated and facilitated arrangements for Mr. Ibrahim to make a memorable proposal onboard the flight.





Ethiopian State-of-the-art Cargo Terminal-II Goes Fully Operational!

The state-of-the-art cargo facility of Ethiopian Airlines has commenced full operation as of March 14, 2018. The new facility, which was inaugurated in June 2017, has a capacity to handle 600,000 tons of cargo per annum and is equipped with modern cargo handling equipment.



Ethiopian & Aurora Celebrate Five Years of Partnership

Aurora Aviation, a flight support company organized a ceremony on March 10, 2018 at Addis Ababa Hilton Hotel to celebrate the five years of ground handling business relationship with Ethiopian Ground Services. Speaking at the event, Mr. Mario Veiga, the regional director of Aurora Aviation appreciated the professional support they have been receiving from Ethiopian Ground Services for the last five years, which paved the way for a long term business partnership between the two. He also expressed his confidence that the business relationship between Ethiopian Ground Services and Aurora Aviation will be enhanced further.





Adiss Ababa International Airport undergoes security audit by UK's DFT with no Finding

UK Department of Transportation (DFT) security audit was conducted recently at ADD International Airport. The audit covered cargo security procedures, catering security procedures, hold baggage protection and screening, aircraft search and protection, baggage reconciliation, passenger and pass issuance and general airport security. The audit team conducted their inspection at different points within Addis Ababa Bole International Airport and Ethiopian premises. The audit was closed with no finding and full compliance to the DFT's security procedures. The audit team also called for continuous implementation and compliance with UK security procedures.



EAA Awards Diplomas to 53 Graduates

Ethiopian Aviation Academy (EAA), Authorized Training Center of IATA, awarded International Diplomas to 53 aviation professionals who attended IATA Foundation in Travel & Tourism course at the Academy for four months and got certified to join the Travel Industry in Airline Sales & Marketing fields.

EAA is now registering new applicants for this program & others via <https://www.ethiopianairlines.com/ea>





Ethiopian Group CEO, UN-ECA Executive Secretary hold Discussion on Attracting International Events to Ethiopia

Ethiopian Group CEO Mr Tewelde GebreMariam and Executive Secretary of the United Nations Economic Commission for Africa (UN-ECA), Ms. Vera Songwe held a discussion on forming a long-term relationship to attract international Meetings, Incentives, Conferences and Exhibition/Events (MICE) to Ethiopia. The meeting was held on March 29, 2018 at Ethiopian Headquarters.

Following the meeting with Ethiopian Group CEO, UN-ECA Executive Secretary, Ms. Vera Songwe visited the state-of-the-art facilities of Ethiopian accompanied by her colleagues Mr. Carlos Haddad, Director Division of Administration, Mr. Ali Todaro, Chief Conference Management Section, and Mr. Jean-Marc Koumoue, Chief, Protocol, Visa & Liaison Services Unit.



Ethiopian MRO Calibration Laboratory Celebrates Its ISO / IEC 17025 Accreditation

Ethiopian MRO Calibration Laboratory has colorfully celebrated its ISO / IEC 17025 Accreditation in the field of Calibration by ANSI-ASQ National Accreditation Board of the United States (ANAB), on March 8, 2018. ANAB is an International Laboratory Accreditation Cooperation (ILAC) signatory.





Ethiopian Participates in International Women's Day Celebration Organized by Transport Ministry

Ethiopian Airlines participated at a panel discussion organized by the Ministry of Transport at Ras Hotel on the occasion of the International Women's Day. The panel discussion was attended by women from different offices and agencies under the ministry. Wro Tigist Tassew, Manager Government & Industry Affairs, received certificate from H.E. Ato Million Mathewos, State Minister of Ministry of Transport, representing Ethiopian Airlines and all women employees of the airline.



