

# WHAT'S UP @ ET

Monthly Newsletter | September, 2018



Ethiopian  
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A STAR ALLIANCE MEMBER



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### Happy Ethiopian New Year !!!

While I wish you and all your loved ones a happy, peaceful, healthy and prosperous New Year, I take this opportunity to share few words with all of you (Ethiopian Family).

We at Ethiopian are welcoming the New Year with a sense of pride for our globally celebrated successes in 2010 in particular and our exceptionally remarkable achievements in our vision 2025 strategic road map in general. In 2010, we continued with our uncontested leadership in the African Aviation Industry with record revenue, profitability, new destinations, new fleet arrivals, inauguration of new infrastructure facilities and the addition of more than a thousand young graduates to our strong workforce etc.... The historical milestones of 4 Star rating in our customer service; the 100 airplanes on the air celebration and the merging of the Ethiopian Airports into the Ethiopian Aviation Group were the key noteworthy events of the year.

We need to remind ourselves that our hard work in the last eight years within our Vision 2025 has made us by far the largest Aviation Group in Africa; operating 108 airplanes flying to 116 international destinations in five continents and 21 domestic destinations carrying 10.6 million passengers and 400,000 tons of cargo per annum. We are number 24 airline in the world by size. We should congratulate ourselves for elevating Ethiopian to a global position of force to be recognized.

The executive management and the Board of Directors firmly believe that the fast, profitable and sustainable growth of the Ethiopian Aviation Group should benefit all its main stakeholders (employees, the shareholder and the customers). To this effect; while our customers are greatly benefiting from the ever-expanding global network of excellent connectivity, award winning customer services, enjoying the latest cabin features of the most modern and youngest fleet in our world today and great value for their money; the owner's capital has also been growing consistently besides the catalyst role the aviation group plays in the development of our economy. Accordingly, we have also achieved remarkable developments in employees benefits and improvements in our working conditions. We have made a salary increase of 20% to all home-based employees, we have doubled our cabin crew flight allowances, we have increased flight allowances for Q-400 and 8-737 cockpit crew, we have raised the minimum per diem payment period to 24 hours and these are in addition to the regular adjustments in job grades and their scales.

On the employees fringe benefits side, we have delivered 1198 houses to our employees and we are happy to see them in their new homes for the new year. We have greatly improved our ground transport services with big investments which is unique in the industry. We have expanded our employees cafeteria services to six large employees cafeteria facilities (main cafeteria, EAA cafeteria, MRO cafeteria, Cargo cafeteria, Airport cafeteria and Inflight Catering employees cafeteria) and we are providing highly subsidized meal services to our employees in all shifts. We started employees gym services in our compound and the Body, Mind and Soul Fitness Center is now very popular among our colleagues who work out everyday to maintain healthy life. We are also compiling the annual results of our PMS and BSC/ISC to make performance related bonus payments in the new year.

With such historical and globally recognized achievements in all fronts; we are welcoming 2011 with jubilant feelings and renewed passion and energy, with can-do attitude to reach new heights of USD 5 billion of revenue and with USD half a billion profits for the year.

While I thank you very much for your usual hard work, commitments and dedication to your beloved airline, I ask you all to keep up the excellent work you are doing both in your respective areas of engagements and also as a team member of this great one Ethiopian Team.

Wishing you all and your loved ones a pleasant New Year Holiday.

Tewolde GebreMariam





## ETHIOPIAN RECEIVES ISO ENVIRONMENT MANAGEMENT SYSTEM CERTIFICATION

Ethiopian Airlines has been certified by ETA Umweltmanagement Ltd., an independent environmental verifier, for establishing and maintaining environmental management system in compliance with the requirements of ISO 14001:2015.

Being an eco-friendly airline, Ethiopian Airlines Group, has established an environment management system applicable to Ethiopian Cargo and Logistics Services, Head Office, Maintenance Repair and Overhaul, Catering Services, Aviation Academy, Flight Operations, simulators and equipment facility maintenance.



## ETHIOPIAN ANNUAL MANAGEMENT STAFF MEETING HELD

Ethiopian Airlines Management staff held an annual meeting on September 2, 2018 in the presence of Ethiopian Group CEO Mr. Tewolde GebreMariam, Executive Management Members, Directors, Heads, Managers and Team Leaders. At the session which took place at EAA Auditorium, Mr. Tewolde made a presentation on the way forward for Ethiopian.

