

11TH AVIATION STAKEHOLDERS CONVENTION

7-9 May 2023 | Addis Ababa, Ethiopia

CHANGING THE AFRICAN AVIATION NARRATIVE

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Competition Law Guidelines for the AFRAA Aviation Stakeholders Convention

The AFRAA Aviation Stakeholders Convention (ASC) is a trade association activity of the African Airlines Association (AFRAA). AFRAA is publishing these Competition Law Guidelines to ensure that presentations, discussions and related activities at the ASC will be conducted in compliance with all applicable competition laws.

Statement of Policy

The purpose of the ASC is to provide a forum for legally permissible discussions of matters and subjects of interest to the aviation industry. It is AFRAA's intent to use the ASC to promote the interests of African aviation, suppliers of aviation products and services, passengers, shippers and the general public and to conduct it in full compliance with the United States antitrust laws, the competition rules of the European Union and the competition laws of all other relevant jurisdictions, taking into account any applicable exemptions or immunities from those competition laws.

Procedural Guidelines

The ASC shall be conducted pursuant to the following procedures in order to ensure compliance with all relevant competition laws:

1. The ASC shall be conducted at regular scheduled sessions, at special meetings initiated pursuant to procedures set forth in AFRAA's internal governance rules. All discussions or conversations among ASC participants and attendees, including during breaks and scheduled or non-scheduled social activities connected with the ASC must follow these Guidelines.
2. Sessions of the ASC shall be conducted in accordance with written programme and agendas that are reviewed in advance by AFRAA counsel familiar with the competition laws of the United States, the European Community and other relevant jurisdictions to assure that the items are in compliance with these laws.

Prohibited Agreements and Activities

1. The following types of agreements, whether express or implied, are STRICTLY PROHIBITED:
 - a. Any collective agreement concerning prices to be charged for services;
 - b. Any collective agreement allocating markets, territories, customers, suppliers or agents;
 - c. Any collective agreement relating to prices to be paid to suppliers, and any other agreement that is intended to, or that in operation is likely to, harm non-participants, including without limitation any agreement that is intended to, or in operation is likely to, exclude nonparticipants from any market; and
 - d. Any agreement that is intended to, or in operation is likely to induce airlines or their suppliers or agents to engage in collective anticompetitive behaviour, or to collectively punish any business enterprise for its exercise of independent business judgment.
2. Recognising that the existence of an unlawful agreement or concerted practice may be inferred from circumstances, including the exchange of information by competitors, discussions or disclosures of the following types are also PROHIBITED, except when such information has otherwise been made public or AFRAA competition counsel advises that such discussions are legally permissible:
 - a. Individual airline fares, rates, charges or surcharges;
 - b. Individual airline costs;
 - c. An individual airline's intentions regarding increasing, reducing or reallocating aircraft capacity (including entering or exiting routes);
 - d. Information on individual airline customers; and
 - e. Any other sensitive commercial or proprietary information that the company would not disclose in the absence of an express or implied agreement to exchange such information for the purpose of reducing or restricting competition in the airline industry.

Message from **AFRAA Secretary General**



As the leading trade Association of African airlines, AFRAA is staging the 11th Aviation Stakeholders Convention (ASC) to provide a forum for industry players to dialogue, exchange knowledge and experiences for the development of the travel ecosystem. The theme: **“Changing the African Aviation Narrative”**, will be the focus of the deliberations at the Convention that have been carefully developed to achieve outcomes that will attain a successful and viable African aviation industry.

AFRAA is excited to stage this Convention for the travel ecosystem stakeholders to meet, deliberate on strategies to enhance efficiencies, create synergies, develop intra-Africa connectivity, ensure business continuity that will redefine the narrative of Africa air transport industry.

On behalf of members of the African Airlines Association (AFRAA), I take this opportunity to welcome all sponsors, exhibitors, speakers and delegates to the 11th Aviation Stakeholders Convention. In preparing for this conference, care has been taken to ensure that all delegates derived the most benefits and satisfaction. We therefore hope that you will enjoy every bit of your time here. This year’s Convention is proudly hosted by Ethiopian Airlines – the official carrier of the event.

A conference of this nature would not be complete without an exhibition component. It is for this reason that we have offered the opportunity to suppliers and service providers to display their products at the event. You will find a diverse line of exhibitors largely from the aviation industry.

This conference would not have been possible without the support of the Government of Ethiopia, our host – Ethiopian Airlines and the contributions of our proud sponsors.

Finally, I would like to express appreciation to our distinguished speakers, delegates and everyone participating in the 11th Aviation Stakeholders Convention for making time to join us in Addis Ababa – Ethiopia, the land of origins.

Welcome to Ethiopia!

Mr. Abdérahmane Berthé
AFRAA Secretary General

Message from the **from Ethiopian Airlines CEO**



On behalf of Ethiopian Airlines Group, it is a great pleasure for me to welcome you to the 11th Aviation Stakeholders Convention of the African Airline Association – AFRAA. I also would like to thank AFRAA for giving us the opportunity to host this event in Addis Ababa.

Africa's aviation industry has immense potential for growth and offers very promising opportunities for all stakeholders in the sector. The full potential of the aviation business in the continent are yet to be unleashed.

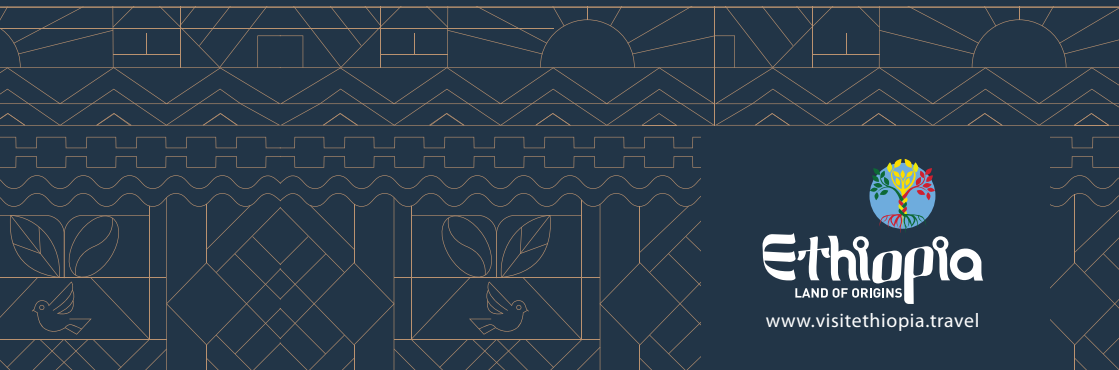
The air travel industry is a great opportunity not only to change the African Aviation narrative but also the image of our continent as a whole. It is our responsibility to rebrand and reimagine Africa by leveraging our capabilities and it is compulsory upon all actors in Africa's aviation industry to shine light on these opportunities and take practical measures to propel the sector to new heights.

