

What's up @ ET in October, 2016



# Ethiopian Catering Inauguration

**Ethiopian**  
የኢትዮጵያ  
THE NEW SPIRIT OF AFRICA

A STAR ALLIANCE MEMBER 

# What's up @ ET in October 2016

## Ethiopian Inaugurates the largest and most modern In-flight Catering Center



Ethiopian officially inaugurated its newly built, state of the art In-flight Catering Facility on October 29, 2016. The new G+1 In-flight Catering covers a total area of 11,500m<sup>2</sup>, encompassing most-modern operations and food processing area, fully-equipped with high-tech cooking and bakery equipment, large capacity dishwashing and heavy-duty ice-cube machines, hot kitchen, storage units, cold rooms, stores, flow wrapping, loading bays, high lift trucks and vans, varieties of cooling facilities, a dedicated Halal kitchen as well as a number of modern rooms.



# What's up @ ET in October 2016

## Ethiopian Started Services to Windhoek, Namibia



Ethiopian is pleased to announce that it has commenced services to Windhoek, Namibia, via Gaborone, as of October 6, 2016. Windhoek is the capital and largest city of the Republic of Namibia, headquartering most of the national enterprises and cultural institutions.

## Ethiopian Won "The Rising Star Carrier of the Year Award"



Ethiopian is pleased to announce that it has won the Rising Star Carrier of the Year Award, for the second year in a row, at the 5<sup>th</sup> Payload Asia Awards 2016 held in Hong Kong on 29<sup>th</sup> September 2016.

# What's up @ ET in October 2016

## Ethiopian commences services to Dembi-Dolo and Kebri-Dahar



Expanding Our Services to **Kebri Dahar**

Ethiopian is pleased to announce that it has commenced thrice weekly services to Dembi-Dolo and Kebri-Dahar on October 14, 2016. The flights to these Ethiopian domestic destinations will be operated on Tuesdays, Fridays and Sundays.

## Ethiopian to Increase Flight Frequency to Seychelles



Ethiopian is delighted to announce that it will add a 5<sup>th</sup> weekly flight to Seychelles as of 16<sup>th</sup> December 2016.

# What's up @ ET in October 2016

## Ethiopian vows to stay with Nigeria in Good or Bad Times



Ethiopian informed its esteemed Nigerian passengers that it will continue its scheduled operations to the Federal Republic of Nigeria, despite the recent withdrawal by some Airlines out of Lagos and Abuja.

Currently, Ethiopian serves the Nigerian travelers from four Airports of Lagos, Abuja, Enugu and Kano. In the Spirit of African brotherhood, Ethiopian Airlines does not wish to be in Nigeria only when the going is good, rather, make sacrifices along with Nigerians in this trying time knowing that Nigerians are resilient and resourceful and will soon come out of the temporary recession.

## Ethiopian is Proud to sponsor the Business Aviation Conference 2016 AfBAC16



# What's up @ ET in October 2016

Guangzhou Area Office celebrated additional three weekly flights to/from Guangzhou in addition to the daily flights



## Ethiopia enters Rail and Fly Agreement with Austrian Federal Railways

Ethiopian Airlines office in Austria has entered rail and fly agreement with ÖBB (Österreichische Bundesbahnen), Austrian Federal Railways, this agreement will simplify passengers movement from domestic points by giving a seamless connection through Vienna and to more than 53 African destination including Addis Ababa.



# What's up @ ET in October 2016

## Ethiopian Aviation Academy Signs MOU with CTTI



Ethiopian Aviation Academy (EAA) signed an MOU with Catering & Tourism Training Institution (CTTI) on October 7, 2016 at the Academy's premises. The MOU, signed by Ato Solomon Debebe, MD EAA, and Ato Ashebir Tekle, Director CTTI, sets the stage for the two institutions to work together in the area of catering including teaching, research and staff development.

