

WHAT'S UP @ ET

Monthly Newsletter | March 2019



ET302

EDITOR'S NOTE

What's Up @ ET March publication is compiled in the memory of our dear crew members and passengers who lost their lives on board ET 302, March 10, 2019. As we keep our beloved ones through our memories forever, we must also move forward with our howling success and strength .

"We represent The New Spirit Of Africa and will continue to move forward, this tragedy won't define us." Mr. Tewelde GebreMariam. (Group CEO)





MESSAGE FROM GCEO TO ALL EMPLOYEES ON FLIGHT ET 302 MARCH 10, 2019 ACCIDENT

Today March 10, 2019 Ethiopian Airlines flight ET 302 on a scheduled service from Addis Ababa to Nairobi was involved in an accident around Bishoftu area around 8:44am.

We regret to confirm that there are no survivors from the accident. This accident marks a very dark and difficult time for our esteemed passengers, crews, families, friends and relatives of all involved, all of us at ET and our entire nation.

On behalf of ET board, management and employees, I wish to convey that our hearts, thoughts and prayers are with our esteemed customers, crews and their loved ones.

As a strong Ethiopian Family, we will as always unite in this very difficult time and continue to carry on our respective duties and responsibilities with ever greater dedication and commitment. Untied, we will ensure that our national colors continue to fly high in the sky.

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Mr. Tewolde GebreMariam
Group CEO, Ethiopian Airlines Group

Dear Colleagues,

I know last week has been one of the most difficult time in the 73 years history of our beloved airline. Our nation, the entire Ethiopian Airlines family and the entire world have been grieving the loss of our beloved ones in the tragic accident on our flight ET-302. It was a heart-breaking week specially for all of us at Ethiopian Airlines because we have lost our loved colleagues and our dear passengers who were on that flight.

Although crisis management is very difficult and can test the resilience of organizations and management capabilities, the world has admired on how we handled the crisis and recognized our professionalism. While we were mourning the loss of our beloved ones and taking care of the families, relatives and friends of the bereaved passengers who have come from all over the world, we have not canceled a single flight; neither did we have abnormal flight delays. We were able to run our business with utmost operational excellence and superior customer services. This is extra ordinary success in all fronts. Please allow me to thank you all for the superb work that you have done together. You have proved yourselves to the world.

While the other nationalities are still waiting for the DNA based identification; according to our culture, we have conducted a successful memorial service for our bereaved crew and the Ethiopian passengers last Sunday. We honored our crew as our heroes and heroines because they died for the cause of the airline while carrying out their flight duties. While we will never forget the loss of our beloved ones and we will continue to help their families, we are going back to work and continue to achieve the excellent results in our beloved airline.

In its 73 years of history, Ethiopian Airlines has successfully navigated through several extreme challenges. I have much more confidence in all of you and our airline now than ever in the past. Amazingly, this great confidence is widely shared among the large population of our customers, the media, partners and all stakeholders. Since the day of the accident, our customers have shown us their vote of confidence by traveling with us in larger numbers than ever before. Our strong global brand has passed the test of its time. Unusual to our industry practices, international mainstream medias have fully endorsed our high safety standards and expressed their confidences with strong words.

Your hard work, commitment, team spirit and resilience has earned these all remarkable and exceptional successes. You should congratulate yourselves and be proud of what you have achieved. I am very proud to be leading this excellent team and for the opportunity of working with you to make a rare and magnificent history, earning great honor to our nation and continent.

Going forward, we will continue our team work, special commitment and dedication for our beloved airlines, our customers, our nation and our continent. We will take Ethiopian Airlines Aviation Group to new heights in the sky as a shining star.

We know that our success is not an entitlement, but something we need to earn it every single day. Let's continue to focus on our operational excellence and superior customer services, maintain our high safety standards and deliver exceptionally memorable customer experiences and delight our customers.