I believe that this convention offers the best opportunity for us to put our heads together, discuss the ripe opportunities Africa's aviation offers to stakeholders, and map out the best course of action towards unlocking the immense potential.

I am glad that Ethiopian Airlines is hosting this Stakeholder Convention and hope you will have fruitful discussions on the opportunities in the sector as well as the challenges that are blocking the growth of Africa's aviation towards realising its full potential and changing the African aviation narrative.

I wish you a productive event ahead and a pleasant stay in Addis Ababa. Thank you!

Mr. Mesfin Tasew
Ethiopian Airlines, CEO



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About the African Airlines Association

The African Airlines Association, also known by its acronym AFRAA, is a trade association of airlines which hail from the nations of the African Union. Founded in Accra, Ghana, in 1968, and today 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 comprises of all the major intercontinental African operators and the Association's members represent over 85% of total international traffic carried by all African airlines.

In over the last 55 years, AFRAA has been instrumental in developing and articulating air transport policy issues in Africa and helping to build a formidable industry. It has been in the fore-front of major initiatives in the air transport field in Africa, sensitising airlines to take concrete actions for cooperation in Operational, Legal Commercial, Technical, Information Communication Technology (ICT) and Training fields.

AFRAA has also been instrumental in lobbying African Governments, the African Union, the African Civil Aviation Commission and other regional and sub-regional organisations on actions to be taken to develop an efficient air transport system. AFRAA has been a catalyst for major aviation policy decisions in the continent.

Vision: A sustainable, interconnected and affordable Air Transport industry in Africa where African Airlines become key players and drivers to African economic development.

Mission: To promote, serve African Airlines and champion Africa's aviation industry.

Objectives: AFRAA as an association has the following strategic objectives:

- i. Safe, secure and reliable air transport
 - Promote the industry best practices to support safe, secure and reliable air transport in Africa;
- ii. Enhance the visibility, reputation and influence of African Airlines in the global Aviation industry.
- iii. Sustainable air transport
 - Advocate for the reduction of costs of air transport services in Africa by reducing taxes, fees and charges;
 - Strive for the implementation of cost-effective Human Resource Development;
 - Lobby for market access to increase revenues and enhance connectivity for the aviation sector in Africa;
- iv. Cooperation
 - Undertake the implementation of joint initiatives aimed at reducing operating costs for airlines, increase revenues and market share;
- v. Data intelligence
 - Become a hub for data, intelligence and expertise on the African Aviation Industry.

Joint Projects: The Association has set up Task Forces/Steering Committees as the vehicle to reduce airline costs, increase their revenues, address members' common interest and adopt industry best practices.

These include:

- Fuel Purchase
- Route Network Coordination
- Ground Handling
- Cargo
- Distribution
- Technical and Operations
- Aeropolitical

How to become a Member of AFRAA

The main criterion for membership of AFRAA is that an airline shall have its registered office and principal place of business in a State eligible for membership of the African Union.

The potential member will have to complete and submit an application form together with the airline's Certificate of Incorporation, Articles of Association and Air Operators Certificate.

The completed application form is processed by the Secretariat and submitted to the next regular meeting of the Executive Committee for review and approval. Currently there are 48 member airlines. All Members pay an annual membership fee.

How to become a Partner of AFRAA

Any company other than an airline that does business with or provides services to the aviation industry may apply to become a Partner of AFRAA. The aim of the Partnership programme is to pool together additional support and resources from industry-related organisations to develop the industry while providing opportunities for the Partners to benefit from a relationship with an efficient, knowledgeable and influential air transport trade association in Africa.

A potential Partner will have to complete and submit an application form which will be submitted by the Secretariat to the next regular meeting of the Executive Committee for review and approval. Currently there are 34 companies enrolled on the partnership programme. All Partners pay an annual partnership fee.

About the 11th Aviation Stakeholders Convention

AFRAA stages the Aviation Stakeholders Convention every year with the aim to foster dialogue among stakeholders in order to build sustainable networks in the travel ecosystem. The event provides a conducive forum for stakeholders to dialogue, interface, exchange knowledge, information and experiences and build networks.

This year's Convention is proudly hosted by Ethiopian Airlines, the official carrier of the event. The Convention is expected to attract over 400 high profile delegates from the aviation industry in Africa, Europe, Middle East, Asia and North America.

Held under the theme, **"Changing the African Aviation Narrative"**, this year's Convention is the industry's ideal platform to drive growth opportunities and deliberate on the developments of African aviation industry.

The African Airlines Association would like to thank all partners and sponsors for their continued support and all of you, delegates for attending.

About Ethiopia

Ethiopia is an ancient country whose unique cultural heritage, rich history, and remarkable biodiversity are reflected in a tally of nine UNESCO World Heritage Sites – more than any other country in Africa. Within its borders, you'll find the world's fourth-holiest Islamic city, along with the oldest continuously occupied town south of the Sahara. Compelling antiquities include the medieval rock-hewn churches of Lalibela and Gheralta, ruined palaces and temples dating back 3,000 years, the magnificent 17th century castles of Gondar, and the oldest human fossils unearthed anywhere on the planet. Add to this the beautiful Simien and the Bale Mountains, the spectacular volcanic landscapes of the Danakil Depression, and a wealth of mammals and birds found nowhere else in the world, and it's little wonder that Ethiopia has become the most attractive and popular emergent tourist destination in Africa.

Ethiopia's fascinating and enigmatic recorded history stretches back 3,000 years to the reign of the Queen of Sheba and King Solomon.