## EAA Graduated 26 Private Trainees in IATA Course



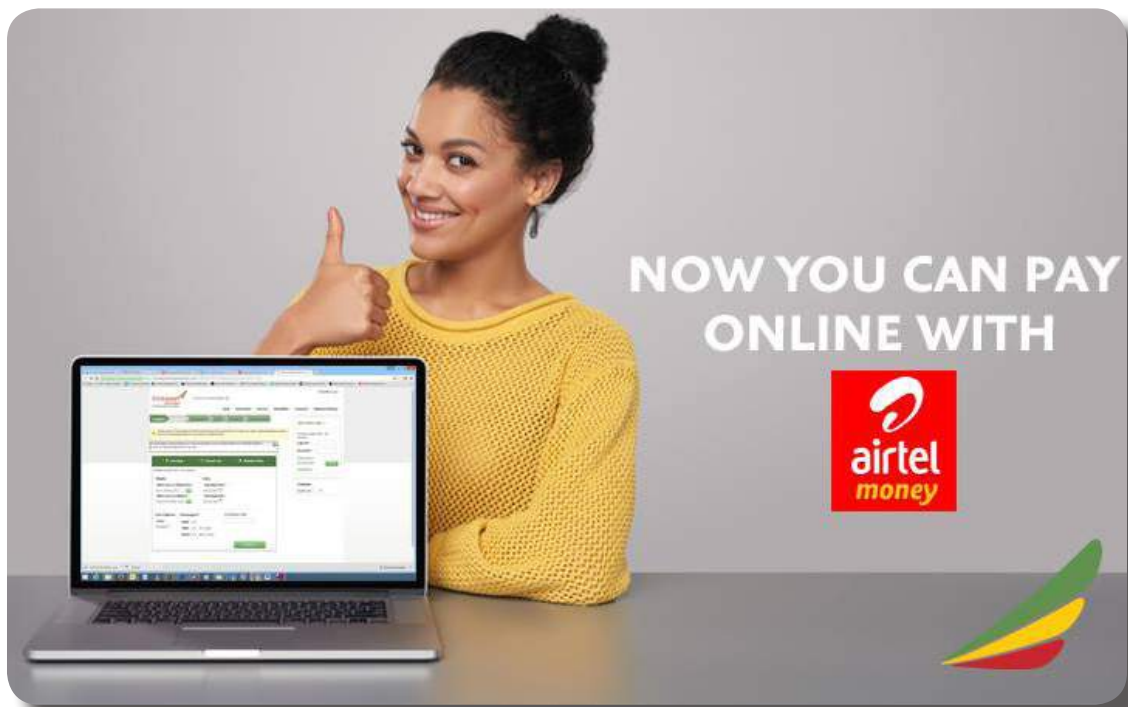
Ethiopian Aviation Academy (EAA) Commercial & Ground Services Training School graduated 26 trainees in IATA- Foundation in Travel and Tourism course at a colorful ceremony held on October 7, 2016 at the Academy's state-of-the-art facility in the presence of Ato Solomon Debebe, MD EAA, and other members of the Academy's staff.

# What's up @ ET in October 2016

## Ethiopian Cargo Organized Awareness Workshop on CEIV Pharma Certification



Ethiopian Cargo Services has organized Center of Excellence for Independent Validators (CEIV) certification awareness workshop for the Cargo community on October 6, 2016 at EAA Auditorium. The workshop was organized in collaboration with the International Air Transport Association (IATA). The main purpose of the workshop is to create awareness among Ethiopian Cargo community about CEIV Pharma certification and to lay the ground work for Ethiopian Cargo to join CEIV Pharma global community.





# What's up @ ET in October 2016

## Ethiopian Group CEO interview on The Economist

The  
Economist

### Why one national airline is bucking a continent-wide trend

Oct 22nd 2016 | ADDIS ABABA | From the print edition

<http://www.economist.com/news/business/21709075-why-one-national-airline-bucking-continent-wide-trend-well-connected>



INSIDE the atrium of a gleaming new building on the outskirts of Addis Ababa, trainee air stewards flit between the classrooms and aeroplane simulators that surround a large indoor swimming pool. The expensive aviation academy belongs to Ethiopian Airlines, and seems a world away from the unrest that on October 9th prompted the government to declare a national state of emergency. The firm's CEO, Tewolde Gebremariam, brushes off the idea that the airline will be affected. "We are not concerned," he shrugs.

