



“Better Skies for Africa”

Press Release

Royal Air Maroc Debuts AFRAA’s CEOs Leadership Dialogues Initiative

25 April 2022, Casablanca – Morocco: The African Airlines Association (AFRAA) Secretary General, Mr. Abdérahmane Berthé, met Royal Air Maroc Chief Executive Officer; Mr. Abdelhamid Addou for the AFRAA launch edition of “**AFRAA Member Airline CEOs Leadership Dialogues**” session on Monday 25 April at Royal Air Maroc headquarters in Casablanca, Morocco. The CEO Dialogues session is part of AFRAA’s strategy to communicate with member’s leadership aimed at creating the space for dialogue that is necessary to develop transformative initiatives.

Speaking at the CEO’s Dialogue session, Mr. Abdérahmane Berthé, AFRAA Secretary General stated: “AFRAA is pleased to launch today the CEOs Dialogues with our debut host as Royal Air Maroc, one of AFRAA’s earliest members that joined the Association in 1977. Today’s deliberations created an opportunity to connect for reflection and exchange of ideas between the AFRAA and Royal Air Maroc.”

“This initiative facilitates better understanding of individual airline needs, local matters and challenges, priorities and business plans thereby enabling us tailor specific actions that enhance relevance of the Association to our membership. I look forward to a continued mutually beneficial working relationship with Royal Air Maroc and the entire AFRAA fraternity at large.” Mr. Berthé added.

The CEO’s Dialogues are a continuous, round-the-year sessions that will engage the Member airlines’ decision makers with AFRAA leadership towards effective implementation of added-value projects and actions supporting members’ sustainability. AFRAA’s actions are anchored on 5 pillars including:

- i. Safe, secure and reliable air transport
- ii. visibility, reputation and influence of African Airlines
- iii. Sustainable air transport
- iv. Cooperation
- v. Data intelligence

AFRAA Secretariat and Royal Air Maroc representatives present during the deliberations included: Ms. Maureen Kahonge - Snr Manager Business Development & Communications – AFRAA, Ms. Ilhma Kazzini Commercial Director – Royal Air Maroc, Mr. Rachid Bzioui - Aeropolitical & Industry Affairs Senior Manager - Royal Air Maroc and Ms. Fatima Zahra Jabri – Director Alliances & Partnerships – Royal Air Maroc.

Notes for Editors

About AFRAA

The African Airlines Association, also known by its acronym AFRAA, is a trade association of airlines from the member states of the African Union (AU). Founded in



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Accra, Ghana, in April 1968, and headquartered in Nairobi, Kenya, AFRAA's mission is to promote, serve African Airlines and champion Africa's aviation industry. The Association envisions a sustainable, interconnected and affordable Air Transport industry in Africa where African Airlines become key players and drivers to African economic development.

AFRAA membership of 44 airlines cuts across the entire continent and includes all the major intercontinental African operators. The Association members represent over 85% of total international traffic carried by African airlines. Follow us on [Facebook](#), [LinkedIn](#), [Twitter](#) and [YouTube](#).