The country's rich biodiversity is reflected in varied flora and fauna embracing more than 50 endemic species of mammals and birds, ranging from the iconic Ethiopian wolf to the spectacular Raspoli's turaco.

A stable and peaceful democracy since 1994, Ethiopia Today is a federal state whose progressive economic policies are reflected in a post-millennial average annual growth rate of around 10 percent.

A unique musical heritage and cuisine, together with ancient coffee culture and thriving arts and crafts scene, ensure that the Ethiopian lifestyle has much to offer curious visitors.

For more info, visit <https://visitethiopia.travel/about-ethiopia/>

About the event venue – Ethiopian Skylight Hotel

A striking contemporary property with elegant design and outstanding facilities in a prime location just 5 minutes’ walk away from the Addis Ababa Bole International Airport, Ethiopian Skylight Hotel promises guests an unforgettable experience during their visit to Addis Ababa. The hotel is a convenient and aspirational accommodation option for business and leisure travellers, and people visiting this vibrant city.

Be spoilt for choice with 1024 comfortably modern rooms and suites with different room types. Check out the extra modern amenities of our suites. All rooms and suites offer a host of contemporary design features and essential comforts, including full Wi-Fi connectivity, that meet the needs of long- and short-stay guests at Ethiopian Skylight Hotel.



Conference Information

Color codes for name badges: The following are the color codes of the name badges for the various delegate categories.

	Airlines
	AFRAA Partners
	Manufacturers/Service Providers/ Students
	Airports/Civil Aviation Authorities/Government Officials/Industry Partners/
	Media
	Speakers
	Hosting Team/AFRAA Staff

NB: For security reasons, all delegates are requested to wear their name badges at all times throughout the conference and social functions of the ASC.

The dress code for the conference sessions is **business formal**.

1. Registration

Registration shall begin on Sunday, 7 May at 14h00. The registration will extend to Monday, 8 May from 08h00.

2. Event venues

The venues for the various ASC activities are as follows:

- **Plenary Room** – Ballroom
- **Exhibition Room** – Ballroom
- **Welcome Cocktail** – Taste of Ethiopian Restaurant
- **Gala Dinner** – Ballroom Ground Floor Phase II
- **Break out Rooms:**
 - Meeting Room 1** – Media Room
 - Meeting Room 2** – Master Class
 - Meeting Room 3** – Master Class / Press Conference
- **Secretariat** – VIP Holding Room II
- **VIP Room** – VIP Room I

3. Welcome Cocktail

All delegates are invited to the Welcome cocktail which will take place on Sunday, 7 May from 19:00 to 21:00hrs at Taste of Ethiopian Restaurant.

