



What's Up @ET January 2020

Monthly Publication

Contents

Did you Know that	3
News Recap.....	4
Ethiopian in Pictures.....	7
Testimony.....	8
CSR.....	9
Picture of the Month.....	10
Area News.....	11
Visit.....	12
Back in the Days.....	13
International and Local Media clippings..	14
Ethiopia.....	15



Did You Know That?

Ethiopian Aviation Academy (EAA) is the largest and the most modern aviation academy in Africa recognized as ICAO regional Training Center of Excellence. To train aviation professionals from classrooms to simulator training, EAA offers industry standard training for pilots, aircraft technicians, cabin attendants and ground services staff both for initial and recurrent students. The Leadership & Career Development Center is training thousands in Management and Leadership Skills. Our cabin crew training simulates real-time scenarios with training aircrafts designed for emergency drills and service training. Our pilot training school uses light aircraft for its basic training and simulators. Full flight simulators of all fleets Ethiopian operates are available for pilot training. Virtual Maintenance Trainers (VMTs) and various workshops feature our aircraft maintenance training. Beyond these, our academy develops standard training packages including e-learning and virtual classroom training. Trainee services include a trainees' cafeteria, dormitories, an administration complex and a plush new auditorium. The academy plans to take in 4,000 students a year in its basic training programs.

ሉሲን ይተዋወቁ



☰ ሜሴንጀር እና 📍 ቴሌግራም ላይ
'Ethiopian Chat Bot' ብለው ያገኙታል!



News Recap

Annual Sales and Marketing Meeting Held

The Annual Sales and Marketing Meeting was held from January 25 - 26, 2020 at EAA Auditorium. On the first day Mr. Esayas WoldeMariam, CCO, opened the meeting in the presence of Executive Management, commercial management and stakeholders management teams. The participants reviewed the performance trends of area offices against different parameters including revenue, market share, online sales and cost management, among others. Presentations and discussions were also made on different topics including cargo performance. Ethiopian Group CEO Mr. Tewolde GebreMariam made a presentation on the overall strategy of Ethiopian. Executive Management Members, Area Managers and other management staff also participated in the vibrant discussions and shed light on the issues discussed.



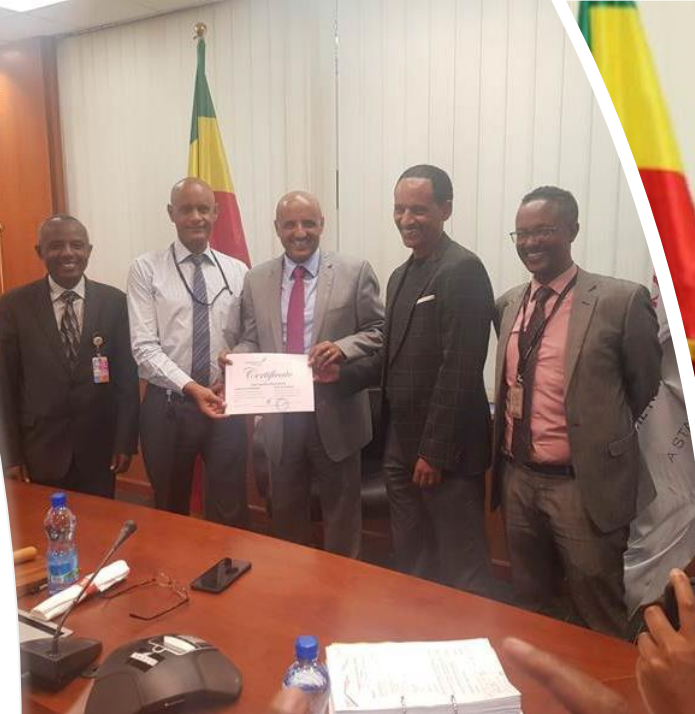
News Recap

Ethiopian Awards Employees with Winning Cost Saving Ideas

As part of the continued efforts to make our beloved airline more cost effective and competitive in the market, Ethiopian has been recognizing employees who propose feasible cost saving ideas in line with its policy of Employee Cost Saving Idea Award. At a recent Executive Management weekly meeting, Ethiopian Group CEO Mr. Tewolde GebreMariam has awarded certificates and monetary rewards to yet another batch of employees who came up with innovative cost saving ideas that have contributed for the success of our airline.

Internal Audit Department Automates its Processes

Ethiopian Internal Audit Department has automated its end-to-end audit process in collaboration with IT Application Design & Delivery Department. The new system is capable of handling the audit engagement process from preparation of audit program to report writing with an easy template.



News Recap



Ethiopian Holidays Celebrates Timket Festivity with Tourists

Ethiopian Holidays, the Tour Operator wing of Ethiopian Airlines, celebrated Timket (Epiphany) Festivity with 129 tourists originating from different destinations including China, Democratic Republic of Congo, America, Ghana, Angola, Malawi, Kenya, Canada, Brazil, Geneva, Korea, Congo Republic, Nigeria, South Africa, Madagascar, Mali and Benin. Ethiopian Holidays staffs warmly welcomed the guests up on arrival at Bole International Airport.



