

WHAT'S UP @ ET

Monthly Newsletter | November, 2018



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Hard work always pays off! We are proud to have our GCEO, Mr. Tewolde GebreMaraim listed among 100 Most Influential Africans of 2018.



ETHIOPIA/AVIATION

Tewolde Gebremariam

Ethiopian Airways flies higher

While other African carriers flounder, Ethiopian Airways is looking to reach new heights under the energetic leadership of CEO Tewolde Gebremariam. Having consolidated its position as Africa's most profitable and fastest-growing airline, he is targeting markets across the continent through investments and tie-ups in Chad, Mozambique and Zambia, while boosting international routes to Europe and beyond.

With recently elected Prime Minister Abiy Ahmed launching a reform agenda and promising a raft of privatisations, the airline seems well placed to capitalise on an upsurge in global interest in the rapidly changing country.

Gebremariam's dramatic rise through the ranks began in 1985 in the modest surroundings of the cargo traffic handling department.



Ethiopian Crowned 'Best Airline in Africa' Award for the 7th Consecutive Year

Ethiopian Airlines has won 2018 Best Airline in Africa Award for the 7th year in a row from African Airlines Association (AFRAA) on November 27, 2018 at the assembly's 50th annual general assembly being held in Rabat, Morocco.



Ethiopian Wins the UK Selling Travel Award 2018

For the second time in the last 5 years, Ethiopian Airlines Area Office in the UK has won **The UK Selling Travel Award** under Airline category in Africa. The office was also a finalist for Airline of the year Award with Travel Trade Gazette 2018. Both awards were voted by travel agents and tour operators.



Ethiopian Honored as Company of the Year by All Africa Business Leaders Award (AABLA)

Ethiopian Airlines has received Company of the Year Award by All Africa Business Leaders Award (AABLA) on November 29, 2018. All Africa Business Leaders Award honors business excellence and leaders who have made a considerable impact on their industry and community



Colors of Great Ethiopian Run!

Ethiopian employees participated in the annual Great Ethiopian Run held yesterday, November 18, 2018 in Addis Ababa with tens of thousands, Ethiopians and expats, in attendance. Staff ran the 10km race wearing headbands, caps and stickers with Ethiopian logo. Further promotional shows were presented at Ethiopian station around Adwa Bridge along the race course, boosting the airline's presence at the grand event with live traditional performances. This year's race was one where Ethiopian staff represented the Airline much better than in previous races.





REUTERS

Ethiopia Surpasses Dubai as Major Transit Hub to Africa



Ethiopia, the base for Africa's largest Aviation Group Ethiopian Airlines, has overtaken Dubai as the top transit hub for long-haul passengers to Africa, Reuters has reported citing travel consultancy ForwardKeys. The success underscores the continued success of Ethiopian Airlines' expansion drive and the reforms of Ethiopian Prime Minister H.E. Dr. Abiy Ahmed, according to Forward Keys.

Addis Ababa airport had increased the number of international transfer passengers to sub-Saharan Africa for five years in a row, and in 2018 had surpassed Dubai, one of the world's busiest airports, as the transfer hub for long-haul travel to the region. Travel booking systems data revealed that the number of long-haul transfers to sub-Saharan Africa via Addis Ababa jumped by 85 percent from 2013 to 2017. Transfers via Dubai over the same period rose by 31 percent. The move to allow visitors to apply for visas online, and the pledge of Prime Minister H.E. Dr. Abiy Ahmed to open Ethiopia's largely state-controlled economy to foreign investment are said to have contributed to the increase in bookings via Addis Ababa.

Group CEO of Ethiopian Airlines, Mr. Tewolde GebreMariam remarked, "The report by travel consultancy Forward Keys reveals Ethiopia's leading role in serving as the major African hub to long-haul air travel to the region, and it perfectly matches with the ambitions of our Pan-African airline which has always sought a fair share for African carriers in the continent's air travel market. Our continued investment in expanding our intra-African network, which is the largest by an airline, is now paying dividends. With the partnerships we are entering with indigenous African airlines and the massive expansion work underway at Addis Ababa Airport, Ethiopia is set to grow even further as the major transit hub for long-haul air traffic to/from Africa."