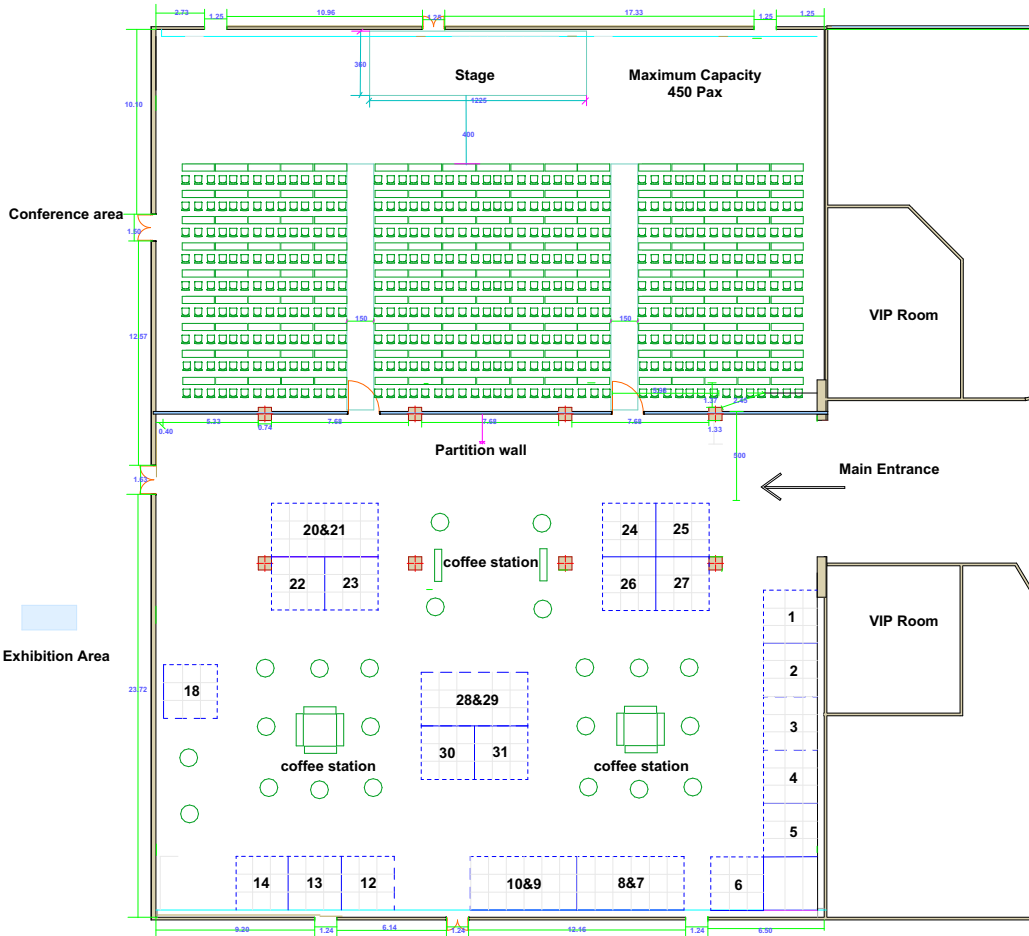
4. Gala Dinner

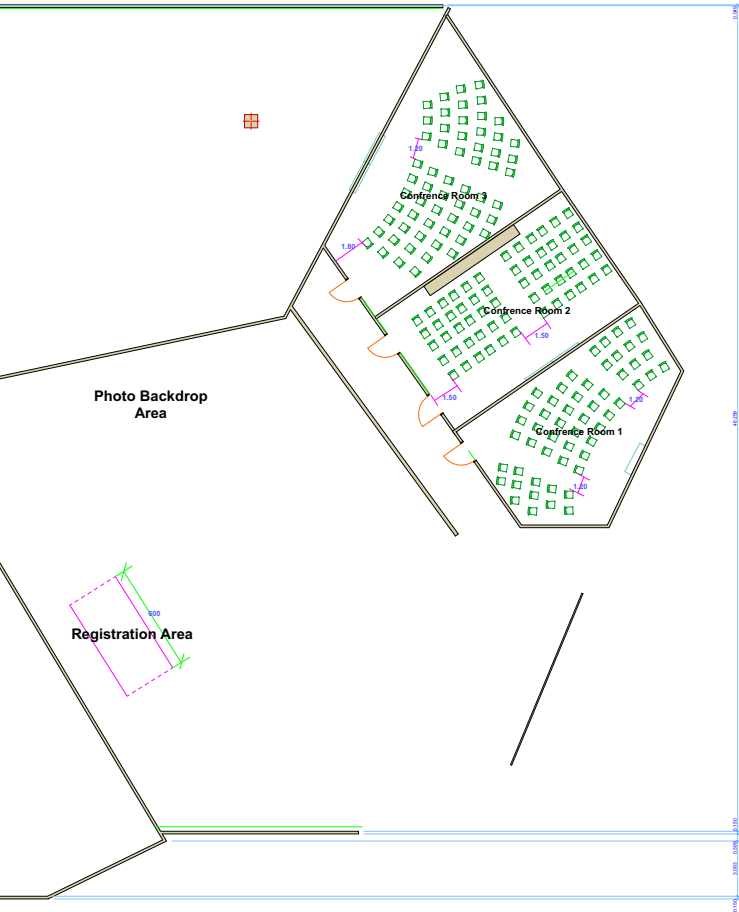
All delegates are invited to the gala and awards dinner which will take place on Monday, 8 May from 19:30 – 22:00 at the Ballroom Ground Floor Phase II.

List of exhibitors

1	African Airlines Association
2	Rolls Royce
3	Fokker Services Group
4	Aviators Africa
5	South African Airways Technical
6	South African Airways Technical
7	Silks of Sheba
8	Silks of Sheba
9	East African Aviation
10	East African Aviation
12	EgyptAir Holding Company
13	ACI Africa
14	African Civil Aviation Commission
18	Star Navigation Systems Group
20	Ethiopian Airlines Group
21	Ethiopian Airlines Group
22	Ethiopia Ministry of Tourism
23	Collins Aerospace
24	Embraer
25	Boeing
26	ATNS
27	Aeroplay Entertainment Pte Ltd
28	SITA
29	SITA
30	Lufthansa Systems
31	Turkish Airlines Aviation Academy

Exhibition area floor plan





Theater Style

Room	Room Capacity
Conference Room 1	50 Pax
Conference Room 2	60 Pax
Conference Room 3	60 Pax

Programme of Events

Theme: “Changing the African Aviation Narrative” Sunday 7 May 2023

Time	
13.00 – 18:00	Registration opens Exhibition opens
19:00 – 21:00	Welcome Cocktail reception

Monday 8 May 2023

Time	
08:00 – 09:00	Registration of participants
09:00 – 09:30	<p>Session I Opening Ceremony</p> <ul style="list-style-type: none"> • Welcome and opening remarks – Mr. Abdérahmane Berthé, AFRAA Secretary General • Speech by Mr. Mesfin Bekele, Group Chief Executive Officer – Ethiopian Airlines • Speech by the AUC Commissioner for Infrastructure and Energy – H.E. Dr. Amani Abou-Zeid • Speech and Official Opening by Guest of Honour representing the Government of Ethiopia
09.30 – 10:00	Networking Coffee/Tea Break Tour of exhibition stands by Guest of Honour
10:00 – 10:30	<p>Goodwill Speeches from the Industry</p> <ul style="list-style-type: none"> • Speech by Mr. Glyn Hughes, Director General – The International Air Cargo Association (TIACA) • Speech by Ms. Adefunke Adeyemi, African Civil Aviation Commission (AFCAC) Secretary General • Speech by Mr. Barry Kashambo, ICAO Regional Director Eastern & Southern African Regional Office – ICAO
10:30 – 11:00	<p>Session II Presentation 1</p> <p>Expert analysis on the current outlook African air transport and critical market trends, challenges and opportunities by: Ms Raffaella Irie – AFRAA Data, Statistics & Training Manager</p>
11:00 – 11:40	CEO Keynote Interview with Ethiopian Airlines CEO By Mr. Raphael Kuuchi – AFRAA Director Government, Legal & Industry Affairs
11:40 – 12:00	<p>Presentation 2</p> <p>The Only Future is Sustainable: The Pillars for African Aviation Sustainability (Presentation on 3 Pillars: Economic, Environmental and Social Sustainability)</p> <p>By: MHIRJ, Mr. Patrick Baudis – Vice President, Head of Commercial & Aero Advisory Services – Mitsubishi Heavy Industries (MHIRJ)</p>

<p>12:00 – 13:00</p>	<p>Panel discussion 1 Roadmap to Fast-Track the Implementation of SAATM Panellists</p> <ul style="list-style-type: none"> • Mr. Ali Tounsi, Secretary General – ACI Africa • Ms. Beatrice Chaytor, Head of Division, Trade in Services – AfCFTA Secretariat • Ms. Adefunke Adeyemi, Secretary General – AFCAC • Mr. Julius Thairu, Chief Commercial & Customer Officer – Kenya Airways • Mr. Robert Lisinge, Chief of Section PSDFD – Energy, Infrastructure & Service Section – UNECA • Mr. Eric Ntagengerwa, Senior Policy Officer, Air Transport, Infrastructure & Energy Department – AUC <p>Moderator: Mr. Aaron Munetsi, Chief Executive Officer – Airlines Association of Southern Africa</p>
<p>13.00 – 14:00</p>	<p>Networking Lunch</p>
<p>14:30 – 14:50</p>	<p>Session III Presentation 3 Presentation by COMESA on the Support to Air Transport Sector Development (SATSD) programme and its intended outcomes</p>
<p>14:50 – 15:50</p>	<p>Panellists</p> <ul style="list-style-type: none"> • Mr. Abel Alemu, Managing Director – Ethiopian Cargo & Logistics Services • Michael Mutahi, Accountable Manager / COO – Astral Aviation Ltd • Mr. Randal Heisey, Managing Director, Commercial Marketing – Boeing • Dr. Jakob Funkenstein, Vice-President Sales, Africa & Middle East – Embraer Commercial Aviation <p>Moderator: Mr. Glyn Hughes, Director General – The International Air Cargo Association (TIACA)</p>
<p>15:50 – 16:10</p>	<p>Presentation 4 Keeping Track of Abuja Safety Targets for Africa By Ms. Adefunke Adeyemi, Secretary General – AFCAC</p>
<p>11:00 – 17:00</p>	<p>Scheduled one-to-one meetings</p>
<p>16.00 – 17:00</p>	<p>Networking Coffee/Tea Break</p>
<p>19:30 – 22:00</p>	<p>Gala dinner</p>

