



Press Release

Ethiopian Airlines and AFRAA's forthcoming Aviation Convention in May set to change the narrative of African airline industry

Addis Ababa, 14 April 2023: In light of Africa's vast landmass, its population accounting for 16% of the world population, and its low share of global trade of 2%, the continent is an excellent opportunity to develop air transport. However, as a market, Africa's share over several decades has remained stagnant at less than 3% of the world market – it is time to take action to change this narrative.

The 11th Aviation Stakeholders Convention, scheduled to take place from 07-09 May 2023 is timely and aligned to address this situation. The Convention, which is proudly being hosted by Ethiopian Airlines under the patronage of the Government of Ethiopia, will be held under the theme: **“Changing the African Aviation Narrative”**. The event will bring together over 400 delegates from Africa and across the globe. The Convention is one of Africa's leading forums for air transport industry stakeholders to dialogue, exchange knowledge and experiences for the development of the travel ecosystem. Several African airline Chief Executive Officers and aviation industry thought leaders will be present at the event.

Speaking in Addis Ababa on the significance of attainment of sustainability that will change the narrative of Africa's air transport, Mr. Abdérahmane Berthé emphasized the importance of dialogue among stakeholders and collaborative initiatives such as those facilitated by AFRAA: *“AFRAA and Ethiopian Airlines are excited to stage this Convention for the travel ecosystem stakeholders to meet, deliberate on strategies to enhance efficiencies, create synergies, develop intra-Africa connectivity, ensure business continuity that will redefine the narrative of Africa air transport industry.”*

Mr. Mesfin Bekele, Group CEO Ethiopian Airlines remarked, *“We are delighted to host the 11th Aviation Stakeholders' Convention of AFRAA which will serve as a forum for stakeholders in the industry to put their heads together and discuss the opportunities and pressing issues in Africa's aviation sector. The forum will showcase the 'Africa Rising' mantra manifested in the growing opportunities for all stakeholders in the continent's aviation industry.”*

Event Highlights

The Convention will be held from 07-09 May 2023 at the Skylight Hotel in Addis Ababa Ethiopia. A robust and comprehensive programme has been lined up to facilitate discussions on various salient topics, masterclasses, networking opportunities at social events and B2B sessions through a conferencing application.



Delegates will have the opportunity to network and discuss developments in the industry and forge business partnerships.

CSR event for youth development in aviation: On 10th May, the Convention activities shall cover a CSR activity aimed at empowering the next generation of aviators at the Ethiopian University. The event will be sponsored by Collins Aerospace and staged in collaboration with AFRAA and Ethiopian Airlines.

Exhibition: There shall be exhibition and showcase of aviation-related products and solutions at the exhibition segment of the Convention.

Sponsors: The Stakeholders Convention is proudly sponsored by Ethiopian Airlines, ASECNA, ATNS, Boeing, Collins Aerospace and Embraer.

About AFRAA:

The African Airlines Association, also known by its acronym AFRAA, is the leading trade association of airlines from the member states of the African Union (AU). Founded in 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 48 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](#).

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About Ethiopian:

Ethiopian Airlines (Ethiopian) is the fastest growing Airline in Africa. In its seventy-six plus years of operation, Ethiopian has become one of the continent's leading carriers, unrivalled in efficiency and operational success. In addition to its main hub in Addis Ababa, Ethiopia, it is also pursuing its multi-hub strategy through a hub in Lomé, Togo with ASKY, in Lilongwe, Malawi with Malawi Airlines and in Lusaka, Zambia with Zambia Airways. Ethiopian commands the lion's share of the Pan African passenger and cargo network operating the youngest and most modern fleet to more than 150 domestic and international passenger and cargo destinations across five continents. Ethiopian's fleet consists of ultra-modern and environmentally friendly aircraft such as Boeing 737s, 777s, 787s, Airbus A350-900 and Bombardier Dash 8-400 double cabin with an average fleet age of seven years. In fact, Ethiopian is the first airline in Africa to own and operate most of these aircraft. Having achieved its strategic plan (Vision 2025) ahead of time, Ethiopian is currently implementing a 15-year strategic plan called Vision 2035 that will see it become one of the top 20 most competitive and leading aviation group in the world by providing safe, secured, market driven and customer focused Passenger and Cargo Transport and Logistics Services, Aviation Training, Airport Management and Ground Services, MRO and Aerospace Manufacturing and Travel and Tourism Services. As a multi-award-winning airline, Ethiopian has been



winning various coveted awards including Skytrax's 'Best Airline in Africa Award' for five consecutive years. The airline has been a Star Alliance member since 2011, and has been registering more than threefold growth in the past 10 years. For additional information, please visit www.ethiopianairlines.com

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