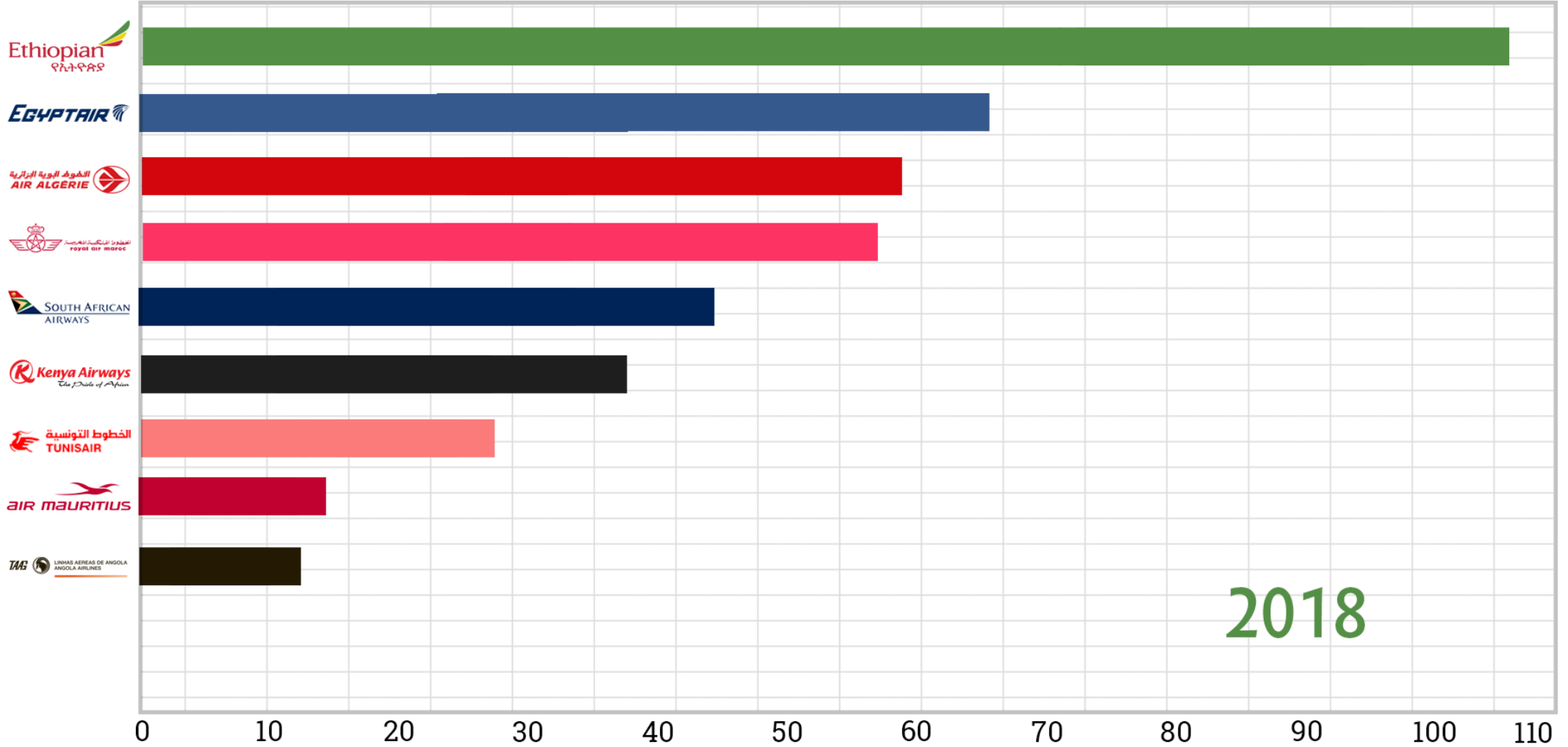
Dubai has long been a major global air travel hub because it is the base of Gulf carrier Emirates. Given the lack of an "open skies" deal smoothing flights across Africa, many passengers traveling between one part of the continent and another, or from Asia or Europe to Africa, must often transit through Dubai, Reuters noted in its report.

With 117 international passenger and cargo destinations across five continents, 60 of which are in Africa, Ethiopian commands the lion's share of intra-African network.

#DIDYOUKNOWTHAT?

TOP 10 AFRICAN AIRLINES WITH NUMBER OF AIRCRAFT IN SERVICE (2010-2018)

Source: African Airlines Association (afraa.org)



2018

#DIDYOUKNOWTHAT?



ruthethiopia
Shire, Ethiopia

Level 4 Contributor

28 reviews

11 helpful votes

“Use regularly to travel to and from Ethiopia”

Reviewed 2 weeks ago

I have travel for many years with Ethiopian Airlines both internationally and domestic flights around Ethiopia. The long haul trips are good, the food tasty for airplane food, plenty of fluids during the trip. Available drinks throughout the trip, tea, coffee etc. Domestic travel provide snack and cold drinks, one of the few remaining that do! The airline attendants are sweet and kind.