Tuesday 9 May 2023

Time	
09:00 – 09:20	<p>Presentation Training the Next-Gen Aviation professionals for the Sustainability of Africa's Air Transport Industry By: Mr. Kassie Yimam, Managing Director – Ethiopian University</p>
09:20 – 09:40	<p>Presentation 7 Tourism Insights and Trends By: H.E. Mr. Sileshi, State Minister of Tourism of Ethiopia</p>
09:40 – 10:40	<p>Panel discussion 2 Digitalisation: Enhancing the Digital Customer Journey</p> <p>Panellists</p> <ul style="list-style-type: none"> • Ms. Jenifer Bamuturaki, Chief Executive Officer – Uganda Airlines • Mr. Jason Sutcliffe, Marketing Director – Middle East, Africa & Central Asia – Rolls-Royce plc • Mr. Gautam Mandal, Director – Products, Cargoflash Infotech • Ms. Achma Asokan Foster, Chief Executive Officer – Airline Pros <p>Moderator: Mr. Jon Howell – Chief Executive Officer, AviaDev</p>
10:40 – 11:20	<p>Networking Coffee/Tea Break</p>
11:20– 13:00	<p>Masterclasses</p> <p><i>“A journey towards more efficient and sustainable flights” masterclass is an interactive conversation with African airlines, sharing key industry trends and insights on how they can improve their efficiency and achieve their sustainability goals within their flight operations without modifying their aircrafts. Join us!</i></p> <p>Class 1: The journey towards more efficient and sustainable flights By: SITA</p> <p>Facilitator: Mr. François Chazelle – Head of Sales Support, Flight Optimization Solutions – SITA for Aircraft</p> <p>Class 2: The Digital Twin by Star Navigation Facilitator: Mr. Anoop Brar, who is the Chief Executive Officer of Star Navigation</p> <p>Class 3 Showcase of AFRAA Data intelligence tool and AviAnalysis Project</p> <p>Facilitators: Ms. Raffaella Irie – AFRAA Data, Statistics & Training Manager Mr. Christophe Ritter, Managing Partner – Predictive Mobility</p>
13:00 – 14:00	<p>Lunch Break</p>

Time	
14:00– 14:40	<p>Session V CEO Keynote Interview with LAM Mozambique CEO: By: Ms Maureen Kahonge – AFRAA Senior Manager Business Development & Communications</p>
14:40 – 15:40	<p>Session VI ESG: A risk perspective – Airline Insurance Update by Mr. Simon R.C. Knechtli Managing Director – Global Aviation & Space SBAS status update in Africa by Mr. Semou Diouf Director – SatNav Africa JPO Smart Aircraft – All Weather Operations by Ms. Kimberley Patel, Account Director – Collins Aerospace</p>
15:40 – 16:00	<p>Session VI Closing Ceremony Acknowledgement of sponsors and exhibitors</p>
16:00 – 17:00	<p>Closing networking break at the exhibition</p>

Wednesday 10 May 2023

CSR Event for Youth Development in Aviation – Sponsored by Collins Aerospace
Venue: Ethiopian Academy

Speaker profiles



Mr. Abdérahmane Berthé
Secretary General – AFRAA

Mr. Abdérahmane Berthé is the Secretary General of African Airlines Association. He took office on 1 January 2018.

Mr. Berthé was the Chief Executive Officer of Air Mali and Air Burkina. He has 28 years' experience in airline industry and a total of 16 years as an airline Chief Executive Officer.

Mr. Berthé built his career in various Airlines and multicultural environment both in Europe and Africa at positions such as aircraft performance and dispatch engineering, maintenance and operations quality, ground operations and Chief Executive Officer.

Abdérahmane is graduated from:

- French Civil Aviation school in Toulouse (1987 Master of Science degree);
- French Aeronautical and Space school in Toulouse (1988 Master of Science degree);
- Business Institute in Toulouse (1989 Master degree);
- He also obtained a Private Pilot License in 1985 for Single Engine Aircrafts.



Mr. Mesfin Tasew
Chief Executive Officer,
Ethiopian Airlines

Mr. Mesfin Tasew was appointed as Group Chief Executive Officer of Ethiopian Airlines in March 2022.

He joined Ethiopian in 1984 as Associate Engineer and progressed through the ladder and served in supervisory and managerial positions in the Aircraft Maintenance and Engineering areas. In 1997 and 1999, he was appointed as Director Operations & Technical Systems Support and Chief Information Officer, respectively.

In 2006, he was appointed as Vice President of Maintenance and Engineering.

Mr. Mesfin also served as Chief Operating Officer of Ethiopian Airlines from 2010-2021, and Chief Executive Officer of ASKY Airlines from April 2021 to March 2022.

Mr. Mesfin also serves as a member of the International Air Transport Association (IATA) Board of Governors.

He holds BSC and MSc Degrees in Electrical Engineering from Addis Ababa University. He also holds Master's in Business Administration (MBA) from Open University in the UK.



