



What's up @ ET July, 2022



A STAR ALLIANCE MEMBER



A group of Ethiopian Airlines crew members, including pilots and cabin crew, are walking on an airport tarmac. They are wearing their respective uniforms, which include dark green suits for pilots and white dresses with green and yellow accents for cabin crew. The background shows the airport's modern architecture with large windows and structural beams.

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Did You know that

Ethiopian Airlines Group, the largest cargo network operator in Africa, has been nominated in the Cargo airline of the year & Best cargo airline in Africa Award categories. Star Alliance network member Ethiopian Airlines is hands down the continent's largest airline, thanks to reasonably priced tickets and an extensive network of destinations.



CELEBRATING 75 YEARS OF EXCELLENCE

News Recap



This will be Ethiopian Airlines' fourth Indian station, after New Delhi, Mumbai and Bengaluru

- For Ethiopian Airlines, 'Africa's fastest growing airline', Chennai will be its fourth Indian station, after New Delhi, Mumbai and Bengaluru, respectively, and also its first new destination after the COVID-19 pandemic (having been planned since June 2020).
- The airline's Chief Commercial Officer, Lemma Yadecha Gudeta, told *The Hindu* that the operations to the city (three days a week) were a 'testimony to Ethiopian Airline's commitment to serve India with more destinations and enhanced frequencies'. He said the airline, which had a sizeable share of pan-African passenger and cargo traffic, was in the midst of implementing its 'Vision 2025' business plan.

Ethiopian Nominated for World Air Cargo Awards 2022

The Board of Management of Ethiopian Airlines Group has announced the appointment of Mr. Mesfin Tasew Bekele, as Chief Executive Officer of Ethiopian Airlines Group, effective March 23, 2022. Mr. Mesfin has been a successor to the former CEO of the Airline Group, Tewolde GebreMariam whose early retirement request due to health issues has been approved by the board. Mr. Mesfin has 38 years of experience in airline management and operations in the areas of aircraft maintenance and engineering, procurement, information technology, flight operations, capability development, capacity building, development of corporate strategies, airline operation management, and corporate leadership.



Mesfin Tasew Bekele,
the new face of Ethiopian Airlines

Africa's biggest and leading Airline Group has ushered in a new leadership after its illustrious and legendary former CEO, Tewolde GebreMariam, stepped down to an end on health grounds. It was indeed a shocking news to the aviation sector and news world, the sudden announcement on his resignation. He paid his dues and his sterling leadership ensured the airline improved its profitability, grew its fleet, operations and above all bagged countless awards for the pan African airline.

With a robust and impressive succession plan for the Ethiopian carrier, the management and Board of the Airline Group announced another veteran in the top echelon of the airline, Mr. Mesfin Tasew Bekele as the new Group CEO of the company.

Mr. Mesfin has 38 years of experience in airline management and operations in the areas of aircraft maintenance and engineering, procurement, information technology, flight operations, capability development, capacity building, development of corporate strategies, airline operation management, and corporate leadership. He earned a Master's in Business Administration (MBA) from Open University in the UK, an MSc degree in Electrical Engineering specializing in Communications Engineering from Addis Ababa University, and a BSc degree in Electrical Engineering from Addis Ababa University.

Aviation Juggernaut and Board Chairman of Ethiopian Airlines Mr. Girma Wake is congratulating Mr. Bekele and he was confident in the capabilities of the new man and believes Mr. Mesfin will lead the airline to even greater success, keeping it on the right track that will see it grow through many generations to come. I urge the 17,000 employees of Ethiopian and the board members to stand with the new Group CEO to keep the airline fly high. We are also thankful for the immense contributions of the former Group CEO.

Mr. Mesfin Tasew on his part said, "I am honored and humbled to be appointed as the Chief Executive Officer of Ethiopian Airlines Group which I have been serving for nearly four decades in various positions. My new role gives me the opportunity to carry on with the fast and profitable growth of our beloved airline and take it to the next level. I call on all my colleagues and Ethiopian to join hands and forge ahead for further success."