Welayta Dicha Football Club Receives Warm Welcome at Addis Ababa Bole International Airport

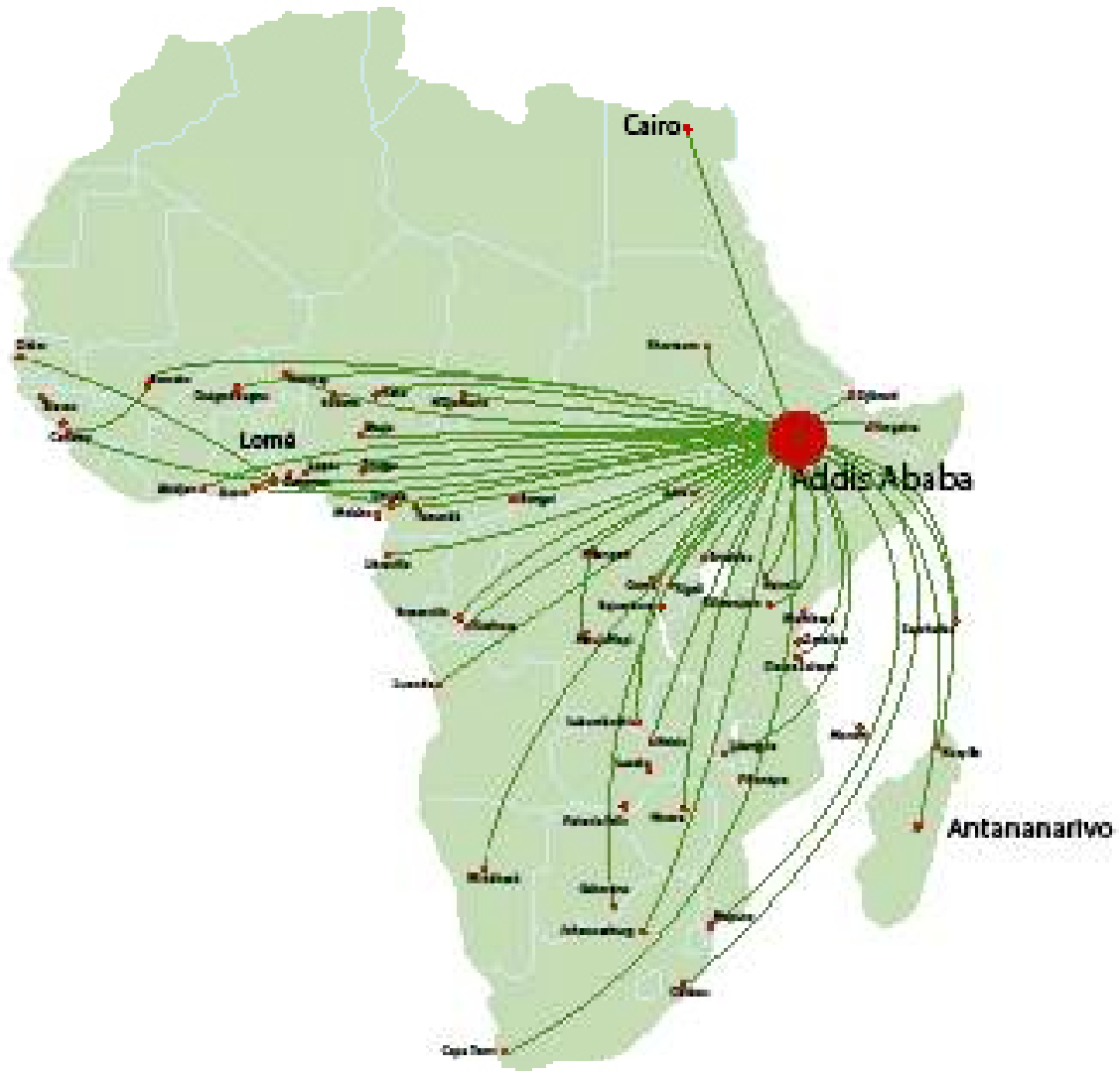
Ethiopian Welayta Dicha has received a warm welcome on arrival at Addis Ababa Bole International Airport on March 20, 2018 after winning its counterpart Egyptian Zamalek with a penalty shootout at Al Salam Stadium in Cairo. ADD sales and ADD Airport team extended warm welcome for the team at the airport and facilitated smooth transfer of the team to Hawassa.





Did You Know That?

Did you know that Ethiopian Flies to More Than 58 African Destinations with 412+ Weekly Flight Frequency?





Visit

Ministry of Transport Research and Development Division Visit Ethiopian

Ministry of Transport Research and Development Division, newly established center, led by the Directorate Director Ato Tadesse Tefera have conducted a benchmarking visit to Ethiopian Airlines Research and Development (GRAND) platforms.