Annakutty
Thane, India

Level 5 Contributor

53 reviews

9 helpful votes

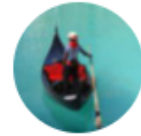
“I highly recommend this airline”

Reviewed 2 weeks ago

I flew this airline after a gap of almost 45 years and i find them to be extremely courteous,friendly polite,pleasing and a their hostess are a delight to watch.they are so pretty and beautiful and charming!They are so professional and time bound.One of the best African carriers .they are very very serious about what they do and they do it extremely well!Hat off to you Ethiopian!

Traveled September 2018

- Seat comfort
- Legroom
- Customer service (e.g. attitude, care, helpfulness)
- In-flight entertainment (WiFi, TV, movies)
- Cleanliness
- Value for money
- Food and Beverage
- Check-in and Boarding (e.g. efficiency, service at gate)



ellebarber2018
King's Lynn, United Kingdom

Level 2 Contributor

2 reviews

1 helpful vote

“Brilliant.”

Reviewed 2 weeks ago

I approached my flight with Ethiopian with some trepidation as a friend of a friend had a bad experience with them. However, I found them to be absolutely brilliant. The planes were new and spacious, the fare to Cape Town was only 514 pounds, which included two pieces of luggage of 23kgs each and I could book my seat completely free of charge. The stewardesses were delightful and helpful and the meals were delicious and were not highly spiced, which I do not like. Finally, the weight of cabin luggage was 7.5kgs and they checked to make sure that this weight was not exceeded.

Travel Tip: Book as early as you can, choose your seat immediately and get the best choice. Whichever seat you choose there is absolutely no charge.

[See more travel tips](#)

Traveled September 2018

- Seat comfort
- Legroom
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- Cleanliness
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Ethiopian Management & Staff Visit Mekedonia - Home for the Elderly and Mentally Disabled

Ethiopian Airlines Executives and staff visited Mekedonia - Home for the Elderly and Mentally Disabled, on November 10, 2018 as part of the Corporate Social Responsibility (CSR) initiatives of the Airline. At the event, Ethiopian management and employees visited the premises of the humanitarian organization and had lunch with the elderly and mentally disabled people residing there.



As a socially responsible organization, Ethiopian believes in the noble virtue of giving back to the society

ET @ G20

PICTURE OF THE MONTH





VISIT

H.E Eng. Takele Uma, Deputy Mayor of Addis Ababa, visited Ethiopian Airlines on November 9, 2018. The Deputy Mayor was accompanied by his cabinet members during the visit and was warmly welcomed by Ethiopian Group CEO Mr Tewelde GebreMariam and Executive Management members.

After visiting the facilities of Ethiopian, the Deputy Mayor appreciated the airline's successes saying, "We know our airline since our childhood. It carries Ethiopians from home to abroad and vice-versa serving as a bridge. The airline also links Addis with other cities. It is one of the major assets of the city. What we saw here is very impressive, and quite different from what we see from the outside. Any investment on the airline is also an investment to develop Addis Ababa. The growth and expansion of the airline affects the city's growth positively... Our airline carries our national flag on the skies, rising all our spirits with it."





Journalists, Bloggers and Travel Agents from Argentina



Switzerland embassy staff including the ambassador, H. E. Mr. Daniel Hunn, visited Ethiopian State of the art facilities.





U.S. Assistant Secretary of State for African Affairs Tibor Nagy at Ethiopian Airlines. His excellency visited state-of-the-art Ethiopian facilities

VISIT

ETHIOPIAN IN PICTURES





Kano Area Office Sponsors Diwali Celebration

Ethiopian Airlines Area Office in Kano, Nigeria sponsored the Diwali celebration held in Kano on November 10, 2018 in the presence of more than 300 members of the Indian community. At the event, Kibretzion Amsalu, Traffic & Sales Mgr Kano, made a brief explanation about Ethiopian products and services including newly launched routes. Ethiopian sponsored free ticket has also been awarded to a raffle draw winner.



Kuwait Cargo Office Participates the 56th Annual Meetings & IAM Expo

Ethiopian Cargo Office in Kuwait has participated on the 56th Annual Meetings and IAM (International Association of Movers) Expo held from October 5-08, 2018 at National Harbor Gaylord convention Center in Washington DC. Ethiopian Cargo GSA Manager and GSA General Manager attended the annual meeting, and promoted Ethiopian services with the support of partner agents.

