

What's up @ ET in September, 2015

Ethiopian, the largest airline in Africa



Ethiopian
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THE NEW SPIRIT OF AFRICA

A STAR ALLIANCE MEMBER

What's up @ ET in September, 2015

UN Secretary-General nominated Mr. Tewolde GebreMariam to serve as a member of his High-Level Advisory Group on Sustainable Transport



United Nations Secretary-General Ban Ki-moon nominated Ethiopian Group CEO, Mr Tewolde GebreMariam, to serve as a member of his High-Level Advisory Group on Sustainable Transport (HLAG-ST).

The Advisory Group, which is expected to serve for a period of three years, provides policy recommendations and global messages on sustainable transport by working with governments, transport sector, businesses, financial institutions, civil society and other stakeholders. The Group will also promote the integration of sustainable transport in intergovernmental processes, including making recommendations on the initiation and implementation of the post-2015 development agenda.

Mr. Tewolde will be a member of the United Nations High-Level Advisory Group on Sustainable Transport which comprises of prominent individuals with diverse capabilities from civil society, private sector and government officials of member states.

It is also an appreciation of the leading role being played by Ethiopian Airlines to foster sustainable air transport development in Africa through the continuous tailoring of appropriate strategies and adoption of latest technology and best work practices.

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Ethiopian Wins Passenger choice Awards as Best in Africa



Ethiopian Airlines has won the Passenger Choice Awards for “Best Airline in Africa” for the third time in a row at the APEX 2015 EXPO held on 27 September 2015 at the Oregon Convention Center in Portland.

The Airline Passenger Experience Association is a network of the world’s leading airlines, suppliers and related companies committed to elevating the level of the airline passenger experience. APEX encompasses the largest and most comprehensive survey of passengers in 13 languages. It is the most important award in the airline industry since it is the customers themselves, who rate airlines based on their overall experience.

Ethiopian was also among the finalists, among other global airlines, for “Best Overall Passenger Experience”, “Best Inflight Publication”, “Best IFE User Interface”, “Best Inflight Video”, “Best Cabin Ambiance”, “Best Food & Beverage”, “Best Ground Experience” at the 2015 Passenger Choice Awards.

What's up @ ET in September, 2015

The World Economic Forum has Awarded Ethiopian the Global Growth Company of 2015 Certificate



Ethiopian Airlines has received the Certificate of Global Growth Company of 2015 from the World Economic Forum on September 10, 2015 in Dalian, People's Republic of China.

Ethiopian is among the 132 of the world most dynamic and high-growth companies which were nominated based on their strength and potential to become global economic leaders. Ethiopian was chosen from a broad spectrum of sectors, including banking, energy and aviation that share a track record of exceeding industry standards in revenue, growth, promotion of innovative business practices and demonstration of leadership in corporate global citizenship. The Global Growth Companies Community currently consists of 400 companies around the World.

What's up @ ET in September, 2015

Ethiopian Voted Best Airline from Africa by Kuala Lumpur Airport for
Second year in a row



Ethiopian Airlines has won “The Best Foreign Airline of the Year from Africa” at the Kuala Lumpur International Airport (KLIA) for the second time in a row on the 10th Annual KLIA Awards held on 18th of September 2015, at the Gateway Ballroom, Sama-Sama Hotel.

KLIA Awards is one of the most important events in the nation’s aviation industry. The Awards offer recognitions to different categories of carriers and service based on passenger movements, strong growth, good sales performance, international recognition as well as service performance.

What's up @ ET in September, 2015

Ethiopian Won the Best International Airline of the year by Business Executive Excellence Awards



Ethiopian won the award for its best performance and for its great contribution to Ghana's economy in general. The award was received by Genet W/Michael, Ethiopian Area Manager in Accra.

The Business Excellence Awards celebrates institutions that demonstrate excellence in leadership, performance and success with a significant impact to Ghana's economic growth.

Ethiopian has been giving uninterrupted services to Ghana for the past 55 years and is currently serving Accra daily using the state of the art Boeing 787 Dreamliner aircraft. Passengers to and from Accra can enjoy the unique features of the aircraft such as wider leg room, large overhead bins, reduced noise, higher humidity, biggest windows.

