
42nd AFRAA
General Assembly
Addis Ababa

Seeking alliance partners
for small airlines

Rene Janata



RwandAir

Fly our dream to the heart of Africa.

RwandAir began operations on 1st December 2002 as the new national carrier (passenger Air transportation as the core activity) for Rwanda with a concession to carry out airport ground handling (ancillary activity) at Kigali International airport.

Vision - “To be the Airline of obvious choice in the markets served”



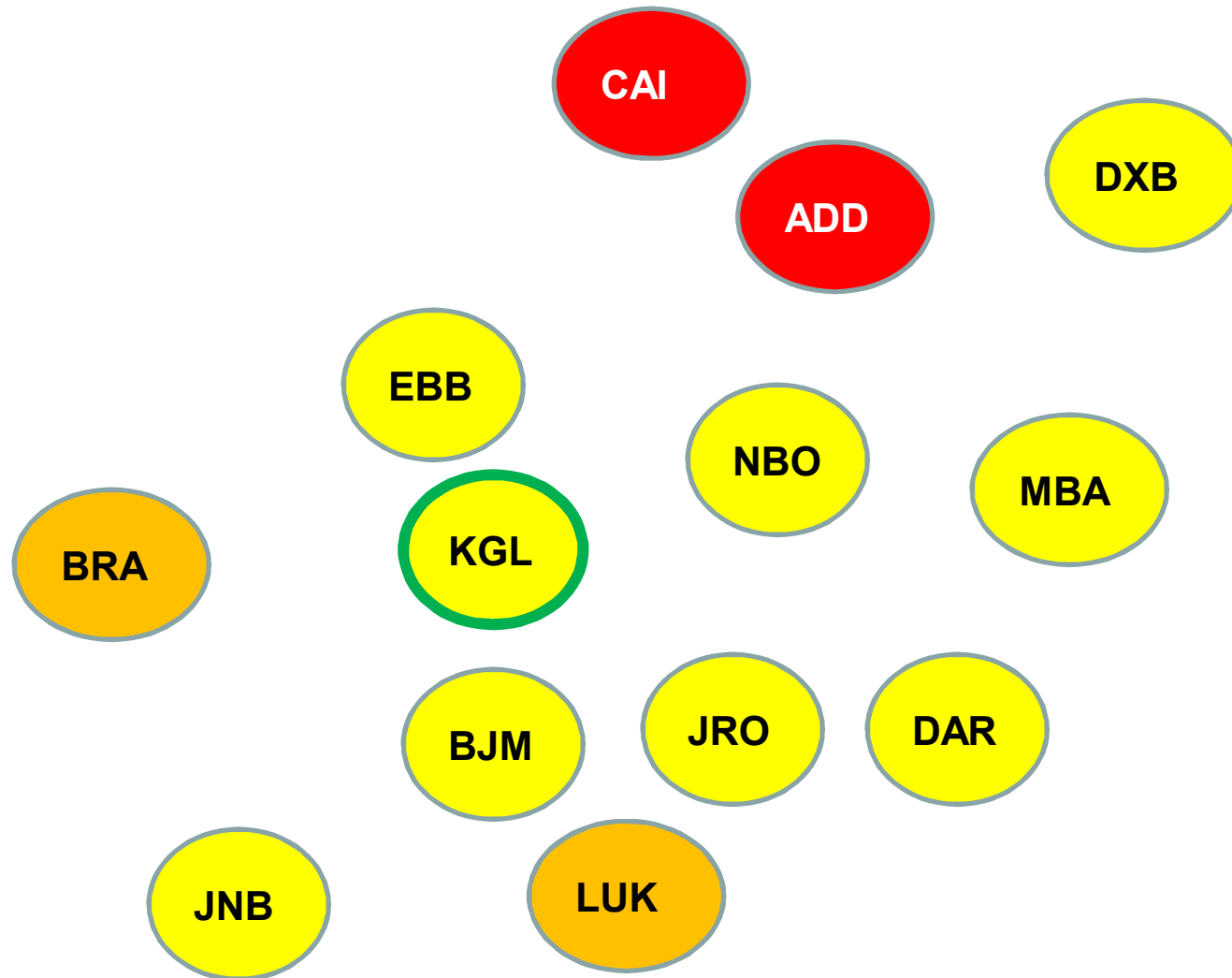
Our Current Fleet

Wet leased DASH – 8 , 37 SEATER

Own 2 CRJ – 200, 50 SEATER

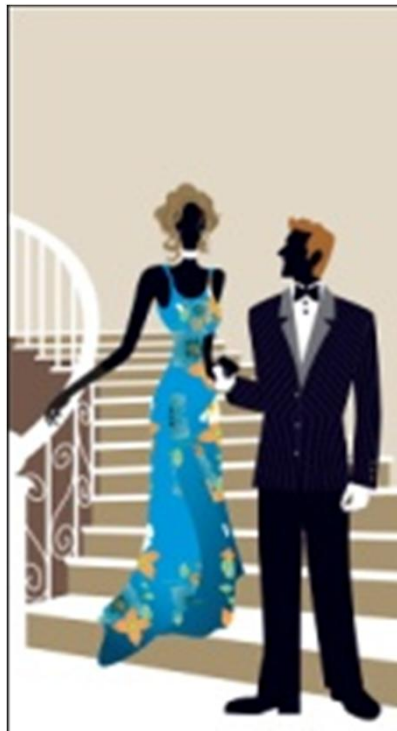
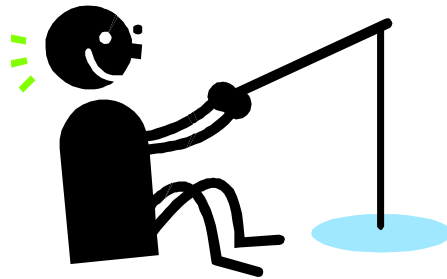
Dry leased 2 BOEING 737-500, 102 SEATER

Our Routes



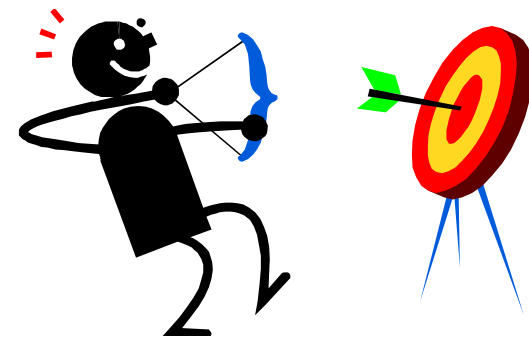
Seeking Partnership

Analogies of seeking one's personal partner



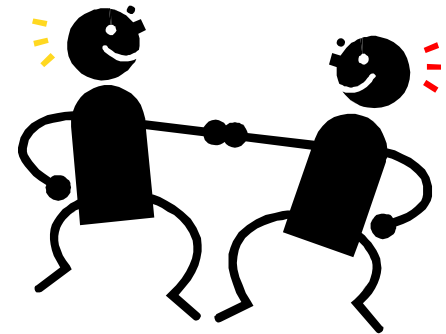