Minister of Health Delegation Visit Ethiopian

A delegation from the Ministry of Health led by Minister of Health H.E. Prof. Yifru Birhan visited Ethiopian on March 6, 2018. Upon arrival at Ethiopian premises, the delegation was warmly welcomed by Dr. Saba Fikru, Head Medical and Health Services. H.E. Prof. Yifru and his companions also met and discussed with Ethiopian Group CEO Ato Tewolde Gebremariam.





German Ambassador and Embassy Staff Visit Ethiopian

Ambassador of Germany to Ethiopia, H.E. Ambassador Brita Wagener and 86 German Embassy staff visited Ethiopian today, March 12, 2018. The group had a tour of Ethiopian premises and facilities including Ethiopian MRO, Aviation Academy, Ethiopian Cargo and Logistics Services as well as simulators. The ambassador and all her companions were delighted with the visit.

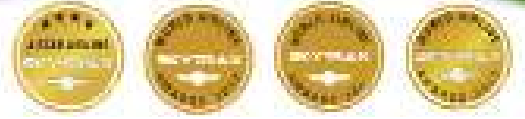


45 Executives Representing 40 French companies visited Ethiopian

The executives were drawn from the French Business Confederation MEDEF (“Movement of the Enterprises of France”), and were led by the Confederation’s Chairman Mr. Pierre Gattaz.

The delegation visited Ethiopian state-of-the-art facilities including Ethiopian Aviation Academy, Ethiopian Cargo and Logistics Services as well as simulators. The business executives were delighted with the visit and said, “We did not expect such modern facility in Africa.” The high-level visit took place in the context of the 5th Ethio-French Business Forum which was held in Addis Ababa.





High Level Officials from DHL Visited Ethiopian Facilities





Testimony to Ethiopian

Why is Ethiopian Airlines Doing So Well?

Editor's note

On Tuesday struggling South African Airways suspended its CFO over disciplinary issues, while Ethiopian Airlines commemorated its [first all-female crew flight to Buenos Aires](#), aboard a Boeing Dreamliner, with a welcome by Argentinian president Mauricio Macri.

The contrasting experience sums up the latter's unassailable position as the undisputed market leader in Africa. While [others struggle](#) Ethiopian is pursuing a "Vision 2025" strategy to become the "most competitive and leading aviation group in Africa."

It's going well.

The Star Alliance member became the second carrier globally to take delivery of Boeing's coveted Dreamliner in 2012, and is adding 61 aircraft to a fleet of 94. It recently announced plans to revive Zambia's failed national airline and is reportedly in similar talks with Ghana and Nigeria. [Profits in 2016](#) were higher than all other African carriers combined

It's the kind of story usually associated with the luxury airlines of the Gulf States, and a far cry from the rest of Africa's aviation experience.

So what is the secret behind all this? There is no magic at play here - more than anything it is simply an illustration of what can be done with [competent management and a coherent strategy](#).

This report reflects the views of the The Author alone, not those of CBL-ACP





Corporate Social Responsibility

Ethiopian Encourages its Employees to take part at Social Events

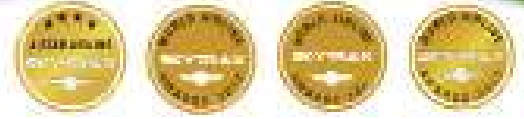
Ethiopian sponsored the 15th edition of the annual Women First 5km Run that was held on 11 March, 2018. Ethiopian funded 100 of its female employees to participate at the 5km Run. Ethiopian encourages internal employees to participate at different social events.



Ethiopian Encourages the Youth

Ethiopian sponsored Mr. Natnael Sisay's travel to Narita, Japan enabling him to gain more experience at the KQBOTA Corporation on Agricultural Machinery – Winnowing Machine which is one of his creative works. Mr. Natnael was one of the awardees at the 7th National Science and Technology Innovation for his creativity. Ethiopian encourages the youth that can help them to achieve their dream.





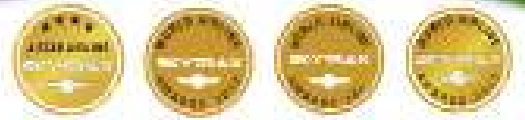
Ethiopian and UNEP seals an Agreement to Protect the Environment

...Plant One Tree for Every Passenger Flown...