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Ethiopian Co-Hosted Airport Infrastructures & MRO Aviation (AIMA) Meetings Africa



Ethiopian co-hosted the Airport Infrastructures & MRO Aviation (AIMA) Meetings in Addis Ababa, Ethiopia from 22 to 24 September 2015. Over 250 participants from around the world attended the event. Among them were industry professionals - including major players in the MRO industry and experts in airport infrastructure technology and design.

In addition to being the host, Ethiopian was also the official carrier of the Airport Infrastructures & MRO Aviation (AIMA) Meetings Africa offering participants reduced prices and direct connections from five continents.



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Ethiopian Airlines, Boeing and Seattle Alliance Outreach (NGO)

Join Together for Humanitarian Flight



Ethiopian Airlines joined with Boeing and Seattle Alliance Outreach (NGO) to deliver more than 630 kilograms of medical supplies and equipment to Kidney Failure Dialysis Charity Organization in Ethiopia. The delivery was made aboard the brand new Boeing 777 Freighter on 11 September, 2015.

Kidney Failure Dialysis Charity Organization runs a Public Dialysis Center on the premises of Zewditu Hospital helping to save the valuable lives of citizens living with kidney failure by providing affordable dialysis services for the public.

As one of the many airlines involved in Boeing's Humanitarian Delivery Flights program, this is Ethiopian's 21st free delivery flight, putting Ethiopian amongst the carriers with the highest number of Humanitarian Delivery Flights.

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Corporate Social Responsibility



Ethiopian sponsored 'Healing Hands of Joy', a community based, non-governmental, not-for-profit organization committed to improving the lives of women who have suffered from obstetric fistula and preventing more women from developing fistula. The organization's motto is "Fight Fistula – Deliver Safely" and its overall aim is to "Make Motherhood Safer in Ethiopia."

Since the inception of Safe Motherhood program in 2010, Healing Hands of Joy has trained over 300 fistula survivors. Their Safe Motherhood Ambassadors have educated over 10,000 women in their communities in safe delivery practices.

Hope For The Needy



As part of its Corporate Social Responsibility (CSR) program, Ethiopian has been supporting patients in need of further medical treatment abroad. This month Ethiopian sponsored two individuals by offering free round trip tickets to lighten-up the hope of individual patients.

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ETHIOPIA

In this page, we will be promoting Ethiopia's nine inscribed world heritage sites that are recorded under UNESCO World Heritage lists. In this issue, we present to you the recently celebrated "Meskel" holiday.



Meskel - Finding of the True Cross

Meskel, one of the major Ethiopian Orthodox festivals is celebrated for two days beginning September 27th. Legend has it that in the year 326, Queen Helena (Empress Helen) the Mother of Constantine the Great, discovered the cross upon which Christ was crucified. Unable to find the Holy Sepulchre, she prayed for help and was directed by the smoke from a burning fire as to where the cross was buried. After unearthing the Holy Cross, Queen Helena lit torches heralding her success. In the Middle Ages, the Patriarch of Alexandria gave the Ethiopian Emperor Dawit half of the True Cross in return for protection afforded to the Coptic Christians. A fragment of the True Cross is reputedly held at the Gishen Mariam, about 70 kilometers northwest of Dessie. Ethiopians have been celebrating this day for millennium.

There are two occasions on Meskel. The first is Demera, in which bonfires are built topped by a cross to which flowers are tied. The flowers are Meskel Daisies. The Patriarch of the Ethiopian Orthodox Church orchestrates the lightening ceremony. After the bonfires are blessed they are lit and dancing and singing begins around them. Priests in full ceremonial dress sing around the bonfire. While the Demera is set on fire there is an inner feeling of brightness for all those who are around it. Little Demera are also built at individual houses or villages. After some time, splinters from the bundles of burning wood collapse. Which direction they fall is very significant: north, south, east or west interpretations are soon conjectured as to whether the fields of grain are going to be plentiful or not, or there is peace all year round, etc. At the closing of the Demera, a rain shower is expected to fall to help put the fire out. If the rain falls and the fire is extinguished, there is a belief that the year will be prosperous.

The day after the Demera is Meskel. This day is observed with plenty of food and drink as believers go to the spot of the Demera and, using ashes from the fire, mark their heads with the sign of the cross. The festival coincides with the mass blooming of the golden yellow Meskel daisies. The best place to see the Meskel Festival is in the capital Addis Ababa at the famous Meskel Square. But all along the Historic route (Bahir Dar, Gonder, Axum, and Lalibela) and in other major towns, Meskel is colorfully celebrated.

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