



AFRICAN AIRLINES ASSOCIATION

Association des Compagnies Aériennes Africaines

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AFRICAN AIRLINES MEET IN MARRAKECH

Under the patronage of His Majesty King Mohamed VI, Marrakech will from 20-22 November 2011 play host to African airlines top executives, industry partners, manufacturers, service providers and other stakeholders in aviation across the world. The occasion will be the 43rd Annual General Assembly (AGA) and conference of the African Airlines Association (AFRAA). Royal Air Maroc (RAM) will play host to this important annual event which was last held in Addis Ababa, Ethiopia in November 2010. The conference will be officially opened by a high ranking government official of the Kingdom of Morocco and proceedings of the packed two-day event will be chaired by the Chairman of RAM and President of AFRAA, Driss Benhima.

Convened under the theme “Harnessing the Growth Opportunities Together”, the conference has attracted over 350 high profile aviation delegates from all over Africa, Asia, Europe, the Middle East, North and South America. The Secretary General of AFRAA will deliver a state of the industry report and the IATA Director General & CEO, Tony Tyler will update the conference on IATA plans in support of African aviation development.

The 43rd AGA will focus attention on the untapped market potential of the continent, the opportunities offered by the fast growing African economies, the emerging middle class with increasing disposal income and propensity to travel, and the evolving liberalized environment that is facilitating easier market access and airlines’ cooperation. A look at the future will enable African airlines address current weaknesses and mobilize the necessary resources as well as forge partnerships in readiness for the boom ahead. The conference will also have an exhibition component by aircraft and engine manufacturers, IT solution providers, MROs, leasing and financial institutions as well as other support service partners.

Explaining the reasons for the Marrakech conference, the Secretary General of AFRAA, Dr. Elijah Chingosho said, “the AFRAA AGA is the largest gathering of aviation Chairmen, CEOs, Managing Directors and Director Generals held every year on the continent to take stock of the industry developments, review progress, assess challenges and plan for the future. This is vital to ensure that African airlines continue to act as the continent’s economic bridge, transporting people and goods as well as facilitating regional integration and development.” He added that, “Airlines’ role in the continent’s development is indispensable and this is why we must ensure the viability and success of African airlines.”

The 43rd AFRAA AGA is expected to conclude with the adoption of a number of vital resolutions urging airlines, governments and other stakeholders to act in concert to advance the cause of African aviation and unleash the potential of the industry. African Airlines Association will also use the occasion to announce and present deserving airlines and individuals winners with the 2011 prestigious AFRAA Awards for outstanding service delivery and contributions to African aviation.

According to officials at both Royal Air Maroc and AFRAA, preparations are all set to welcome the over 350 foreign aviation executives to Marrakech. The AFRAA website will carry updates on progress of the AGA from Sunday and throughout the event.

Notes for Editors

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 Accra, Ghana, in April, 1968, and headquartered in Nairobi, Kenya, the primary purposes of AFRAA are to foster commercial and technical co-operation 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 about 83% of total international traffic carried by African airlines.

Currently, the Chairman of Royal Air Maroc, Mr. Driss Benhima is the President of AFRAA.

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