Ethiopian and United Nations Environment Program signed an agreement towards greening the Airline's operation on March 20, 2018.

The agreement mainly focuses on the development of 'Plant one tree for every passenger flown' campaign which will be in collaboration with UN environment's ongoing REDD+ programme in Ethiopia. The objective of the project is to plant 9 million trees in the name of Ethiopian Airlines in different regions of Ethiopia. Besides, the agreement inculcates the provision of training on sustainable consumption and production, integrated waste management, hazardous chemical treatment and capacity development on air quality monitoring to Ethiopian training system.





Major Events in March

Celebration of International Women's Day

"There are no glass ceilings for Hard Working women at Ethiopian Airlines."



Adiss Ababa Sales Office



Ethiopian Cafeteria Services



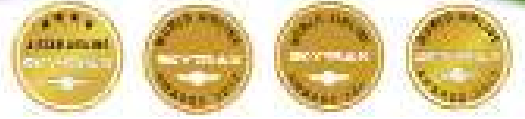
Ethiopian Cargo and Logistics Services



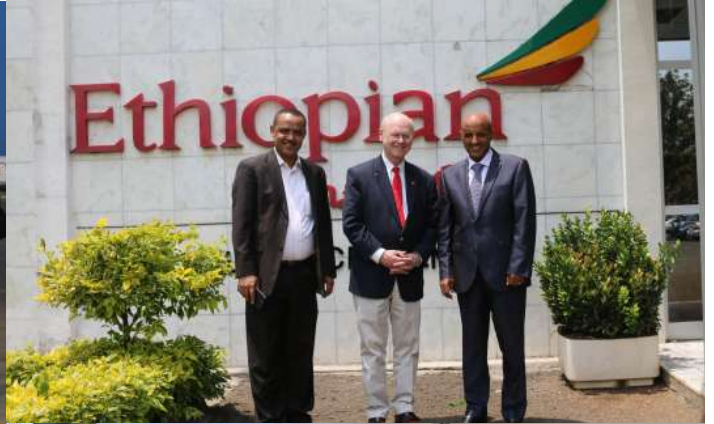
Ethiopian Global Call Center

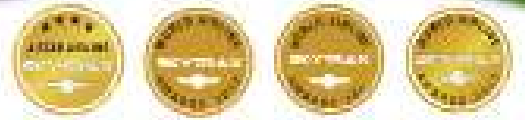


Ethiopian MRO



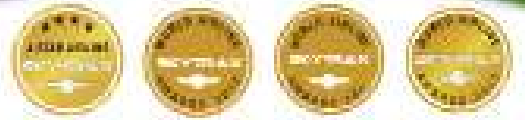
Ethiopian in Pictures in March





Ethiopian in Pictures in March (continued)





Picture of the Month





Area News

Ethiopian Nominated as Preferred Carrier for the Delegates of Africa Forum in Nigeria 2018

Ethiopian Airlines has been nominated as a preferred carrier for the delegates of Africa Forum In Nigeria 2018, organized by The Chartered Institute of Logistics and Transport (CILT) which is the leading International Professional body for all sectors of the Transport and Logistics Industry with members across 100 countries.



Ethiopian Wins 'Best Supporting Foreign Airline In Nigeria' Award

Ethiopian Airlines has won 'Best Supporting Foreign Airline In Nigeria' by the National Association of Nigerian Travel Agents (NANTA) during the annual General Meeting of the association held on March 23, 2018 in Port Harcourt in the presence of all travel agents from all over Nigeria.



Meanwhile, Ethiopian Area Office in Lagos promoted ET at a joint event organised by Chengdu Business Group and Chinese Women Association in Nigeria on March 25, 2018. Similarly, Lagos Area Office also participated in the Indian Community Gathering which was held in Lagos on March 17, 2018.





Victoria Falls Area Office Colorfully Celebrates One Year Service

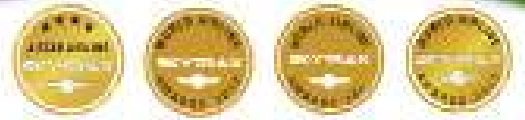
Victoria Falls Area Office colorfully celebrated its one year service and welcomed the Dreamliner touching down at Victoria Falls for the first time. The Civil Aviation Authority of Zimbabwe (CAAZ), Director Airports, Zimbabwe Council for Tourism Representative and key players in the tourism industry have graced the event.