The primary reason for all our past, current and future successes, and the strength and the equity of our brand is because of all of YOU. As always, I believe in YOU and I have never been prouder to be your colleague.

God bless us all and bless our beloved airline.
Thank you



CAPT. YARED GETACHEW TESSEMA
Date of Birth: 11.07.1989
Company Seniority Date: 21.07.2010
Place of Birth: Nairobi, Kenya



F/O AHMEDNUR MOHAMMED OMER
Date of Birth: 19.06.1993
Company Seniority Date: 01.02.2019
Place of Birth: Gurage zone



SARA GEBREMICHAEL TEFRI
Date of Birth: 02.02.1982
Company Seniority Date: 08.06.2008
Place of Birth: Addis Ababa



AMMA TEFAMARIAM WOLDESENBET
Date of Birth: 01.01.1986
Company Seniority Date: 03.09.2012
Place of Birth: Addis Ababa



ELSABET MINWUYELET WUBETE
Date of Birth: 04.12.1988
Company Seniority Date: 04.04.2016
Place of Birth: Bale, Oromia



AYANTU GIRMAYE DEELESSA
Date of Birth: 27.09.1994
Company Seniority Date: 10.08.2017
Place of Birth: Addis Ababa



MERAF YIRGALEM AREDA
Date of Birth: 18.10.1995
Company Seniority Date: 28.11.2018
Place of Birth: Addis Ababa



AREGAWI BERHE
Date of Birth: 21.12.1971
Place of Birth: Adwa, Tigray





Ethiopian Takes Delivery of B737 Freighter

Ethiopian Airlines has taken delivery of its first B737-800 freighter, the first of its kind in the Ethiopian Cargo fleet mix, on March 01, 2019. Developed with the industry's most efficient and reliable technology, the new B737-800 freighter aircraft is the newest member of the freighter family and offers greatest efficiency for the standard-body freighter market. The freighter has a carrying capacity of more than 23 metric tons of payload with excellent operating economics to maximize efficiency for cargo operations.



Ethiopian Marks International Women's Day with All Women Functioned Flight to Oslo

Ethiopian Airlines, Africa's Largest Airline Group and SKYTRAX Certified Four Star Global Airline, operated an all women functioned flight to Oslo to mark the International Women's Day. The female flight crew were seen off at a colorful ceremony held at Ethiopia Skylight Hotel on March 7, 2019 in the presence of H.E. Mrs. Sahle-work Zewde, President of the Federal Democratic Republic of Ethiopia, Ministers, Ambassadors, UN agencies' executives, Ethiopian Group CEO, Ethiopian Executive Management and invited dignitaries.



STAR ALLIANCE OPENS NEW LOUNGE AT AMSTERDAM AIRPORT SCHIPHOL

Star Alliance customers traveling from the Dutch capital can look forward to a new premium lounge experience at Amsterdam Airport Schiphol. The new Star Alliance Lounge will welcome eligible First and Business Class passengers and Star Alliance Gold Card holders as well as eligible paid lounge members of the Air Canada Maple Leaf Worldwide Club and United Club programmes as of March 8th onwards. The lounge is located air-side in the Departures 2, Schengen Area on the Panorama terrace level. Easy access is provided to the departure gates for Alliance member carrier flights to European destinations in the Schengen Zone.



Ethiopian Aviation Academy Graduates 559 Aviation Professionals

Ethiopian Airlines Aviation Academy (EAA), ICAO TRAINAIR Plus member and IATA authorized global training center, graduated 559 aviation professionals at a colorful ceremony held at the Academy's Commercial and Cabin Crew Training Building on Saturday, March 9, 2019.



Ethiopian Wins the Prestigious 'African Champion of the Year' Award

Ethiopian Airlines, the largest Aviation Group in Africa and SKYTRAX certified Four Star Global Airline, wins the prestigious African Champion of the Year Award on March 26, 2019 at the ongoing Africa CEO Forum in Kigali which is being attended by more than 1,800 delegates.