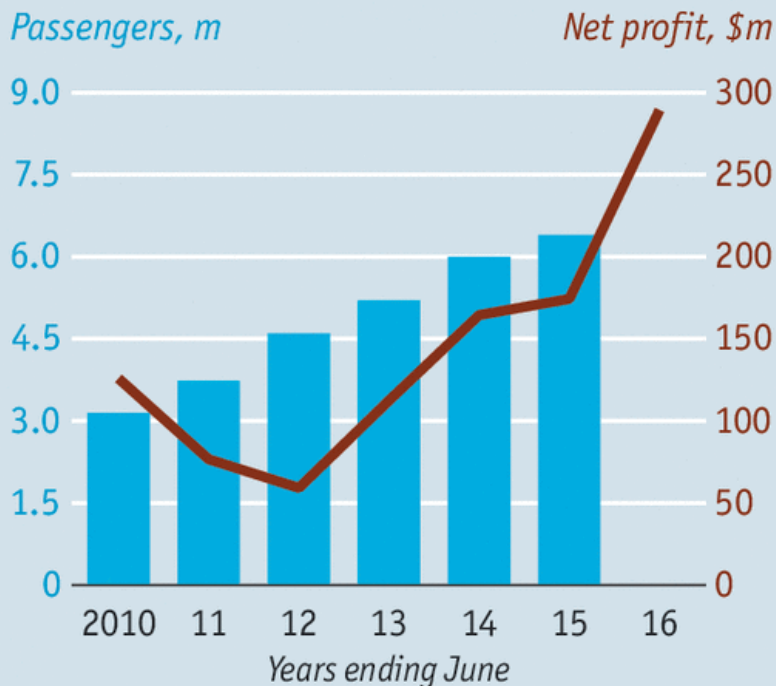
He has reason to be confident about the business. Ethiopian is Africa's largest and most profitable airline, earning more than its rivals on the continent combined. Its expansion has been rapid: by 2015 it served 82 international destinations, with 13 more added this year. According to unaudited figures, it nearly doubled its profits in the last financial year (see chart). And that is amid national turmoil.

It helps that its regional rivals are competing only feebly on routes in Africa. According to the International Air Transport Association, African carriers are likely collectively to record a net loss of \$500m this year. Kenya Airways, which has been in the red for four years on the trot, is flogging some of its aircraft and last month announced it would raise more equity. South Africa's national carrier, which Ethiopian overtook in size last year, has been unprofitable since 2011, and could be insolvent without government guarantees.

# What's up @ ET in October 2016

## Routes to success

Ethiopian Airlines



Sources: Company reports; Bloomberg

Economist.com

Ethiopian's lead also comes from its own strengths. It took advantage of its plum location in the Horn of Africa. Mr Gebremariam circles Addis Ababa on a line connecting China with Brazil via India and the Gulf. It beat rivals who were still fixated on the former colonial routes to and from Europe, and captured Asian traffic. In particular it took an early punt on Chinese demand. In 1973 it was the first African carrier to fly to China. Today a bustling Chinese transit counter at Addis Ababa's Bole airport testifies to the importance the company attaches to the market. And Ethiopian has reduced flights to small African capitals like Brazzaville, in the Republic of Congo, which offer little business, in favour of more flights to the country's booming oil port of Point Noire.

The fact that it is state owned helps keep costs low, but it behaves like an international firm, not a national flag carrier, says Rob Prophet, an aviation consultant. It takes no state subsidies. And although few doubt the closeness of senior executives to the ruling Ethiopian People's Revolutionary Democratic Front, analysts say its management is independent-minded.

Now it wants to be the continent's first pan-African airline. It is opening hubs in Togo and Malawi, and teaming up with smaller rivals. But it is unlikely to be all smooth cruising. Middle Eastern rivals, including Qatar Airways, are expanding across the continent. Poor infrastructure is problematic. A new four-runway airport outside Addis Ababa may improve matters, but few expect it to open on time. And regional instability may hurt sales. Ethiopian was founded in 1945, but it was not until the country's long peace from 1991 that it took off. If the country now nosedives, its national airline will take a hit too.

# What's up @ ET in October 2016

## Did you know this?

Star Alliance and Juneyao Airlines sealed a strategic partnership which will see the Shanghai-based airline become a "Connecting Partner" of Star Alliance in 2017.



# What's up @ ET in October 2016

Chinese celebrities, TV hosts, and photographers toured historical sites in Ethiopia; courtesy of Ethiopian Airlines.



