

AFRAA 54TH ANNUAL GENERAL ASSEMBLY

"Acing the Roadmap to Sustainable African Aviation"





Optimization of Traffic and Trade Opportunities





OPTIMIZATION OF TRAFFIC AND TRADE OPPORTUNITIES



SAATM Implementation

Providing affordable air fares and rates

Stimulates trade among African States

Generates cargo, pax traffic, for better air connectivity

Trading affordable consumable products among African States

AfCFTA Implementation

OPTIMIZATION OF TRAFFIC AND TRADE OPPORTUNITIES



Africa middle-class is growing

- Relatively GDP per capita
- Low intra-Africa trade and;
- Low

THE STRATEGY TO GROW TRAFFIC

 Conquer intra-Africa market based on the purchase power of Africa's middleclass citizen GDP.





THANK YOU

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