## ETHIOPIAN AIRLINES INTRODUCES LIDO/FLIGHT 4D INTO ITS SYSTEM

Ethiopian Airlines Group and Lufthansa Systems announced the introduction of Lufthansa's Lido/Flight 4D solution in Ethiopian's flight planning system. This new generation of the proven flight planning solution from Lufthansa Systems offers extensive automation and optimization functions for flight planning and control processes. Ethiopian Airlines will be using Lido Flight Planning Services (Lido/FPLS) for five years at a total contract value of EUR 3,380,000 (USD 3,825,845.66).



### MISSION

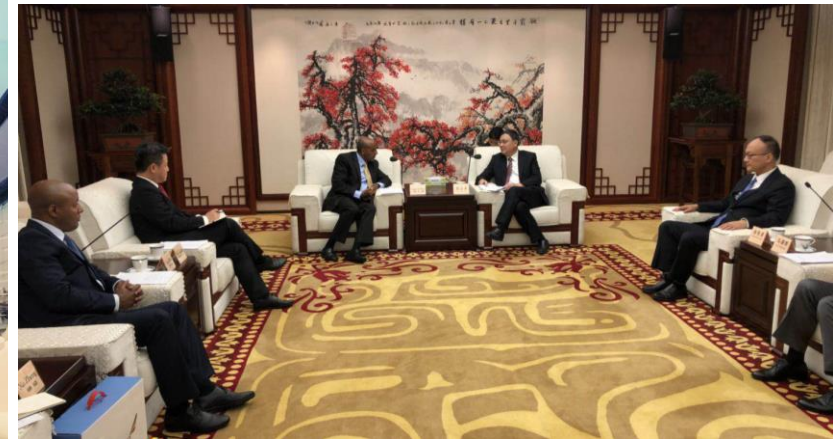
- To become the leading Aviation group in Africa by providing safe and reliable passenger and cargo air transport, Aviation Training, Flight Catering, MRO and Ground Services whose quality and price "value proposition" is always better than its competitors,
- To ensure being an airline of choice to its customers, employer of choice to its employees and an investment of choice to its Owner,
- To contribute positively to socio economic development of Ethiopia in particular and the countries to which it operates in general by undertaking its corporate social responsibilities and providing vital global air connectivity,

### VISION

To become the most competitive and leading aviation group in Africa by providing safe, market driven and customer focused passenger and cargo transport, aviation training, flight catering, MRO and ground services by 2025.

### VALUES

- As an airline, safety is our first priority,
- Ethiopian is a high performance and learning organization with continuous improvements, innovation and knowledge-sharing. We accept change for the growth opportunity it brings and always seek for and apply the best ideas regardless of their source,
- We recognize and reward employees for their performance and demonstrate integrity, respect to others, candor and team work,
- Act in an open fashion and be result-oriented, creative and innovative,
- Adopt Zero tolerance to indifference, inefficiency and bureaucracy,
- Encourage 360° free flow and sharing of information,
- Treat our customers the same way we would like to be treated and always look for ways to make it easier for customers to do business with us,
- We are an equal opportunity employer



### ET GROUP CEO ATTENDS WORLD ROUTE DEVELOPMENT FORUM 2018 IN GUANGZHOU

Ethiopian Group CEO Mr Tewelde GebreMariam attended the 24<sup>th</sup> World Route Development Forum 2018 held in Guangzhou from September 16-18, 2018 under the theme 'Gather in Guangzhou to Connect the World'. The event, which is also known as the "Olympics" or "World Expo" of civil aviation, was attended by around 3,500 people including delegates from over 300 airlines and 700 management authorities from 112 countries and regions, over 130 governmental bodies as well as tourist agencies, making the conference the biggest in its history.





### ETHIOPIAN VOTED "BEST AFRICAN AIRLINE" AT ARABIAN TRAVEL AWARDS

Ethiopian Airlines, the largest Aviation Group in Africa and SKYTRAX certified Four Star Global Airline, is pleased to announce that it has been crowned "Best African Airline" at Arabian Travel Awards 2018, the second edition of Arabian Travel Awards, held on September 20, 2018 in Dubai.

The winners of the award were determined based on the votes of travelers. Regarding the award, Mr. Tewolde GebreMariam, Group CEO of Ethiopian Airlines remarked, "We are honored to have been voted the 'Best African Airline' at the Arabian Travel Awards 2018, a testimony that our product and services are meeting the high expectations of customers from the Middle East. Ethiopian currently flies to 12 destinations in the Middle East and thrice daily from Dubai with ultramodern aircraft, connecting travelers from the Middle East to over 60 destinations in Africa and over 115 worldwide. In line with our long term growth plan, Vision 2025, we will continue to invest in expanding our ultramodern fleet and global destinations ultimately creating even better connectivity options for travellers around the world in general and the Middle East in particular."

