



AFRICAN AIRLINES ASSOCIATION

Association des Compagnies Aériennes Africaines

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AFRAA Media Brief

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AFRAA LAUNCHES THREE-YEAR BUSINESS PLAN

The African Airlines Association (AFRAA) launched a three year Business Plan aimed at realigning the Association's activities to the business imperatives of member airlines. The plan, which will see AFRAA embarking on value added projects aimed at reducing costs and facilitating airlines cooperation was approved at the just concluded Executive Committee (EXC) meeting of the Association in Nairobi, Kenya. After extensive consultation with member airlines and the Executive Committee, and guided by the Chairman, Eng. Hussein Massoud of Egyptair, the Secretary General put together the Business Plan with the aim to "transform AFRAA into a pulsating Airline Association for the African continent."

Explaining the thrust of the business plan, Dr. Chingosho said, "AFRAA needs to enhance its relevance to its members so as to deliver the leadership that the African Airlines expect it to provide." The strategy for realigning AFRAA to members' needs is, in the words of the Secretary General "for AFRAA to be recognized worldwide as an Association devoted to defend and promote the common interest of African airlines and be a vehicle for facilitating their development."

Among others, the new business plan is proposing a new vision and strategic



Executive Committee members and AFRAA Secretariat staff after the 154th EXC meeting in Nairobi, Kenya on 28 February 2011.

From L-R (seated) – Messrs. David Tokoph, Executive Chairman, Interair SA; Tewelde Gebremariam, CEO Ethiopian Airlines; Abdelrahmane Berthe, CEO, Air Mali; Elijah Chingosho, AFRAA Secretary General; Yasser Elramly, VP Alliances, EgyptAir; Mohamed Ghelala, CEO, Air Burkina and Inati Ntshanga, CEO, SA Express.

Standing from L-R: Mrs. Nervin Magdi, EgyptAir; Raphael Kuuchi, AFRAA; Tewodros Tamrat, AFRAA, Mrs. Juliet Indetie, AFRAA and Mr. Deon Visagie, Interair SA.

direction for AFRAA including key performance indicators (KPIs) to enable the Association achieve critical goals within set timelines. One major change in the plan is the introduction of Task Teams and Steering Committees to replace current Standing Committees.

In the view of Dr, Chingosho, Task Teams are project specific and time bound, ensuring that quantifiable deliverables are achieved.

The Executive Committee also set an agenda for a planned meeting with the Director General and CEO of IATA during the June 2011 IATA AGM in Singapore, and mandated the Secretary General to work with IATA in preparing for the meeting. On the AFRAA 43rd AGA, the Executive Committee reaffirmed Marrakech, Kingdom of Morocco as the venue from 20 to 22 November 2011.

As part of rebranding of AFRAA and improving communication, the website is being redeveloped to make it more user friendly, improve the aesthetics and incorporate modern web technology features. AFRAA is also redeveloping a new logo which will be launched later in the year. The Committee endorsed the Secretary General's proposal to outsource the publication and distribution of the renowned AFRAA quarterly magazine, Africa Wings, in order to maintain and enhance the quality and depth of analysis the magazine has been known for.

At the conclusion of the one day Executive Committee meeting which was held at the Panari Hotel in Nairobi, the Chairman of the meeting and CEO of Air Mali, Mr. Abderahmane Berthé on behalf of the Executives pledged their support to the Secretary General and his team in the implementation of the new plan and in their request to transform AFRAA into a value-adding continental professional organization.

About AFRAA

The African 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 today headquartered in Nairobi, Kenya, AFRAA's primary purpose 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 airlines. The Association members represent 83% of total intercontinental traffic carried by all African airlines.

The AFRAA Executive Committee is composed of Chief Executive Officers from Afriqiyah Airways, Air Burkina, Air Ivoire, Air Mali, Air Mauritius, Air Seychelles, Egyptair, Ethiopian Airlines, Interair SA, LAM Mozambique Airlines, South African Express and Tunisair. The Chairman of the Committee is Eng. Hussein Massoud, Group Chairman of Egyptair, while the President and host the 2011 AFRAA Annual General Assembly is Mr. Driss Benhima, Chairman of Royal Air Maroc.