Ethiopian in Pictures



Karin Poulsen 🇩🇰 🌍

@DKamblnAddis

Boarding @flyethiopian after eventful three days in #Sudan. Thank you all partners for your warm hospitality and profound insights. Hope to be back soon. Stay safe! 🙏



Testimony

Karin Poulsen, Denmark Ambassador to Ethiopia, Djibouti, South Sudan and Sudan.



Ethiopian Colorfully Celebrates Children's Christmas Party

In pursuit of Ethiopian corporate citizenship, Addis Ababa Sales Office has organized the annual children Christmas party on January 4, 2020 at Ethiopian headquarters. The event was graced by Ethiopian Group CEO Mr. Tewolde GebreMariam, VP Marketing Mrs. Rahel Assefa, A/MD International Services Mr. Lemma Yadecha and management and staff members. Moreover, over 450 children from 14 Charity organizations based in Addis Ababa were invited to the event and enjoyed an array of entertaining programs.

Ethiopian Cargo Family Hold 'We Clean Addis' Campaign

Ethiopian Cargo Family, in their "We Clean Addis" initiative, conducted city cleaning activity around Kazanchis on 12 January 2020. Briefing the Cargo Family on the initiative, Mr. Fitsum Abady, MD Ethiopian Cargo and Logistics Services, urged that other units of Ethiopian should follow suit and take the initiative to the next level. Following the campaign, the Cargo Company Delivery team held its semi-annual get together in the presence of representatives from various sections.





Picture of the Month

Area News

France Area Office Participates in Ethiopian Investment Forum in Lyon

Ethiopian Airlines participated in the Ethiopian Investment Forum which was held on January 22, 2020, at Lyon City Hall. More than 80 participants, mainly from companies based in the Lyon region showed up at the forum organized by Lyon Metropole and other stakeholders to showcase investment opportunities in Ethiopia.

Madagascar Area Office Convenes with American Chamber of Commerce Members

Ethiopian Area Office in Madagascar held a brief seminar and lunch invitation to American Chamber of Commerce members who will be participating at “Sourcing at MAGIC” trade show to be held in Las Vegas from February 4-7, 2020. The presentation focused on Ethiopian online passenger points in the US and also cargo services from Madagascar. Madagascar Area Manager assured the best services of Ethiopian from Madagascar with two online points of Antananarivo and Nosy Be which provide better option to American Chamber of Commerce members and other participants. Ethiopian is the official carrier of American Chamber of Commerce in Madagascar.

Kuwait Area Office Promotes Ethiopian at Africa and Ethiopia Day Celebrations

Ethiopian promoted its products and services at the Africa and Ethiopia day celebrations held in Kuwait. Ethiopian Airlines Kuwait office sponsored the Africa Day Celebration held at the Crowne Plaza Hotel with the theme “ *Highlighting the clear vision of Africa at political, economic and social levels together with the aspirations of the continent for building a new partnership with the rest of the world, in general , and in the Gulf region , in particular.*”