The AFRICA CEO FORUM is the leading international conference dedicated to the private sector in Africa and hosts the continent's top CEOs, international investors, experts and high-level policy makers every year. Every year, the AFRICA CEO FORUM AWARDS recognize the companies and investors that have shaped the year in Africa, during the AFRICA CEO FORUM Gala Dinner.

While receiving the awards, Group Chief Executive Officer of Ethiopian Airlines, Mr. Tewolde GebreMariam said, "We are honored to be awarded as African champion. Thank you very much for the strong vote of confidence that Africa has given us even at the most challenging time in our history. We are still mourning for the loss of the lives of our esteemed passengers and colleagues at the tragic accident on ET 302 on 10 March 2019. My sincere sympathy and heartfelt condolences for the families of the victims, the country and the continent of Africa.

But we are very grateful to the traveling public which have stood with us in such difficult time. The vote of confidence is unbelievable. We have never seen such kind of large number of vote of confidence for one of the strongest brands in Africa. Thank you all for all the support you have given us and continue to give us. Together, we will make Africa great and we will put our continent in its right place in the global stage."

#DIDYOUKNOWTHAT

Ethiopian Airlines Fleet Data

Ethiopian has been growing in leaps and bounds and has kept on introducing new aviation technology and systems, with so many firsts in the history of African aviation as an aircraft technology leader; providing the first jet service in the continent, availing the first African B767, the first African B777-200LR in 2010 and the first African and second only to Japan B787 Dreamliner in 2012. In a continuation of that tradition, Ethiopian was the first in Africa to acquire Airbus A350 XWB, introducing the extra effect to the African continent. Leading the way once again, Ethiopian was the first African Airline to operate the latest Boeing 787-9 in 2017. Ethiopian currently operates more than 112 of the young and most modern fleet with less than five years of age, while the industry average is 12 years and has -59 fleet on order.



Boeing 787-8 Dreamliner 19



Boeing 767-300ER 6



Airbus A350-900 10



Boeing 777-300ER 4



Boeing 777-200LR 6



Bombardier DH8-Q400 23



Boeing 737 MAX 8 (Grounded) 4



Boeing 737-800 16



Boeing 737-700 10



Boeing 737-800F 1



Boeing 787-9 Dreamliner 4



Boeing 777-200LRF 9



“ It is one of those airlines when you have worries about any other you always say I'll take Ethiopian.”



“ Ethiopian does not have a poor safety record, Ethiopian airlines is an extremely safe airline, it's one of the largest in Africa and they operate very safely very securely. They are one of the worlds trusted airlines in Africa, if you are referencing to what happened in 1996 that was a very rare and extremely unusual circumstance and that was over 20 years ago since then the airline its extremely trusted and it's in line with all safety records.”

Alex Macheras
An aviation analyst



“ Today, I flew Ethiopian Airlines flight ET 710 to London (LHR) on a new Airbus A350. The 7-hour flight was full on time and onboard service very good as usual. ET is a 4- star global carrier (same rating on Emirates) which flew 11 million people safely, last year.”

Zemedeneh Negatu
Ethiopian Sheba Miles Platinum Member



“ Flying to Zanzibar! Courtesy of our beloved Ethiopian Airlines, We would not have it any other way!”

Dr. Eleni Gabre-Madhin
A former Chief Executive Officer of the Ethiopia Commodity