Mr. Glyn Hughes
 Director General, The International Air Cargo Association (TIACA)

Glyn has been involved in Air Cargo for over 38 years having started his career with British Caledonian in the UK. He joined IATA in 1991 and become IATA’s Global Head of Cargo in June 2014, where he had overall responsibility to deliver the agenda agreed by the Cargo Committee. In February 2021, Glyn joined TIACA as its first Director general where he works with the Board to deliver the organisation’s vision for a safe, profitable and united air cargo industry that embraces modern technologies and practices, to sustainably serve trade and social development worldwide. Priority areas include safety, security, sustainability, digitalisation and innovation. He is dedicated to developing collaborative relationships and is a firm believer in supporting the next generation of industry leaders and innovators. Glyn spends a large amount of time on outreach programmes with training and other educational establishments.



Soumaya Ben Letaifa
 Chief Executive Officer, Innova Conseil

Soumaya Ben Letaifa is the Chief Executive Officer of Innova conseil, MBA and PhD graduate and the director and certified coach of the university of Geneva’s self-leadership program for Africa and the Mena region.

Soumaya Ben Letaifa specialises in guiding and managing transformation initiatives in the public and private sectors, with an extensive experience in the aviation industry. She is a strategy, marketing, and human resource management expert with 20 years of consulting expertise in North America for government, financial institutions, telecommunications, alongside with tourism institutions and NGOs. She also has substantial experience in Africa, where she successfully led challenging public and private strategic reconstruction, post COVID-19 restructuring and organisational realignment initiatives.



Mr. Patrick Baudis
Vice President,
Mitsubishi Aero
Advisory

Mr. Patrick Baudis joined Mitsubishi Heavy Industry's division MHI RJ Aviation in June 2020 as Vice President, Marketing and Aero Advisory Services.

A seasoned professional with wide-ranging industry expertise, he brought solid executive experience to his new dual role leading the marketing strategy for MHI RJ Aviation and developing the new Aero Advisory Services team. Patrick is responsible for all marketing activities, including product strategy, positioning and promotion of MHI RJ products and definition of requirements for product developments. He is also responsible for all analytical and business development activities for the Aero Advisory Services, which aims at providing consulting services to other Mitsubishi divisions and to many aviation industry stakeholders such as airlines, airports, lessors, financial institutions, service providers and suppliers.

Patrick previously worked for Bombardier as Vice President Marketing where he successfully re-launched Bombardier's C Series aircraft, CRJ Series regional jets and Q400 turboprops. Before that, he worked for Airbus for over 19 years where he held various positions in Marketing, based in France and in the US, and was instrumental in providing marketing direction, influencing product developments and maximising sales success.

With almost 30 years of strategic marketing expertise, Patrick's successful career began at Mitra Aviation, a consulting company he joined right after completing a Master's Degree in Aeronautical Engineering at l'École Nationale de l'Aviation Civile-ENAC, in Toulouse, France.



Ms. Maureen Kahonge
 Senior Manager,
 Business Development
 and Communications,
 AFRAA

Ms. Maureen Kahonge is the Senior Manager Business Development & Communications at AFRAA, a position she has held since in February 2016. Prior to her appointment, she held the position of Business Development Manager at the Association.

Maureen is a Passionate aviator with 11 years’ aviation experience at the African Airlines Association – AFRAA, the leading trade Association of African airlines. She has coordinated various initiatives that facilitate beneficial cooperation among African airlines and with the view to adopt and implement cost-effective common solutions to address market needs.

An analytical thinker with commercial orientation and strong customer focus, Maureen is well-versed on air transport industry trends and dynamics. Her role at AFRAA covers the development and management of beneficial working relationships with member airlines and partners, marketing, events, PR & Communications. She is a holder of a Bachelor of Education (Arts) degree in Business Administration and French from Kenyatta University and a Masters in Business Administration Strategic Management and Finance at the United States International University, Kenya. She is a Kenyan in nationality and is fluent in French and English.



Mr. Ali Tounsi
Secretary General,
ACI Africa

Mr. Ali Tounsi is an Engineer holder of a Master in avionics and telecommunication and a Master in airports management. He has over 30 years' experience in airport operations, airport resources management, infrastructure development and IT projects, facilitation, passenger experience and quality of service. He also teaches at many aviation schools and supervises several research projects.

Since 2009, Mr. Ali Tounsi has been appointed Secretary General of the Airport Council International for the Africa Region (ACI Africa), which includes 72 members in 52 countries managing 260 airports.



Mr. Gaoussou Konate
Director, Technical and
Operations, AFRAA

Mr. Konate joined AFRAA just after he completed a nine-month consultancy contract with the African Development Bank and contributed to the development of the Bank Framework and Guidelines to Support the Aviation Sector in the Region. He brings a vast experience comprising both air transport and civil aviation. His 35-year-corporate experience covered: International Civil Organisation (ICAO), he served as Deputy Regional Director of the Western and Central; for 8 years, he serviced IATA Regional Office for Africa and Indian Ocean (AFI) where he joined as Manager Safety and became Regional Director Safety, Operations, and Infrastructure; as AFRAA Technical Director, he fostered cooperation among African air carriers for 11 years.

Before AFRAA, he worked at Air Afrique for just over a decade.



Ms. Adefunke Adeyemi
 Regional Director,
 Advocacy and
 Strategic Relations –
 Africa, IATA

Ms. Adefunke Adeyemi, is the Secretary General of the African Civil Aviation Commission (AFCAC) since 1st September 2022. AFCAC is the Specialized Agency of the African Union (AU) on all Civil Aviation matters. AFCAC is the Executing Agency of the Yamoussoukro Decision (YD) and the Single African Air Transport Market (SAATM).

Adefunke is a lawyer and advocate, focused on global and regional strategic, policy and developmental, issues. She is also a global air transport and trade facilitation expert, focused on driving value, policy reform, best practices and international standards to air transport and related sectors, businesses and government. She holds a Master of Laws (LL.M.) from the prestigious University of Cambridge, United Kingdom and a Master of Business Administration (MBA) from Nanyang Business School, Singapore in collaboration with Wharton Business School, Philadelphia and Berkeley Hass Business School, California.

With an international career spanning over 20 years, Adefunke is recognised as one of the 50 Most Inspirational Nigerian Women. She was recently honoured as one of the 200 globally Most Influential People of African Descent (MIPAD) in affiliation with the United Nations Decade for People of African Descent. She is also the 2021 Recipient of the Ato Girma Wake Lifetime Achievement Award for Services to African Air Transport and Trade development.