In the different capacities he served during his 38

I am honored and humbled to be appointed as the Chief Executive Officer of Ethiopian Airlines Group which I have been serving for nearly four decades in various positions. My new role gives me the opportunity to carry on with the fast and profitable growth of our beloved airline and take it to the next level. I call on all my colleagues and Ethiopian to join hands and forge ahead for further success.

years of service, Mr. Mesfin has been a key player responsible for planning and execution of strategies that led the airline to shine in the African skies and beyond. He assumed responsibilities including but not limited to overall maintenance of Ethiopian fleet, capability and capacity development, leading the automation project of the Maintenance and Engineering Division, and managing projects related to aircraft acquisition.

Profile

Mr. Mesfin has been serving as a Chief Executive Officer of ASRY Airlines since 2021 and has led the airline with a profitable growth strategy until the time of his new appointment. He served as a Chief Operating Officer of Ethiopian Airlines from 2020 -2021 and successfully led the operation of the airline in an efficient and cost-effective way by optimizing processes and developing internal resources to cope with the airline's growth strategy.

Besides, he was Vice President of Maintenance and Engineering from 2008 -2010, Chief Information Officer from 1998 - 2006, Manager of Planning and Automation, Maintenance and Engineering Division from 1995 - 1997 and Avionics Engineer and Supervisor Avionics Engineering Group from 1984 - 1994.

He took part in numerous local and international seminars in the aviation industry and general leadership. He received training in leadership and airlines operations management, aviation regulations and aircraft maintenance among others.

In 2006, Mr. Mesfin was a good medal award winner of Addis Ababa University Faculty of Technology as an Outstanding Graduate of the Year.

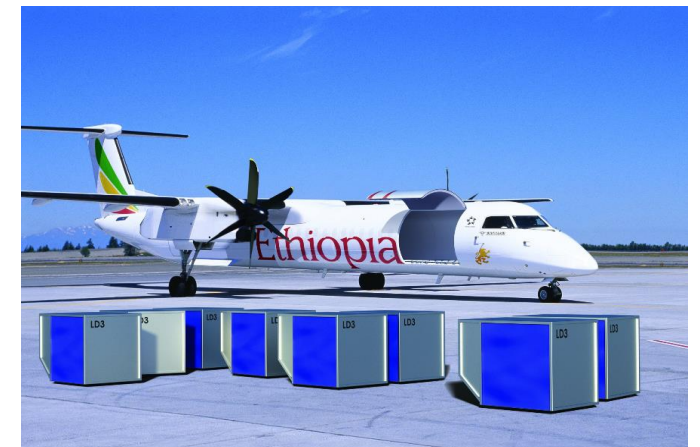
We sat down exclusively with the new man on the

Ethiopian Airlines Group Signs Proposal with De Havilland Canada for up to Four Dash 8-400 Freighter - Large Cargo Door Kits

Farnborough, United Kingdom, July 20, 2022 – De Havilland Aircraft of Canada Limited (“De Havilland Canada”) and Ethiopian Airlines Group (“Ethiopian”) announced today that Ethiopian has signed a proposal for the purchase of two Dash 8-400 Freighter – Large Cargo Door (F-LCD) conversion kits.

The proposal provides an option for an additional two F-LCD conversion kits. The parties are working to finalize a definitive and binding agreement.

“Cargo has played a pivotal role in Ethiopian Airlines’ operations over the past couple of years, and will remain a key growth pillar of our business over the coming years,” said Mesfin Tasew, Chief Executive Officer, Ethiopian Airlines Group.



Boeing Signs 787 Landing Gear Exchange Agreement with Ethiopian Airlines

Boeing solidified a contract agreement for the 787 Landing Gear Exchange Program with Ethiopian Airlines during a signing ceremony at the Farnborough Air Show. The new contract includes 19 787-8 landing gear exchanges. With this new service, Ethiopian Airlines will receive predictable pricing, reduced inventory investment, and instant access to Boeing's global inventory and will complement the parts support program in place for the 787 and 777.

“We are pleased to sign an agreement with Boeing for the repair and exchange service of Boeing 787 landing gears,” said Mesfin Tasew, CEO of Ethiopian Airlines.



Ethiopian Airlines Orders Africa's First A350-1000

Ethiopian Airlines Group, the flag carrier of Ethiopia, Africa's largest airline group, has upsized four of its A350-900 on order to the largest variant of the A350 Family, the A350-1000, becoming Africa's first customer for the aircraft.