Jakarta Area Office Participates in ASTINDO Travel Fair 2018

Ethiopian Area Office in Jakarta in collaboration with the Ethiopian Embassy participated in the ASTINDO Travel Fair which was held from March 2 - 4, 2018. The travel fair is a platform where travel and tourism industry could meet directly with consumers to gain information access on traveling to various tourist destinations in Indonesia and overseas. At the event, ET team made presentations about Ethiopian Airlines and tourist attractions in Ethiopia and Africa followed by question and answer session.





USA Regional Office Promotes Upcoming Chicago Service

Ethiopian Regional Office in USA held its first promotional campaign in Chicago in the presence of invited guests including representatives from different African communities, religious institutions, restaurants and others. The promotional event was successful and all are eagerly awaiting the inaugural flight. The event enjoyed wide media coverage including by a well-known Ethiopian American journalist.



North Sudan Area Office Promotes Ethiopian at an Expo

North Sudan Area Office has promoted Ethiopian passenger and cargo services at Sudan Agro-food & Packaging Expo held in Khartoum from March 4-6, 2018. ET's team and General Sales and Service Agent (GSSA) promoted the airline from a spot at the venue of the expo, and discounts were provided for participants of the event.





Bahrain Area Office Promotes Ethiopian at Grand Travel Mart

Ethiopian Airlines Area Office in Bahrain took part in a Travel Mart hosted by Kanoo Travel Group and Lulu Hypermarket from March 3- 4, 2018 at Ramli Mall, one of the biggest malls in Bahrain. As a participant of the event, Ethiopian got a chance to promote its services and products to the market in its dedicated stall.



Blantyre Area Office Sponsors SCORA Africa Boot Camp Conference

Ethiopian Area Office in Blantyre sponsored SCORA Africa Boot Camp conference on violence against women held at Lotus Hotel in Blantyre, from March 10-14, 2018. More than 100 participants including H.E. Dr. Saulosi Chilima Vice President of Malawi, Minister of Health, high level dignitaries and reporters attended the conference. The conference was opened with a speech by H.E. Dr. Saulosi Chilima. At the event, Mr Nesebho Hailu, Traffic and Sales Manager Blantyre also presented a gift to the Vice President.





Ethiopian Embassy in Kuwait Bids Farewell to Outgoing Area Manager and Welcomes Incoming Area Manager

Ethiopian Embassy in Kuwait bids farewell to former Area Manager Ato Yonas Asfaw and welcomed the newly appointed Area Manager Ato Samson Arega.



Likewise, partner companies and prominent General Sales Agent (GSA) offices in Kuwait organized similar farewell and welcoming event for both the outgoing and the incoming Area managers. The Area Office has also celebrated ACE Gold achievement.



Kuwait Area Office Participates in the 2nd Spring Heritage Cultural Festival and International Women's Day celebration

Ethiopian Area Office in Kuwait in collaboration with the Ethiopian Embassy participated in the International Women's Day Celebration and the 2nd Spring Heritage Cultural Festival.





Nairobi Area Office Celebrated Chinese New Year

Ethiopian Area Office in Kenya sponsored Chinese New Year celebrated on March 3, 2018 at the University of Kenya organized by Kenya Overseas Chinese Association. The event was attended by the Ambassador of People's Republic of China to Kenya.



In addition, Area Office Kenya has sponsored Israeli Food and Wine Festival organized by Baraka Israel and Embassy of Israeli in Kenya on 10 & 11 March 2018 at Dusit D2 Nairobi Hotel with close to 1,000 visitors on each day. During the event ET had the opportunity to promote its products from a dedicated stand with visitors.





New Delhi Area Office Sponsors Ghana's Independence Day Celebration

Ethiopian Airlines Area Office in New Delhi sponsored the 61st Independence Day Anniversary of the Republic of Ghana organized by Ghana High Commission in New Delhi on March 12, 2018. This year also marks 61 years of diplomatic relations between Ghana and India. The event was attended by over 500 guests from the diplomatic corps, officials of the Government of India and Ghana as well as businesspeople from India.



