



AFRICAN AIRLINES ASSOCIATION

Association des Compagnies Aériennes Africaines

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AFRAA MEDIA BRIEF

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Air Namibia Visits AFRAA

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Air Namibia, the national carrier of the Republic of Namibia is positioning itself to be one of Africa's finest airlines. To achieve this laudable objective, the airline is busy with a re-organization exercise, which includes benchmarking its services against some of the most successful African carriers. This was disclosed during a visit to the African Airlines Association (AFRAA) headquarters by the Ag. Managing Director, Mrs. Theo Namases. The airline also believes that carriers on the African continent should recognize that there is a need to cooperate and jointly exploit opportunities applying the 'win win' principle.

As part of its strategy, Air Namibia is investing in newer generation aircraft to replace the existing ageing fleet. It is also seeking to forge commercial cooperation arrangements with successful airlines to extend its market coverage and provide customer flexibility and convenience.

Briefing the Secretary General of AFRAA on the operations of the Airline, Mrs. Namases said, 'Air Namibia aims to



AFRAA Secretary General, Dr. Chingosho and Namibia Ag. Managing Director, Ms. Theo Nemases

increase its contribution to the socioeconomic development of Namibia and of the African continent in general. It is for this reason that we are keen to move our operations to the next level by learning from the best and benchmarking our services with the finest in the world. Mrs. Namases thanked AFRAA for its support since the Airline enrolled as a member in 2000 and asked AFRAA to continue to assist Air Namibia. She requested AFRAA to establish a research unit that will gather and analyse information pertaining to the industry on the continent for use by airlines in making informed decisions.

The Secretary General of AFRAA, Dr. Elijah Chingosho used the opportunity of the visit of Air Namibia to brief the team on some of the practical activities AFRAA would be undertaking under the direction and leadership of the Executive Committee and his management to add value to member airlines. Dr. Chingosho said, his focus this year was to "realign AFRAA's activities to the current imperatives of African airlines." He assured Air Namibia that soon, AFRAA with the approval of the Executive Committee will roll out a number of specific projects designed to offer tangible benefits to airlines. The Secretary General also noted that network rationalization, joint fuel purchase, commercial cooperation and training will be vigorously pursued by AFRAA. In addition, "AFRAA will tackle the issues of high taxes and charges by service providers and monopoly handling companies at some African airports with the view to addressing them," the Secretary General said.

Dr. Chingosho reassured Air Namibia that AFRAA will continue to support the Airline whenever so required. He called for a more active participation of the airline in AFRAA's activities including attendance by the CEO at the Annual General Assembly, this year to be held in Marrakech, Kingdom of Morocco, kindly hosted by Royal Air Maroc on 20th to 22nd November 2011.

Notes to the Editor

About AFRAA

The Africa Airlines Association (AFRAA), is a trade organization of airlines from the member states of the African Union (AU). Founded in Accra, Ghana in April, 1968, and headquartered in Nairobi, Kenya, the primary purpose of AFRAA is to foster commercial and technical cooperation among African airlines and to represent their common interests. AFRAA membership cuts across the entire continent and includes all the major intercontinental African

operators. The Association members represent 83% of total international traffic carried by African airlines. The Association functions under the direction of the Executive Committee whose current Chairman is Eng. Hussein Massoud Chairman and CEO of EgyptAir.

About Air Namibia

Founded in 1946, initially as South West Air Transport, and later in 1959 renamed South West Airways, the airline was in 1978 rebranded Namib Air. In 1982 the Government acquired majority shareholding (and is now sole shareholder), and elevated Air Namib as the principal airline of SWA/Namibia. Following Namibia's independence Namib Air is renamed Air Namibia.

Air Namibia currently has a fleet of 9 aircraft and operates to 4 domestic destinations, and 7 intra-Africa regional destinations, and 1 long haul destination to Frankfurt in Germany.

The airline took delivery of the first of its 3 Embraer ERJ 135 aircraft on 11th February 2011, to be used on domestic and some of the planned new regional destinations.