Ethiopian Airlines Group CEO Mr. Mesfin Tasew said, "We are delighted over the upsizing of the A350-900 on order to the largest variant, A350-1000, that helps us stay ahead of the curve in technology. We are the technology leaders in the continent introducing the latest technology and fuel-efficient fleet into Africa.



“Fly Ethiopian, Go Organic !”

Go Organic campaign initiated by the Ethiopian Inflight Catering, had been started colorfully. Honorable guests were invited to be a part of the first campaign. It aimed to promote organic food and drinks Ethiopian serves onboard as a unique competitive advantage.

We have launched our very first Recipe Book “Fly Ethiopian, Go Organic !” on a colorful event at Ethiopian Skylight Hotel. This Recipe Book is aimed at promoting the authentic Ethiopian indigenous cuisine and beverages to the world through simple step by step procedures.

This special campaign created an opportunity to promote the local agricultural, animal products and other catering inputs that are being used to prepare meals served onboard.



Ethiopian Airlines USA office has held a splendid reception for the winning Ethiopian Athletics team

Ethiopian Airlines USA office has held a splendid reception for the winning Ethiopian Athletics team in the presence of H.E [@seleshi_b_a](#), H.E [@TayeAtske](#), Ethiopian Management and Staff in USA.

Ethiopian athletes and Ethiopian Airlines are Africa's greatest ambassadors. In addition, they represent a courageous Africa and an intelligent Africa that knows how to win. Ethiopian Airlines was also proud to welcome the winning Ethiopian Athletics team World Athletics Champion held in Oregon, USA.



Ethiopian GCIC Team Holds a Welcoming and Recognition Program

On June 13, 2022, the Ethiopian Global Customer Interaction Center colorfully welcomed the newly assigned management staff, and bid farewell to the long-serving management members, who have recently transferred to other places with the facts for area appointment and other higher management level position in the company. The celebration, which took place at the Global Customer Interaction Center conference room, was graced by the presence of Mr. Lemma Yadecha, Chief Commercial Officer of Ethiopian Airlines, Mr. Hailemeleket Mamo, VP ET Holiday & Digital/GCIC Sales, and Mr. Mesfin Biru, MD International, and Mr. Yilma Goshu, Director of GCIC.



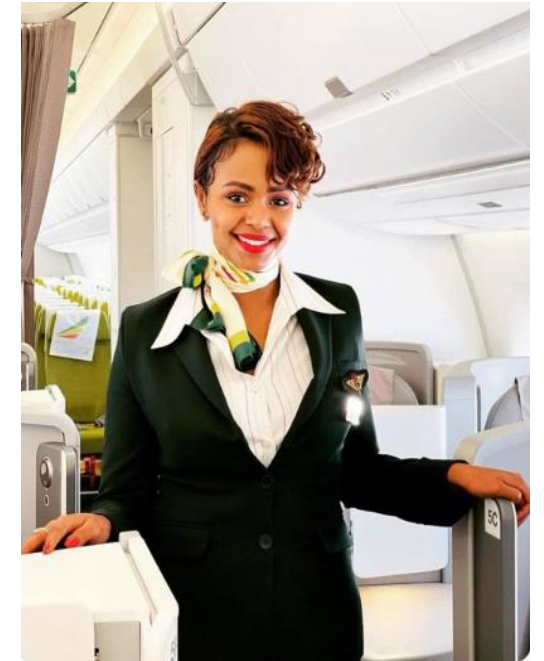
Ground Safety and Ground Collusion

In the area of commercial aviation worldwide, airlines suffer high costs from damage that results from ground-related occurrences. Apart from the economic consequences, increased safety risks are also of concern to the organisations involved.

Ramp accidents cost airlines significant amounts of money but these accidents only become a flight safety risk if they represent an airworthiness risk and are either undetected or unreported. The increasing use of composite materials in aircraft manufacturing may lead to increased risk because often, after being hit, a composite surface returns to its original shape and the damage underneath is not visible to the naked eye. A simple 'tap' test might not detect a delamination at an early stage or in specific areas.



Ethiopian in Pictures



Picture of the Month



Back in the Days



Little moments yet our biggest memories.

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.

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