# What's up @ ET in October 2016

## Press Cippings

### Airlines

WORDS: KEITH MWANALUSHI

## ETHIOPIAN AIRLINES Flying with African pride

Ethiopian Airlines celebrated 70 years of operations this year, cementing its position as Africa's most successful aviation company. The airline's regional manager for South Africa, Abel Alemu, takes us through the carrier's unstoppable rise.



ET has taken delivery of a second A350.

**A**n interesting point raised by Miguel Santos, VP at Boeing Africa, during the Aviation Festival Africa in June, is that government owned airlines in Africa can be successful – and of course, he cited Ethiopian Airlines (ET) as a prime example of what can be achieved when governments leave airlines to do what they do best. Unusually for African airlines, Ethiopian has been consistently profitable.

Also speaking at the Aviation Festival Africa in Johannesburg, Abel Alemu acknowledged that Ethiopian Airlines' figures show a very solid performance in all aspects for the past 70 years at the airline. "This year we are celebrating our 70th anniversary. It has always been our interest to connect Africa to the rest of the world, so right from the start it was all about bringing Africa together," said Alemu.

Commenting on connectivity, Alemu pointed out that previously, travellers from Ivory Coast, for instance, needed to travel to Paris first just to travel to, say, Lagos. There were limited connectivity options then.

Globally, ET operates to 92 destinations across five continents and flies 20 domestic routes. In Africa the airline flies to 52 destinations. There are 78 aircraft in the fleet (August 2016), of which most are Boeings, and include 13 787s.

Airbus made its debut as an ET customer in June with the delivery of the first A350. The airline's first aircraft, on lease from AerCap, arrived in Addis Ababa on 29 June 2016, and a second A350-900 has since arrived in Addis Ababa.

Altogether Ethiopian Airlines has ordered 14 Airbus A350 XWBs. 12 of these are being ordered directly from Airbus, with the other two aircraft on lease from AerCap.

AerCap president and chief commercial

officer, Philip Scruggs, said, "Ethiopian Airlines is a longstanding customer and we are delighted to support its fleet renewal programme by delivering their first A350-900. The Airbus A350-900 will offer Ethiopian Airlines greater capacity and increased range for its growing network, as well as greater operational efficiency."

The carrier will use the A350s on its expanding route network, connecting Addis Ababa with destinations in Asia and America. However, current schedules show that the airline will also operate the A350 on services to London, Heathrow.

To show some key figures on the airline's current status, annual passengers carried is 6.4 million as of 2015. The airline expects that number to rise to about eight million in 2016.

As part of its Vision 2025 strategy, the airline is now regarded as Ethiopian Aviation Group. Alemu explained that the

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## Press Cippings



Ethiopian Airlines inaugurated its state of the art Catering Facility on October 29, 2016.

The new G+1 in-flight catering covers a total area of 11,500m<sup>2</sup>, encompassing most-modern operations and food processing, fully-equipped with high-tech cooking and bakery equipment; large capacity dishwashing and heavy-duty ice-cube machines, hot kitchen, storage units, cold rooms, stores, flow wrapping, loading bays, high lift trucks and vans, varieties of cooling facilities, a dedicated Halal kitchen as well as a number of modern rooms.

Pictured are (L) Tewolde Gebremedhin, CEO of Ethiopian Airlines, Engineer Ayisha Mohammed, Minister of Culture and Tourism, Solomon Tadesse, CEO of Ethiopian Tourism Organization

### Ethiopian inaugurates new catering facility



By Kaleyesus Bekele

Ethiopian Airlines is scheduled to inaugurate today a new state-of-the-art in-flight catering facility it has built at its hub in Addis Ababa at a cost of 20 million dollars.

In a press release sent to The Reporter, Ethiopian said that the new catering

facility is a ground plus one building covering a total area of 11,500 sq. m, encompassing modern operations and food processing area, fully equipped with high-tech cooking and bakery equipment, large capacity dishwashing and heavy-duty ice-cube machines, hot kitchen, storage units, cold rooms,

Ethiopian inaugurates ... page 3

### Ethiopian inaugurates African largest in-flight Catering Facility

BY DESTA GEBREHIWOT

ADDIS ABABA -- The Ethiopian Airlines yesterday inaugurated its newly built and African largest in-flight Catering Facility that increases the capacity of its meal preparation.