New Delhi Area Office Sponsors Argentina's National Day

Ethiopian Airlines Area Office in New Delhi sponsored the National Day celebration organized by the Embassy of Argentina on October 25, 2018. Some 500 guests including members of the diplomatic corps as well as Indian officials and business people have participated at the event. Mr Kirubel Shitahun, Traffic & Sales Manager New Delhi for North India, held discussion with H.E. Deniel Chuburu from Argentina Embassy focusing on all potential business areas. The Argentinian Embassy has expressed its happiness with Ethiopian services since the launch of the route this year.



Madagascar Area Office Promotes Ethiopian at Various Events

Ethiopian Airlines Area Office in Madagascar sponsored the Independence Day Celebration of Indonesia in Madagascar. At the event, the three weekly service of Ethiopian to Jakarta has been well promoted. Indonesia's Ambassador to Madagascar thanked Ethiopian for making travel to Jakarta more convenient by including the city in its online points. At the celebration, two raffle winners have been awarded free economy class tickets from Antananarivo to Jakarta.

Ethiopian Promoted at 'Miss Etoile' Beauty Contest in Dakar

Ethiopian Airlines Area Office in Dakar sponsored 'Miss Etoile' beauty contest held on October 6, 2018 at Pullman Hotel in Dakar. As a sponsor of the event, ET's logo was displayed on the background of the stage, along with banners and promotional video. ET flyers were also distributed to the participants of the event. ET awarded the winner a free air ticket to China, to represent Senegal at Miss World. The event was covered by different media outlets including TV's and radios.



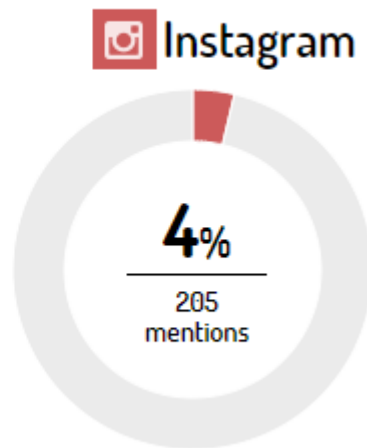
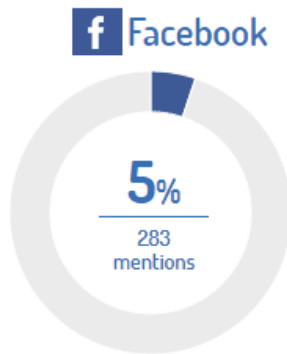
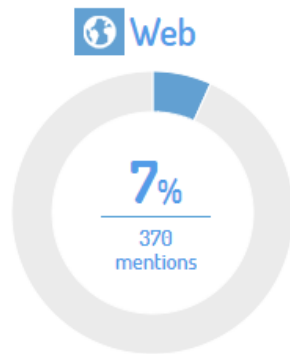
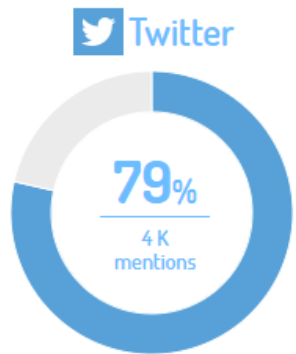
Kuwait Area Office Receives the First B738-MAX with VIP Onboard

Ethiopian Airlines Area Office in Kuwait received the first B738-MAX along with a VIP, His Holiness Dr. Syedna Mufaddal Saifuddin who is the 53rd Dā'ī l-Muṭlaq of the Dawoodi Bohras community. The Area Manager Samson Arega received His Holiness on his arrival and accompanied him to the VIP Salon where they discussed ET's service.



In charge of the cockpit - an all Ethiopian flight crew inside the flight deck of one of [#EthiopianAirlines'](#) 720-B back in the days!!!

ET MENTIONS ON DIGITAL PLATFORMS



Aviation24.be



AGENCE NATIONALE
DE L'AVIATION CIVILE



Ethiopian Christmas Celebrations in Pictures


Today Ethiopia is celebrating Christmas. Following the Julian calendar, this East African, Orthodox Christian nation celebrates Christmas on the 7th January each year. In Lalibela, one of the holiest sites in Ethiopia, tens of thousands of pilgrims gather for mass in the town's 12 rock-hewn churches. All through the night there's chanting, singing, swaying and praying – an evocative sight if you're lucky enough to witness it. Photographer [Karoki Lewis](#) travelled to Lalibela for Christmas, and here he shares his best pictures of the spectacular event.


READ MORE: <https://www.roughguides.com/article/ethiopian-christmas-celebrations-in-pictures>




WHAT'S UP @ ET


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