#IamEthiopian

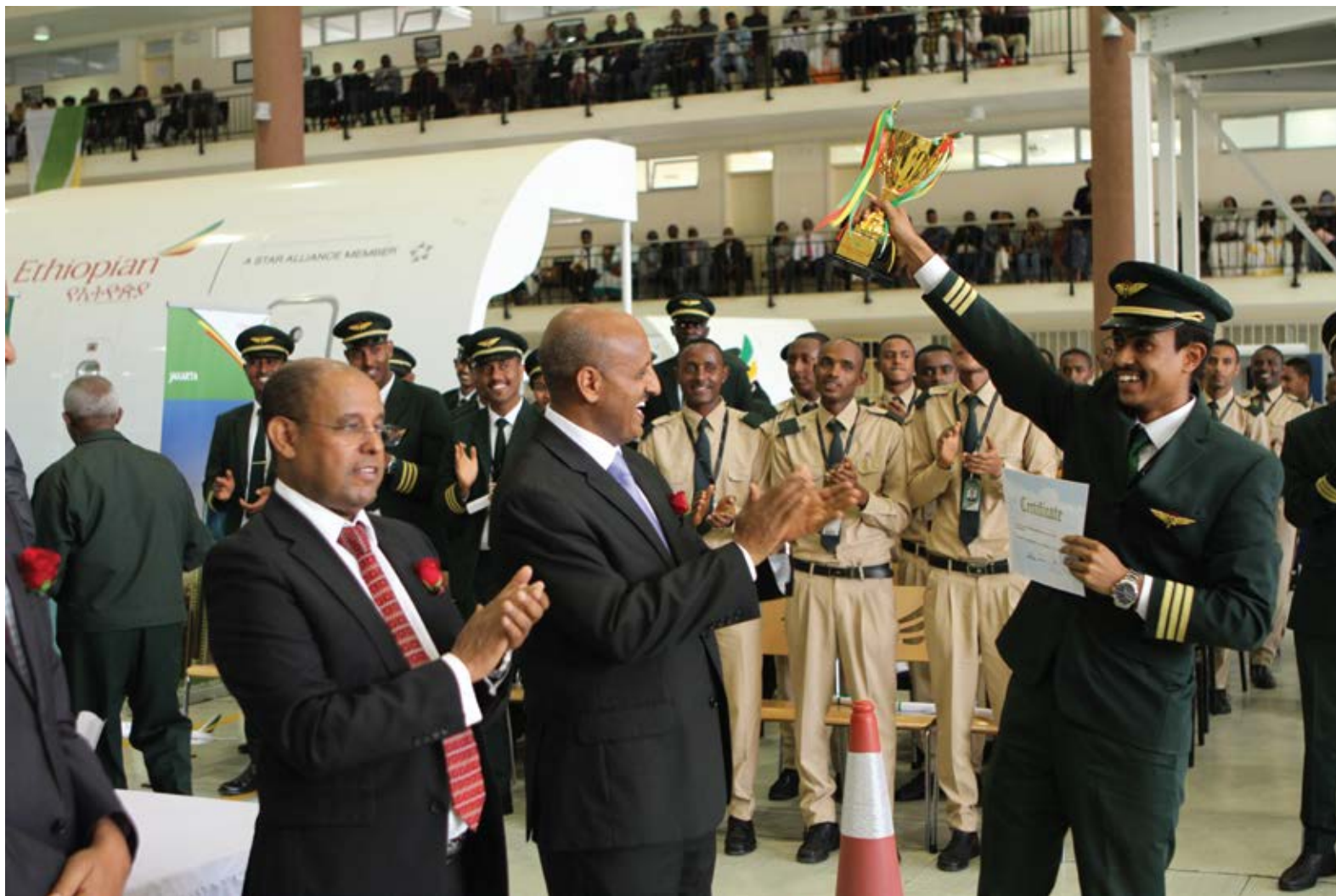
PICTURE OF THE MONTH





ETHIOPIAN AIRLINES HAS TAKEN DELIVERY OF ITS FIRST B737-800 FREIGHTER, THE FIRST OF ITS KIND IN THE ETHIOPIAN CARGO FLEET MIX

ETHIOPIAN IN PICTURES



ETHIOPIAN AVIATION ACADEMY GRADUATES DIFFERENT AVIATION PROFESSIONALS.