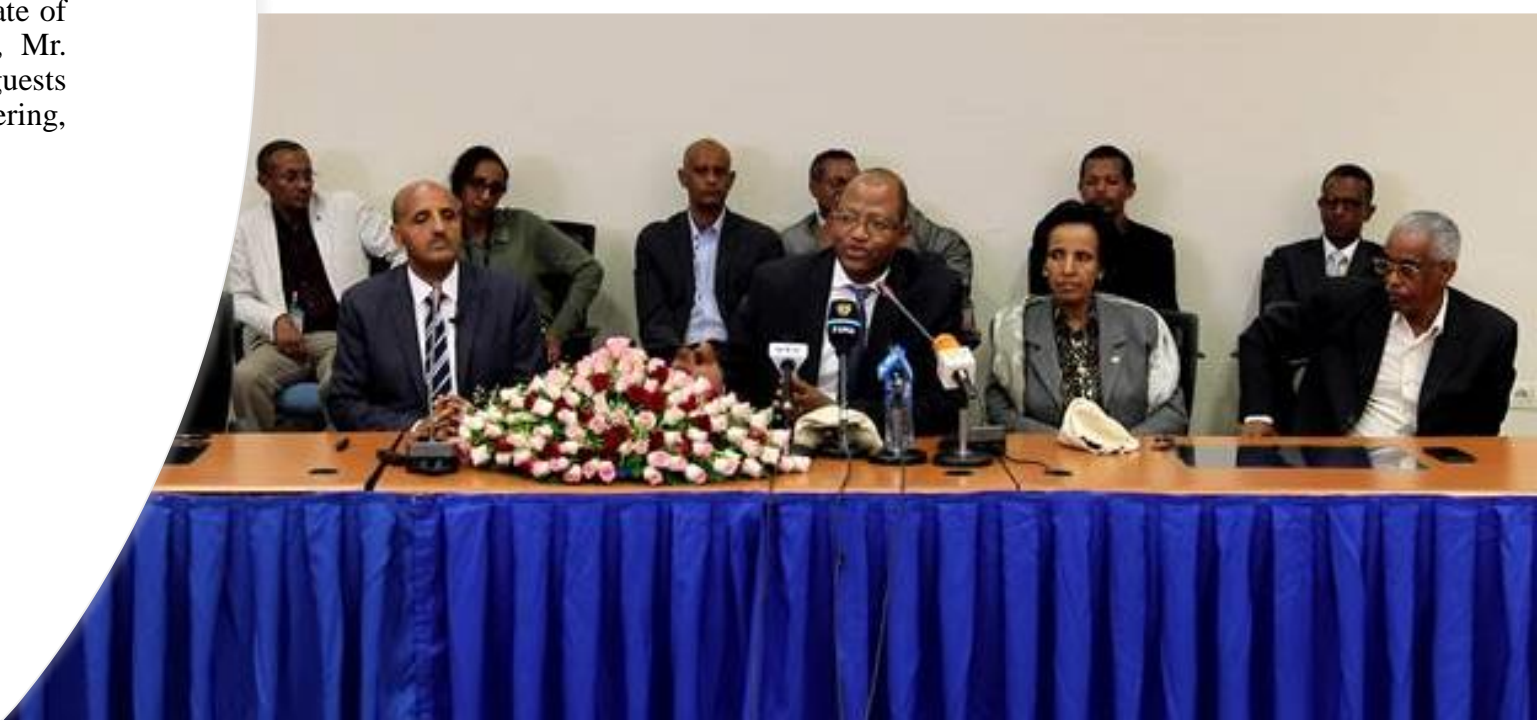




Visit

Members of the HPR Visit Ethiopian Facilities

Members of the House of People's Representatives of FDRE, led by His Excellency Tagesse Chaffo, Speaker of the HPR, visited Ethiopian state of the art facilities on Saturday 11 January 2020. Ethiopian GCEO, Mr. Tewolde GebreMariam along with the executive management led the guests through Ethiopian business units, namely, Ethiopian Airports, Catering, MRO, Cargo and EAA, explaining how each of the units function.





*Captain Adamu Medhane posing beside his bird,
looking as graceful as Ethiopian's stunning
success stories!*

Back in the Days

International and Local Media Clippings

<https://www.facebook.com/fanabroadcasting/videos/2613833185570122/>



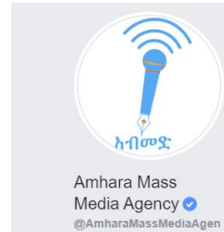
<https://www.facebook.com/waltainfo/videos/569613067219616/>



<https://www.youtube.com/watch?v=nuUEYAI4zohs>



<https://www.youtube.com/watch?v=66VQeAYmHK4>



<https://www.youtube.com/watch?v=N6JN2bDqPtW&feature=youtu.be&fbclid=IwAR1KcukCAPf4xs2-F1lhUuHY6rLLWPqWHPNgLXidPcs-T9CYpf6NO4cZY>



<https://twitter.com/addisstandard/status/1217411385803649026>



https://www.facebook.com/permalink.php?story_fbid=10156825420833513&id=310120523512



https://www.facebook.com/permalink.php?story_fbid=2698766920199391&id=104563622953080



<https://www.thereporterethiopia.com/article/ethiopian-invests-heavily-digital-technology?fbclid=IwAR2q47dUF5XEzBgyv-rV51ROODJ7PMCLIXdsbkdsGuGt-lxTKqvr0Hn6w>



<https://www.facebook.com/422898847759660/posts/2730907596958762/?app=fbi>



<https://www.reuters.com/article/us-ethiopia-airlines-airport/ethiopian-airlines-to-start-building-new-5-billion-airport-this-year-ceo-idUSKBN1ZE1W3>



<https://www.routesonline.com/news/38/airlineroute/289106/ethiopian-airlines-ns20-south-east-asia-routing-changes/>



<https://www.dailymail.co.uk/wires/reuters/article-7890639/Ethiopian-Airlines-start-building-new-5-bln-airport-year-CEO.html>



Ethiopia



Ethiopians Look for Love During Orthodox Epiphany Celebration



For many young people, though, the main event came the day before, as tens of thousands of Ethiopians and foreign tourists marched alongside priests carrying cloaked tabots - replicas of the Ark of the Covenant - amid a riot of song, dance and prayer. This is when young men and women have typically sparked up conversations that can lead to relationships. One Timkat custom calls for young men to throw lemons at women they find attractive, aiming for the heart to signal their intentions. But while lemon-throwing is still common in rural areas, it is increasingly out of fashion in Ethiopia's fast-growing cities. A common joke in Gondar is that instead of throwing lemons at their crushes, young men today would do better to throw iPhones.....

<https://www.voanews.com/africa/ethiopians-look-love-during-orthodox-epiphany-celebration>

WHAT'S UP @ ET

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



(251-11)517-89-07/913/656/165/529



CorporateCommunication@ethiopianairlines.com



www.ethiopianairlines.com



www.facebook.com/ethiopianairlines



www.twitter.com/flyethiopian



www.linkedin.com/company/ethiopian-airlines