



News Release
21 January, 2020

Routes and AFRAA sign agreement to help drive growth for the Africa aviation market

The African Airlines Association (AFRAA) and Routes have signed their first formal agreement in history. The Memorandum of Understanding (MoU) sees AFRAA, the leading trade Association for African airlines and Routes, the organiser of the leading route development events for the industry, work together to stimulate new air services and champion the African aviation industry.

Projections have indicated that, within the next 20 years, the African continent will be one of the fastest-growing aviation markets - accounting for 334 million passengers by 2037. Under this partnership which demonstrates the growing importance of African aviation industry, AFRAA and Routes will work jointly on sharing of data and analytics, promotion of key issues that are affecting airlines and airports within Africa, access to media opportunities among other mutually beneficial actions.

“This MoU is beneficial to support the development of aviation in Africa which is growing at above global average rates but accounts for less than 3% of global traffic. Strong partnerships among industry stakeholders are instrumental to the realisation of African aviation’s potential which will result in economic and social benefits for the continent.” said Mr. Abdérahmane Berthé, AFRAA Secretary General.

Berthé added: “Among our new strategic objectives is to become a hub for data intelligence and expertise on the African Aviation Industry. African airlines have to keep up with the developments through proper information management and data intelligence. We count on the data and analytics support from this partnership to back this objective.”

Mr. Steven Small, brand director for Routes, said: “We are delighted to have established a formalised agreement with AFRAA, following many years of working closely together. The synergies in values between our organisations, regarding driving a sustainable air transport industry for the African region, makes this a powerful partnership that we are excited to develop.”

Small added; “For over a decade, Routes has recognised the importance of enhancing intra-Africa connectivity. We are delighted that senior leaders from AFRAA will continue to support and join us at our future events.”

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Note to Editors

About AFRAA

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 cooperation among African airlines and to represent their common interests. AFRAA membership of 42 airlines cuts across the entire continent and includes all the major intercontinental African operators. The Association members represent over 80% of total international traffic carried by African airlines.

About Routes

Routes events are unique forums dedicated to the development of air services, bringing together airlines, airports and destinations to meet, plan, discuss and negotiate new and existing flights. 'Regional' route development forums are held between February and December in the Americas, Asia, Europe, Africa/Middle East and Silk Road/Russian Commonwealth, and the flagship World Routes event takes place in September. The events revolve around pre-scheduled meetings and an exhibition and conference which are delivered in partnership with host stakeholders. Hosts tend to be a collaboration between airports, tourism authorities and investment partners (the bidding process takes place two to three years before the event takes place). Routes is part of the Aviation Week Network division of Informa plc.

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