Arba Minch Station Congratulates Welayta Dicha Football Club

Arba Minch Station congratulated Welayta Dicha Football Club on the victory in their first ever participation in CAF Confederation Cup representing Ethiopian football clubs. The station warmly received members of the club who were at the airport for their trip to Jimma to play in a local match, and held a colorful cake cutting ceremony to celebrate their victory.





Back in the Days!



Complete 'Ethiopianization' of the airline was achieved by 1974...taken from Bringing Africa



International & Local Press Clippings

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It's a matter of opportunity, not a capability

BY FASICA BERHANE

ADDIS ABABA – “if equal opportunity is given to women, all the perceptions and expectations to what women can and can't do will vanish once and for all” said Kalkidan Girma a co pilot to Boeing 777 and 787 on Ethiopian on an all-women-operated recent flight dispatch to Buenos Aires, Argentina. “I am optimistic about the future to hear

See It's a matter ... Page 2

The Reporter, March 3, 2018 Vol. XXII No. 1121

Ethiopian teams up with Microsoft to incubate IT professionals

By Kaleyesus Bekele

Africa's largest airline, Ethiopian Airlines, has teamed up with the global IT giant, Microsoft, to launch young Ethiopian IT professionals training center.

Ethiopian IT department has joined forces with Microsoft 4Africa on ICT skills development program. The collaboration aimed at launching a new App Factory in Ethiopia. According to Microsoft 4Africa, the Factory will train young ICT graduates and equip them with skills that would enable them to become ICT professionals and software engineers in the airline industry. After completing their apprenticeship, the young graduates will have access to jobs at Ethiopian Airlines and its affiliate airlines in Africa.

Ethiopian IT department, heads, representatives of Microsoft and Sabre – the US IT solutions provider – on Thursday, made presentations about their products and services at the Ethiopian Aviation Academy.

Miretab Teklay, director of Ethiopian digital, told The Reporter that with the support of Microsoft, Ethiopian Airlines will launch an IT training center at the Ethiopian Aviation Academy. He said that the program, which will transform into a department at the Academy, will recruit fresh university graduates and train them as IT airline solution developers.

Airlines spend millions of dollars to procure IT solutions every year. The management of Ethiopian now wants to build in-house capacity to develop travel software's and other IT airline cut costs that would enable the airline to cut costs.

Ethiopian has 100 IT professionals and recently they have developed a mobile app that enables customers to transact with the airline. The airlines passengers now can book their flight, pay and board using the new mobile app.

Miretab said that passengers are now getting used to the new mobile app.



Miretab Teklay, director of Ethiopian digital

According to him, four percent of the ticket sales is done through the new app. Ethiopian total online sales has reached 15 percent and the airline now plans to boost its sales to 50 percent.

Furthermore, he added that the planned IT training department would first train professionals for Ethiopian but later it would start training professionals that would come from other African airlines.

Amrote Abdella, Regional Director of Microsoft 4Africa, who was an employee of Ethiopian Airlines many years ago, reckoned the time when the airline was transforming from the use of type writers to computers. Amrote said that, since the adoption of computers back in the days, Ethiopian has exponentially

done very well in terms of developing its IT infrastructure. “Ethiopian has done exemplary job,” she said.

Ethiopian Airlines Group, Tewelde Gebremariam (CEO) said that IT development was one of the four pillars of the Vision 2025, the airlines 15-year growth strategy. “We are witnessing a dynamic change in the ICT world in our age. Young professionals are lucky enough to be part of this fast-changing world,” he told young trainees of the Ethiopian Aviation Academy.

Aviation experts claim that digital skills are the key driving force in enhancing the competitiveness of an airline in today's challenging airline industry.

Photo by: The Reporter/Charm Gebreyohannes

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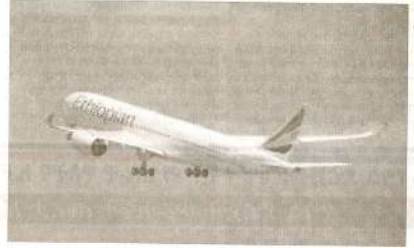
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THE ETHIOPIAN HERALD WEDNESDAY 21 MARCH 2018

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National

Ethiopian, RSB sign MoU

BY TEWODROS KASSA

ADDIS ABABA - Ethiopian and the United Nations (UN) umbrella organization the Roundtable on Sustainable Biomaterials' (RSB) yesterday signed a partnership agreement to work together on aviation bio-fuel and support Climate Resilient Green Economy (CRGE).