ALL WOMEN FUNCTIONED FLIGHT PRE - EVENT HELD AT ETHIOPIAN SKY LIGHT HOTEL WITH THE PRESENCE OF PRESIDENT SAHILEWORK ZEWDE AND DIPLOMATS.



ON BOARD, ALL WOMAN FLIGHT CREWS , ON THEIR WAY TO OSLO.



THE FUNERAL CEREMONY OF ET 302 VICTIMS HELD AT ST. SELASSIE CATHEDRAL.

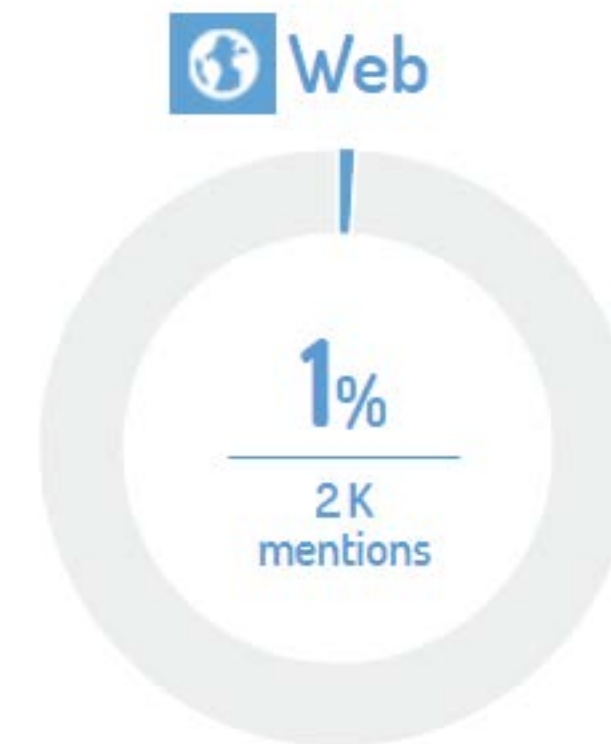
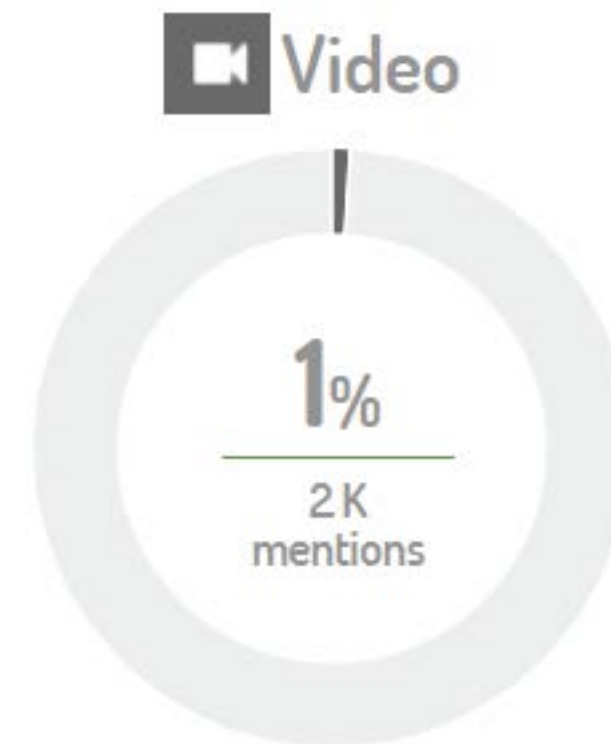
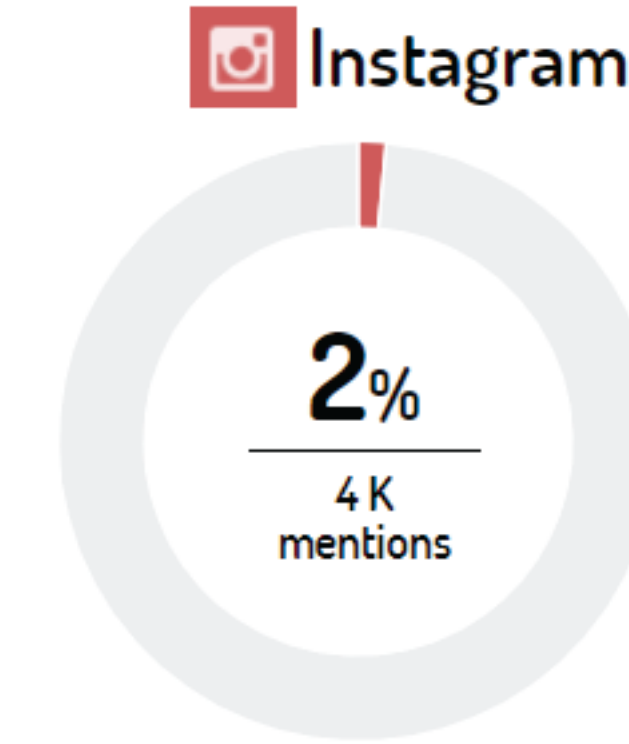
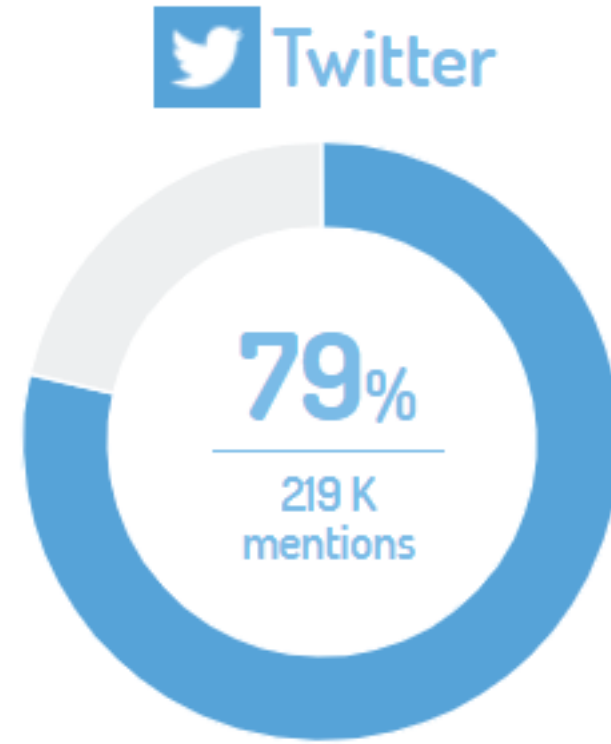


MEMBERS OF UNITED STATES TOUR OPERATORS ASSOCIATION VISITED ETHIOPIAN STATE OF THE ART FACILITIES.



On 8th of April, 1946 ,The first scheduled flight took place to Cairo via Asmara in Douglas C-47 Sky-train. Now,Ethiopian Airlines is about to start a new flight route to Istanbul, Turkey, which will be the 120th International destination.

ET MENTIONS ON DIGITAL PLATFORMS





Honoring the Victims with Traditional Memorial Service

Local residents of Gimbichu Woreda (district), where ET 302/10 March accident happened, held traditional memorial service on March 21, 2019 to honor those who lost their lives in the accident.


The memorial service, led by local religious fathers and community elders, marks the deep compassion and heart felt condolences of Ethiopians, sharing the grief of all humans.

Regarding the service, Ethiopian Group CEO, Mr Tewolde GebreMariam remarked, "I am deeply touched by the commemoration the local residents observed in their own initiative. It is such a compassionate gesture which highlights the unique deep rooted love and affection of Ethiopians, and consoles all hearts grieving for the lives lost in the accident. I would like to thank all the local residents for their extraordinary compassion and solidarity with the families and loved ones of the deceased and the entire world."



WHAT'S UP @ ET

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

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