In her previous role as Regional Director, External Affairs and Sustainability for Africa at the International Air Transport Association (IATA), Adefunke advocated for the sustainability of air transport, trade, tourism and business across the region, highlighting its positive socio-economic impact and value as strategic enablers and accelerators of development and growth across Africa and beyond.

During her tenure at IATA, Adefunke was the IATA focal point for the implementation of the Single African Air Transport Market (SAATM) and a Private Sector Champion of the African Continental Free Trade Area (AFCFTA), two strategic policy initiatives of the African Union designed to promote intra-African connectivity and trade to secure Africa's integration and prosperity.



Mr. Aaron Munetsi
Chief Executive Officer
Airlines Association of
Southern Africa

Mr. Aaron Munetsi currently serves as the Chief Executive Officer at AASA. Prior to joining AASA, he held several commercial management positions at South African Airways, including Regional Manager for Africa and the Middle East and as its Acting Chief Commercial Officer. For 10 years, he served on the board of Nigeria-South Africa Chamber of Business, and after leaving SAA in 2018 he joined the African Airlines Association (AFRAA) for a stint as its Director: Government, Legal and Industry Affairs. For the past year he has been working as an aeropolitical and business strategy advisor to airlines.

Aaron holds diplomas and certificates in marketing, strategic management and leadership from the University of Zimbabwe, University of Witwatersrand Graduate Business School and the Gordon Institute for Business Studies.



Dr. Amani Abou-Zeid
Commissioner for
Infrastructure and Energy
African Union
Commission

Dr. Amani Abou-Zeid is the twice-elected African Union Commissioner in charge of Infrastructure, Energy & ICT. For more than 30 years, Dr. Abou-Zeid has served in leadership positions in international organisations and has amassed a remarkable mix of experience from across continents and stakeholders.

She has managed AfDB largest operational portfolio and implemented national and continental multi-sectoral development programmes, including the world's largest solar power plant. She launched the Single African Air Transport Market, African Single Energy Market, First African Digital Transformation Strategy as well as 2nd 10-year Programme for Infrastructure Development in Africa – thus, delivering on major continental initiatives for African Integration under African Union Agenda 2063.

An Egyptian national, Dr. Abou-Zeid holds a BSc in Electrical Engineering, Cairo University; MBA, Université Senghor; MPA, Harvard University; and PhD. Economic Development, The University of Manchester.

Dr. Abou-Zeid sets the example for women in STEM and in leadership positions; She is long named and recognised as champion of gender equality and is often voted one of Africa's most Influential women.



Raffaella Irie
 Manager, Data, Statistics
 and Training
 AFRAA

Raffaella Irie is a young professional totalising 15 years of experience in the airline industry. She joined the Marketing Department of SN Air Ivoire where she gained experience until 2012. In July 2012, she joined Air Côte d'Ivoire, the new national airline of Côte d'Ivoire, as Revenue Management Analyst. She was in charge of revenue management, management of interline agreements and code sharing, GDS helpdesk and trainer for 7 years. Currently, Raffaella Irie serves as the Manager, Data and Statistics at African Airlines Association (AFRAA), a position she has held since January 2019.

She is a holder of a Technical Diploma in Statistics from ENSEA Abidjan and a Master's degree in Data Science and Big Data.

With passion and professionalism, her ambition is to make AFRAA become a hub for data, intelligence and expertise on the African Aviation Industry.



Mr. Kassie Yimam
 Managing Director
 Ethiopian Aviation
 University

Mr. Kassie Yimam joined Ethiopian Airlines on 26 January 1995 as Junior Aircraft Technician and served the Airline in various positions including A/C Technician, Senior Aircraft Technician, Technical Instructor at the Pilot Training School, Course Developer, Manager Curriculum Development and e-learning Solutions, Head Training Standards and Development at the Ethiopian Airlines Aviation Academy.

He is currently serving as Vice President of Aviation Trainings and Acting President of the Ethiopian Aviation University as of 1 December 2022.

He is a graduate from Aviation Maintenance Technicians School of Ethiopian Aviation Academy and holds a Master of Business Administration in Business Management and BA degree in Economics both from Addis Ababa University.

Mr. Kassie is married and a father of three sons.



Joao Jorge
Chief Executive Officer,
LAM Mozambique

Eng. João Carlos Pó Jorge was appointed General Director of LAM - Linhas Aéreas de Moçambique, SA, on July 23, 2018 for an eighteen (18) month term, recently renewed for a period of four (4) years. He was appointed the Chairman of the Airlines Association of Southern Africa in October 2022.

The General Manager's professional career began in 1985, at LAM, where he joined the staff as a Mechanical Engineer. He served as Head of the Engineering Department in 1987. He was later appointed to coordinate the connection between LAM and the manufacturers, having been LAM's Resident Representative at Boeing (United States Of America), from 1990 to 1993.

After completing this stage of work, he returned to LAM Headquarters, in Maputo, where he assumed the role of Chief Of Engineering and Quality, from 1993 to 1995, a period in which he streamlined aircraft planning and engineering, flight operation Engineering, accident investigation, design, implementation and certification of aircraft modification programs, among other activities.

With the experience gained and maximizing contacts with outside entities, he accepted the challenge of joining the team of Pratt & Whitney, a North American firm dedicated to the manufacture of aircraft engines, where he was Customer Support Manager in Africa, from 1995 to 2013.

During this period, he worked in the United States Of America, Zimbabwe, Senegal, Ethiopia, having demonstrated himself in setting up offices in remote locations; coordinate top management improvement actions for airlines in Africa, in the Operational, Comercial and Financial areas, negotiation of acquisition contracts including aircraft leasing, as well as engines; intermediation of commercial contracts between airlines; detailed accident investigation and design and implementation of recommendations; introduction of airline management tools in Africa.

He participated in the restructuring of airlines both to correct irregular situations and to expand, as are the cases of Air Zimbabwe, TACV, TAAG, Air Afrique, Air Senegal, AeroZambia, and Ethiopian Airlines. It supports Behavior Management initiatives to improve work performance.