The first African 2018 RSB Aviation Biofuel Summit held yesterday in Addis Ababa.

After the signing ceremony, Ethiopian Chief Financial Officer Meseret Bitesw said that the agreement is part of the airline's corporate social responsibilities to protect environmental damages. Ethiopian has three initiatives to implement environmental damages protection, he added.

"Changing our airplanes with a new



one and practicing plant seedling in the name of our every passenger are among the core activities of Ethiopian to control carbon emission," he said.

The Agreement is an important milestone to implement our pro-environment project and support our activities so far, he emphasized.

Utilizing biofuel for airlines have two benefits, one is cutting fuel price which is a major expense of airlines accounting 30-40 percent, and the

other is promoting environmental friendly economy, according to him. Biofuel is cheaper and has less impact on environment compared to the widely used fuel worldwide, he underlined.

He indicated that RSB will assist Ethiopian in realizing its objective of broadening biofuel consumption and environmental protection.

Accordingly, the Agreement would pave ways towards developing a sustainable aviation industry in Ethiopia and beyond.

The Roundtable on Sustainable Biomaterials (RSB) is a global, multi-stakeholder independent organization that drives the development of a new world bioeconomy through sustainability solutions, certification, and collaborative partnerships.

ar 20, No. 1004 Sunday Mar. 4, 2018



Ethiopian Airlines to start flying to Malagasy's largest, busiest tourist resort

Ethiopian Airlines announced that it will start flying three times a week to Malagasy's largest and busiest tourist resort, Nosy-Be, on March 27, 2018.

According to a press release, Nosy-Be is Ethiopian's second gateway to Madagascar after Antananarivo.

Nosy Be, which is considered one of the most beautiful tourist destinations of Africa, will widen the menu of leisure destination choices for tourists from all over the world, the airline said.

"Ethiopian will continue to expand and deepen its footprint in Africa with a view to supporting the growth of tourism, business, trade and investment between the continent and the rest of the world", the release quoted Ethiopian Group CEO Tewolde Gebremariam.

(Ethiopian News Agency)

Ethiopian Joins Microsoft to Launch AppFactory

■ The Appfactory will enrol 15 trainees in the first round

By SOLOMON YIMBER

FOURTH-SECTOR WRITER

Microsoft Africa is joining forces with Ethiopian Airlines to launch the second Appfactory in Ethiopia, next to the one that was opened at Wollo University's Kambacha Institute of Technology.

The program will train information & communications technology (ICT) graduates from higher learning institutions in Ethiopia on software developing, cloud computing and IT solutions within the aviation industry.

The trainees are chosen based on their academic competencies, according to Miklosa Takacs, director of digital services at Ethiopian Airlines.

The Appfactory will provide trainees with a six-month course at the headquarters of the Ethiopian Aviation Academy (EAA). During their stay there, the apprentices will work on real-world software solutions, guided by senior software engineers. After the completion of their internship, the graduates will be eligible for job opportunities at the airlines and other airlines in Africa that are affiliated with it.

"Many airlines are using technology to understand their customers better and offer a more personalized flight experience," said Tewolde Gebremariam, CEO of Ethiopian Airlines, reaffirming the need for such training.

"As we move towards the Fourth Industrial Revolution, organizations are becoming more focused on the impact of digital skills in driving performance and competitiveness across industries," Amroha Abdella, regional director of Microsoft Africa, which was established in 2013, said. "We need more young people with skills in modern technology to drive this kind of innovation and transformation."

The Appfactory will enrol 15 trainees in the



Amroha Abdella, regional director for Microsoft Africa.



first round, with a plan to expand its capacity. Microsoft has been working for the last six months with Ethiopian. At the launch ceremony of the training program, the latter announced an application that helps passengers and crew members communicate better.

Microsoft aids the airlines to develop its technological capability through knowledge transfers, according to Amroha.