“ Multi Award Winning Airline ”



HOMEGROWN AFRICAN  
AIRLINES IN THE MAKING...

#DIDYOUKNOWTHAT?





Patricia T  
Islamorada, Florida  
Level 5 Contributor  
64 reviews  
31 helpful votes

### "Definitely one of my favorites"

NEW

Reviewed 3 days ago

I took two flights, Hargeisa to Addis Ababa and Addis to Madrid. Both flights were on time, and the ground personnel in Hargeisa were super helpful with my luggage which had to go through 3 airports before getting to my destination. The food is yummy, the staff is very nice. I have flown on Ethiopian several times and have never had a bad experience except for a bad delay once, a while ago.

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



Alexandra K  
London, United Kingdom  
Level 3 Contributor  
12 reviews  
23 helpful votes

### "Great problem solvers"

Reviewed 1 week ago via mobile

While travelling in Africa we took 3 complicated multiple-legs flights with Ethiopian. Overall experience was as expected from a big airline. The 2nd flight had a bit of complication because one out of 2 connecting flights got cancelled and we only found out about 15 hours before the flight. We went to their office in Kigali and they found a suitable alternative for us with an overnight stay in a hotel in Addis. This was actually a more convenient option than the original plan, so we accepted. Stuff in the office and at the airport is really service driven and do everything to help and make your experience better. Didn't have any problems with bags so far. I have a distinctive feeling that "they've got it all under control" and am confident flying with them.

Traveled June 2018

- Seat comfort
- Customer service (e.g. attitude, care, helpfulness)
- Legroom
- In-flight entertainment (WiFi, TV, movies)
- Value for money



Fernando M  
Florida  
Level 3 Contributor  
14 reviews  
7 helpful votes

### "Loved the experience"

Reviewed 1 week ago

I boarded the plane in Sao Paulo towards Ezeiza Airport in Buenos Aires Argentina. The flight was coming from Addis Ababa (Ethiopia) which is a 12 hour flight. The plane, a Boeing 787 arrived 15 minutes late but the crew managed to complete the boarding process very fast and after a little less than three hours we arrived to Buenos Aires. The crew whom spoke Amharic and English were friendly. There is some improvement needed in the field of customer service but which airline crew doesn't need ti now a days? They offered a light meal (pasta salad, rice with chicken and custard) which included alcohol beverages (red/white wine and Ethiopian beers). The entertainment system which included a large lcd screen for each seat offered a wide selection of movies and TV shows. I loved the ones that showed around Ethiopia and its landmarks. Most important, the round trip to Buenos Aires was only \$200 (US Dollars) which was far more cheaper than any other non stop flight.

Traveled June 2018

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



Kirstinkristianh  
Oslo, Norway  
Level 3 Contributor  
16 reviews  
3 helpful votes

### "A long flight with good service and friendly staff"

Reviewed 1 week ago

Everything functioned to our satisfaction. Food, drinks and inflight programmes were all fine. We had no delays and the check-in went smoothly.

Traveled September 2018



Avinash M  
New Delhi, India  
Level 3 Contributor  
10 reviews  
10 helpful votes

### "World class service at reasonable prices"

Reviewed 1 week ago via mobile

Well, I was very impressed with the smooth check-in and excellent customer service. They were before time on both occasions and I was happy with the way everything was handled.

International Business Class Mumbai - Nairobi

Helpful? Thank Avinash M Report



Eskedar Y  
Level 1 Contributor  
3 reviews  
2 helpful votes

### "Pleasant flight"

Reviewed 1 week ago via mobile

Flight was on time. The crew were very professional and helpful. Station manager at Victoria falls is amazing. Ethiopian Airlines need area managers like him all over the world.

Africa Economy Addis Ababa - Victoria Falls

Helpful? Thank Eskedar Y Report



DrAndreas...  
Haifa, Israel  
Level 2 Contributor  
5 reviews  
2 helpful votes

### "Very pleasant"

Reviewed 1 week ago

Friendly staff on the ground as well as on board, in time all four flights, fast in ADD during the time of transit, because of 7 hours transit they booked a hotel room at Hilton for me. I can only recommend flying ET

International Business Class Harare - Tel Aviv

Helpful? Thank DrAndreasKelling Report

leave us a review on





# CSR

## ETHIOPIAN SUPPORTS MEDICAL TRAVELER

Ethiopian cares to sponsor the medical travel of Wzo. Aselefech Taye. The sponsorship enables her to get a better medical treatment abroad. Ethiopian believes in the provision of improved medical treatment for its nation.