Built at a cost of 15 million USD, the Catering Facility would raise the previous 36,000 to 100,000 per day.

The Catering Facility is furnished state-of-the-art food processing area with high-tech cooking and bakery implements, large capacity dish washing and heavy-duty ice-cube machines, storage unit, cold rooms, stores and the like.

Speaking at the inaugural ceremony, Airline Group CEO Tewolde Gebremariam said that the Catering Facility enables the airline to offer decent flight services and be competitive in the global aviation industry, adding that the airline targets to expand its infrastructural facility.

Building infrastructure is the priority area where the airline is investing and giving due attention to. In this regard, the Catering Facility is part of its strategic program to meet vision 2025, he added.

Tewolde further noted that the Catering Facility is fitted with modern machinery and equipment and would enable the Airlines to offer large varieties of menu starting from unique famous Ethiopian dishes to a selection of world cuisines including Chinese, Indian, Ottoman, Italian, Halal and many more dishes preferred by global customers, added the CEO.

### Ethiopian Airlines is Cooking

Ethiopian Airlines has inaugurated a new catering facility as part of its Seven Strategic Business Units, a part of its Vision 2025 strategic plan that will see it become the leading aviation group in Africa. The catering facility was inaugurated on October 29 at an event at the Ethiopian Airlines Headquarters by Abadula Gemedo, Speaker of the House of People's Representatives and Ethiopian Airlines Board Chairman.

The G+1 facility covers an area of 11,500 sqm and includes a modern food preparation area and a dedicated Halal kitchen.

"We are highly delighted with yet another remarkable and historical milestone at Ethiopian, by inaugurating state-of-the-art In-flight Catering Facility, which is the largest in the continent of Africa. This modern facility will significantly enhance our capacity of offering wide variety menu of meal services to our

# What's up @ ET in October 2016

## Ethiopian on the World Wide Web (WWW)

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# What's up @ ET in October 2016

## Ethiopian on the World Wide Web (WWW)

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# What's up @ ET in October 2016

## Corporate Social Responsibility



Ethiopian Brand Ambassador Hanna Godefa worked on a film in Afambo, Afar region in Ethiopia to end FGM (Female Genital Mutilation) as part of her philanthropic activities.



# What's up @ ET in October 2016

## ETHIOPIA

### Ethiopia Chosen as Top 10 Destinations in 2017



28 October, 2016

<https://www.lonelyplanet.com/ethiopia/northern-ethiopia/travel-tips-and-articles/trekking-ethiopia-simien-mountains>

Lonely Planet, the largest travel guide book publisher in the world, has chosen Ethiopia as one of the top 10 tourist destinations in the world in 2017. Ethiopia is the only African country in the list.

Praising the abundant and unique features of the country including its script, language, cuisine, church and coffee, Lonely Planet promoted Ethiopia as one of the exotic countries that tourists should not

afford to miss.

Besides the publisher recommends tourists to plan to visit Ethiopia and witness its unique calendar and timekeeping. The publisher put its astonishment saying, "Where else tourists could get 13 months of sunshine?"

Lonely Planet as well singled out Ethiopia's suitability for trekking through the Simien Mountains so that tourists can witness wildlife that roams nowhere else on Earth, climb to a church carved into a remote cliff face in Tigray or boat across the serene waters of Lake Tana to visit an age-old monastery. The



publisher also ascertains tourists that they will be overwhelmed by the beauty landscape of the country.

Seeming cognizant to the national flag carrier's expansion, Lonely Planet urged tourists to visit Ethiopia via its Pan-African airline saying, "In 2017 new airline links will make the country more accessible than ever, so be one of the first to hop on board."



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## Social Media

Like us on Facebook, follow us on Twitter and Instagram and subscribe to our YouTube channel to view updates and stories from our archive. For our Chinese Sina Weibo fans, please use the below link to see Ethiopian developments.

**WEB** [www.ethiopianairlines.com](http://www.ethiopianairlines.com)



[www.facebook.com/ethiopianairlines.com](http://www.facebook.com/ethiopianairlines.com)



[www.twitter.com/flyethiopian](http://www.twitter.com/flyethiopian)



[www.youtube.com/flyethiopian](http://www.youtube.com/flyethiopian)



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