This is the 15th Appfactory that has been launched on the continent, and the second in Ethiopia. In May 2017, Addis Ababa University's College for Global Health Equity and Microsoft Africa set up a similar training program in order to develop digital skills in healthcare at Wollo University's Kambacha Institute of Technology.

Although the training period was similar to that of this one, 21 graduates participated

then. It was only the sixth Appfactory established on the continent, preceded by eight others in countries such as South Africa, Egypt, Nigeria, Rwanda and Ghana.

The trainees will receive a certificate, and the students would have received better job opportunities had the university provided them more effectively," said Yared Solomon, deputy scientific director at the institute.

For Ethiopian, which carried over six billion in carrying around 7.5 million passengers last year, the training is part of a digitization project to enhance and diversify services on different digital platforms. It recently teamed up with Sabre Corporation, an American company that specializes in providing IT support to the aviation industry, in order to upgrade its passenger reservation system. The airline also digitized all of its internal work processes.





Ethiopian on World Wide Web



China

http://www.xinhuanet.com/english/2018-03/01/c_137009075.htm



USA

<http://www.erienewsnow.com/story/37593167/the-beautiful-island-of-nosy-be-madagascar-joins-the-ever-expanding-ethiopian-global-network>



China

https://news.cgtn.com/news/3163544f7a6b7a6333566d54/share_p.html



USA

<http://www.klknv.com/story/37593167/the-beautiful-island-of-nosy-be-madagascar-joins-the-ever-expanding-ethiopian-global-network>



USA

http://world.einnews.com/pr_news/434170154/the-beautiful-island-of-nosy-be-madagascar-joins-the-ever-expanding-ethiopian-global-network

THE WALL STREET JOURNAL USA

<https://www.wsj.com/articles/how-an-african-airline-is-taking-over-the-continents-skies-1520514000>



USA

<https://www.eturbonews.com/179790/ethiopian-airlines-names-olympic-champion-tirunesh-dibaba-brand-ambassador>



UK

<http://www.ags-airlinegroundservices.com/single-post/2018/03/09/Ethiopian-names-Olympic-champion-as-new-brand-ambassador>

What's Up @ ET



UK

<https://www.aircargoweek.com/envirotainer-signs-master-lease-agreement-ethiopian-airlines/>



USA

<https://airwaysmag.com/traveler/ethiopian-airlines-cloud-nine-boeing-787-milan-addis-ababa/>



Global

<http://markets.businessinsider.com/news/stocks/ethiopian-airlines-signs-global-master-lease-agreement-with-envirotainer-1001823679>



Global

<https://theworldnews.net/ng-news/ethiopian-airlines-to-bring-latest-b787-900-to-nigeria>



UK

<http://www.independent.co.uk/travel/news-and-advice/ethiopian-best-airline-south-african-airways-profit-loss-africa-travel-a8258836.html>



France

<https://www.africaintelligence.com/ion/business-circles/2018/03/16/what-does-maputo-hold-for-ethiopian-airlines,108298840-art>



UK

<https://www.thebusinesstravelmag.com/index.php/news-pages/articles/ethiopian-airlines-adds-capacity-at-heathrow>

Ethiopian was mentioned in 273 Global media outlets.



ETHIOPIA

Ethiopian Food: The Ultimate Guide for Food Lovers



Ethiopian food is one of the most exciting cuisines in the world. Not only is the food extremely unique and extraordinarily flavorful, but the food culture that makes up Ethiopia is also something I found truly fascinating. To begin with, Ethiopian food is eaten with friends and family. Even the way Ethiopian food is served, on a communal platter, is designed for sharing food with each other. Food is not meant to be eaten alone in the culture of Ethiopia. In fact, during my visit, I can't say I ate off a traditional plate my entire time.

One thing I learned, by seeing it happen numerous times watching local Ethiopians eat, is that feeding someone a bite of food is seen as a very respectable or loving thing to do. I often saw couples tearing off pieces of injera, scooping up the best bites of delicious stew, and proceeding to feed it to their loved ones, a practice I soon learned is called gursha.

Taking the time to feed your loved one, or a friend you really care about, that just has to be one of the greatest culinary traditions that still exists today, anywhere.

Follow the link for more: <https://migrationology.com/ethiopian-food-guide/>



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