## ETHIOPIAN SUPPORTS ROTARY CLUB

Ethiopian supports Rotary Club, volunteers who work locally, regionally, and internationally to combat hunger, improve health and sanitation, provide education and job training, promote peace, and eradicate polio. Ethiopian covered the shipment cost of ball point pens of 30 cartons containing 25,000 ball point pens, total gross weight of about 250 kg while they were importing from Canada to Addis Ababa to distribute for students.

## ETHIOPIAN SUPPORTS NEW LIFE FOR COMMUNITY

Ethiopian supported **New Life for Community**, a local non-governmental development organization established with the overall goal of assisting the neediest community particularly women and children through integrated and community based health care strategy, that can enable them to support the street children projects in Jimma. Ethiopian cares to aback feasible initiatives that can benefit the community at large.



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





VISIT



Ethiopian donates school supplies to Ethiopian Catholic Church Center students. The students were inspired while visiting Ethiopian state-of-the-art facilities



VISIT



H.E Ato Siraj Fergessa, Ethiopian Minister of Transport visited Ethiopian Skylight Hotel and Terminal Expansion projects.





ET Group CEO Attends World Route Development Forum 2018 in Guangzhou



H.E. Dr. Alie Kabba, Minister of Foreign Affairs and International Cooperation of the Republic of Sierra Leone with Ato Tewolde GebreMariam, ET GCEO



H.E Ato Siraj Fergessa, Ethiopian Minister of Transport visited Ethiopian Skylight Hotel and Terminal Expansion projects.



ET Group CEO Attends World Route Development Forum 2018 in Guangzhou



Ethiopian Voted "Best African Airline" at Arabian Travel Awards



Visit to students from Ethiopian Catholic Church- Center





## ETHIOPIAN CO-SPONSORS TOUR OF VISUALLY IMPAIRED GIRLS

Ethiopian Airlines Area Office in Mumbai has co-sponsored the tour of visually impaired girls to Mumbai/Addis Ababa/Kigali on August 24, 2018. The tour was organized by Rwanda Renaissance, an organization that promotes tourism, cultural and investment liaison between Rwanda and India. At an event held in Kigali and attended by Area Manager Rwanda, the visually impaired girls entertained the audience with their dance performance which was followed by dinner.



## DAR ES SALAAM AREA OFFICE PARTICIPATES IN 2<sup>ND</sup> APPRECIATION NIGHT EVENT

Ethiopian Airlines Area office in Dar es Salaam participated in the 2<sup>nd</sup> Appreciation Night for Indonesia's Business Partners which was held in Dar es Salaam on August 30, 2018. The event was organized by Embassy of the Republic of Indonesia in Tanzania, and drew potential business participants who will attend the 33<sup>rd</sup> Trade Expo Indonesia (TEI) in October 2018.



## HARARE & BRAZZAVILLE AREA OFFICES CELEBRATE ETHIOPIAN NEW YEAR

Area Manager Zimbabwe and her team celebrated Ethiopian New Year with Ethiopian and Eritrean Community members in Harare on September 15, 2018. More than 200 Ethiopian and Eritrean community members, delegates from UN and NGO's, and tour operators attended the event held in Rainbow Towers hotel. As part of the new year celebration, the Area Manager and Ethiopian and Eritrean representatives joined for a cake cutting ceremony. Ethiopian Airlines sponsored the event with a raffle ticket.



BACK IN THE DAYS



Once of the pioneer pilots-Captain Robert Green-Receiving cash and paperwork from a local station manager for delivery to Addis Ababa headquarters

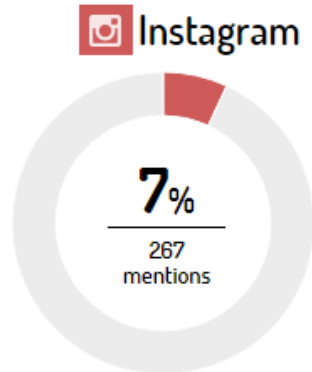
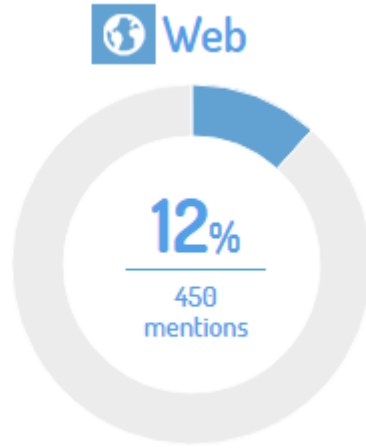
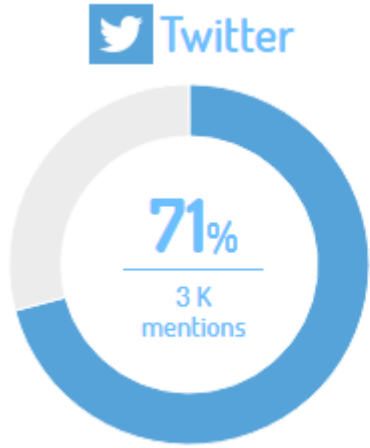