The 80 – 20 rule & more

- ❖ There is no perfect partner
- ❖ If you can say you like 80% than you work on the 20%
- ❖ Be realistic don't look after potentials
- ❖ Seek common ground
- ❖ Consider In Laws



Why seeking?

- ❖ Unity makes up the force
- ❖ Survive the industry challenges
- ❖ Way to growth
- ❖ Introduce more professionalism
- ❖ Serve customer better

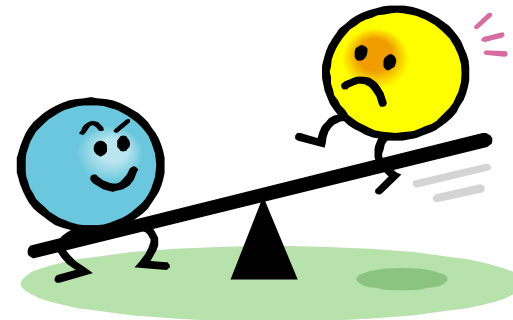


Small Airlines in big Alliances



Seeking common ground

- ❖ Language
- ❖ Culture
- ❖ Vision & Mission
- ❖ Fleet (Product)
- ❖ Network
- ❖ Target market



Areas of collaboration

Sales & Marketing

Joint Venture

Code Share

Frequent Flyer Program

Maintenance

Pooling of Parts

Common facilities

Training

Procurement

Fuel

Office space

Tools

Go for it



RwandAir Code Share Partners



RwandAir Industry Partners



Thank you