The drills before take-off: going through the cargo manifest before signing



Waiting to check in the passengers, crew take advantage of the shade the Dakota's large wings give against the fierce tropical sun.





**AFRICA**

[http://www.xinhuanet.com/english/2018-09/10/c\\_137456729.htm](http://www.xinhuanet.com/english/2018-09/10/c_137456729.htm)



**French.CHINA.ORG.CN**

[http://french.china.org.cn/business/txt/2018-09/18/content\\_63568033.ht](http://french.china.org.cn/business/txt/2018-09/18/content_63568033.ht)



<http://www.financial-news.co.uk/49934/2018/08/ethiopian-airlines-completes-acquisition-of-49-interest/>



<http://www.intelligentcio.com/africa/2018/09/21/ethiopian-airlines-app-adds-alipay-through-mobile-payment-platform/>



<https://www.ft.com/content/1e5a5a7c-bb47-11e8-94b2-17176fbf93f5>



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<https://www.mid-day.com/articles/mumbai-crime-tanzanian-arrested-with-party-drugs-worth-rs-3-crore-at-airport/19748175>



<https://www.straitstimes.com/singapore/typhoon-mangkhut-most-flights-from-singapore-to-hong-kong-cancelled>



<http://www.travelweekly.com.au/article/big-fat-airline-wrap-103/>



<https://www.egyptindependent.com/ethiopias-new-ambassador-arrives-in-egypt/>



<https://www.gulf-times.com/story/606218/Exiled-leader-of-armed-Ethiopia-rebels-back-home-a>





# ETHIOPIA

## Festival Meskel, Ethiopia: Finding the True Cross



The month of September is an important month of celebrations in Ethiopia. The Ethiopian celebrations that falls within this month on the Gregorian calendar are the Ethiopian New Year celebrations known as Enkutatash which falls on September 11 – or on the 12<sup>th</sup> in a leap year and *Meskel*. For over 1600 years, Meskel has been celebrated in Ethiopia and it is probably the most important festival after the Timkat.

### Origin

Meskel celebrations commemorate the discovery of the cross on which Jesus Christ was crucified by St. Helena, mother of Constantine the Great. According to legend, in the year 326 AD Queen Helena went on a search for the true cross and was unsuccessful until she received help through a dream.

In accordance with the dream, she made a bonfire and the smoke gave her direction to the spot where the cross was buried. To herald her success, Helena (known as *Nigist Eleni* in Ethiopia) lit torches. In the Middle Ages, half of the cross was given to Emperor Dawit of Ethiopia by the Patriarch of Alexandria in appreciation of the protection offered to Coptic Christians.



Read More at  
<https://afrotourism.com/travelogue/festival-meskel-ethiopia-finding-the-true-cross/>



### Demera: The Eve of Meskel...

Marked with feasting, dancing and all kinds of merrymaking with bonfires and gun salutes, the occasion usually starts on the eve of Meskel with the planting of a green tree in town squares and markets. Long tree branches are tied together and yellow daisies called *meskel* are placed on top.

The branches are gathered together in a bundle called *demera* and set ablaze by a procession of people – priests, students, etc. The people toss flaming torches which they are carrying at the *demera*, singing a special Meskel song as they circle it. Around individual homes, little *demeras* are built as well.

The *demera* burns until it turns entirely into ashes. As it burns and collapses, the direction which the *demera* falls is interpreted as a sign or portent. Rain is usually expected to fall to put out the fire and when it does, the year is expected to be a prosperous one. In most villages, the celebration continue through the night.

The next day which is the actual meskel, people go to the spot of the *demera* and use the ashes to mark their foreheads with the sign of the cross.

There is a lot to eat and drink as people celebrate together. One of the significant occurrences of the festival is the coinciding with the mass blooming of meskel flowers, the golden yellow daisies.



# 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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