His career abroad would be interrupted in 2013 when he was invited to join the Board of Directors of LAM, having been Technical Operational Administrator until 2016. Later he was appointed Advisor to the Financial Administrator, a role he held until his appointment to position of General Director of LAM.



Ms. Jenifer Bamaturaki
Chief Executive Officer,
Uganda Airlines

Ms. Jenifer Bamaturaki is the Chief Executive Officer of Uganda Airlines.

She has served as the Commercial Director of Uganda Airlines, responsible for Commercial, Sales & Marketing, scheduling and network planning end-to-end management and sales and service support to all markets and countries of operation. Previously, she worked for Air Uganda as Head of Sales & Marketing as well as East African Airlines as Country Manager, Uganda.

As she is widely called, Jenny has over 20 years of experience in Commercial, Sales & Marketing direction in the Airline, Travel and Hospitality industries. Her wealth of expertise is rebuilding organisations, building teams, developing strategic plans, relationships, negotiations and route development.

Jenny has also served as Sales and Marketing Director of International Hotel Brands.

Jenny is a Social Scientist and currently pursuing her Master of Art in Public Administration & Management at Makerere University and has certifications from IATA of Sales & Marketing, Starwood and other leadership and professional training.



Mr. Anoop Brar
Chief Executive Officer
Star Navigation Systems
Group Limited

Mr. Brar is the Chief Executive Officer of Star Navigation, a publicly traded Canadian Aviation Technology company. He is a mechanical engineer and has years of experience in Oil and Gas, Real Estate Development, Construction, Business Strategy, Entrepreneurship and Business Consulting. Mr. Brar brings his leadership and vision to Star Navigation to market the world's first 'Inflight Safety Monitoring System' which is revolutionising the aviation industry.



Mr. Barry Kashambo
Regional Director,
Eastern & Southern
African Regional Office
ICAO

Mr. Barry Kashambo joined ICAO ESAF as Regional Director in March 2015 and has been in international civil aviation community for over 35 years with a background of Aircraft Maintenance Engineering and Flight Safety Standards specifically Airworthiness Inspection.

He worked with the Civil Aviation Authority Uganda as Airworthiness surveyor/Inspector and Accident Investigator for a period of 21 years (1988-2009). He also served as Aviation safety officer for UN MONUSCO (2009-2012) performing oversight and accident/incident investigation for the fleet biggest UN mission fleet at the time.

Mr. Kashambo worked as the Executive Director of East African Community-Civil Aviation Safety and Security Agency, (CASSOA), a Regional safety and Security Oversight Organisation for the East African Region, that has successfully steered the development of harmonised regulations, technical guidance materials, common examinations, sharing of resources and promotion of regional approach to aviation related matters among others-(2012-2015).

Barry Kashambo holds a Masters Degree in Aviation safety Management from City University London among other professional qualifications and is a member of International Society of safety Investigators (ISASI). He is a devout Christian and married with Children.



Mr. Robert Lisinge
 Chief of the Energy,
 Infrastructure and Services
 UN Economic Commission
 for Africa

Mr. Robert Tama Lisinge is the Chief of the Energy, Infrastructure and Services Section of the Private Sector Development and Finance Division of the United Nations Economic Commission for Africa (ECA), based in Addis Ababa, Ethiopia. The Division focuses on crowding-in private sector investment in African countries, particularly in the area of infrastructure. Robert is currently the Officer in Charge of the Division. He holds a BSc degree in Civil Engineering and an MSc degree in Transportation Engineering. He also holds an MPhil and a degree of Doctor of Business Administration from the Maastricht School of Management in the Netherlands. Prior to his current position, he was the Chief of the Operational Quality Section of the Strategic Planning and Operational Quality Division of ECA. He has over 20 years of experience in undertaking research and advising African countries and organisations on infrastructure policy as well as transport and trade facilitation issues. He delivers courses on infrastructure development at the African Institute for Economic Development and Planning in Dakar, Senegal. He has also delivered courses in transport planning to Master's degree students at the National Advanced School of Public Works in Yaounde, Cameroon.



Mr. Raphael Kuuchi
 Consulting Director,
 Government, Legal and
 Industry Affairs AFRAA

Mr. Raphael Kuuchi is a Consulting Director for Government, Legal and Industry Affairs at the African Airlines Association (AFRAA). In this role, he leads AFRAA engagements with airlines, governments, regional and industry stakeholders in addressing aero-political and regulatory developments impacting African aviation. He is also involved in the Single African Air Transport Market implementation (SAATM) and airlines environmental and sustainability initiatives in AFRAA.

Prior to his current role, he served for 7 years as IATA Vice President for Africa and subsequently the IATA Special Envoy to Africa on Aero-political Affairs.

Raphael has many years of experience in aviation operations, management, consulting and advocacy. He holds MBA in management and a Business Administration degree in Accounting. He is a Fellow of the Chartered Institute of Logistics and Transport (FCILT) UK.



Dr. Jakob Funkenstein
Vice-President Sales,
Africa & Middle East
Embraer Commercial
Aviation

Dr. Jakob is a Marketing Consultant for Embraer, specialising in the Middle East region. Based in Berlin, his role oversees all marketing activities in the region, supporting airlines to define their fleet and network as well as to develop their business plans.

With over 30 years of experience in Commercial Air Transport, Jakob has worked with Airbus and Boeing as well as filled teaching roles for Aviation Management at major universities such as University of Washington, Embry-Riddle Aeronautical University in Arizona, and IU Internationale Hochschule in Berlin, Germany.

Jakob has an undergraduate degree from the University of California, Los Angeles and graduate degrees from the London School of Economics and Universität Kassel.



Mr. Michael Mutahi
Accountable Manager
and Chief Operating
Officer, Astral Aviation

An Aviation Professional with over 32 years of experience having started his career as an Air Traffic Controller in Kenya. He has worked in the Industry in various capacities in air operations for numerous organisations involved in humanitarian and Commercial Air Transport.

In 2001, he joined Astral Aviation, which was a newly formed air operator, where he has served in various positions and helped develop it from a local to a global renowned brand specialising in Air Cargo.

He firmly believes that developing the air cargo industry in Africa is essential for the continent's economic growth and prosperity. With his knowledge and expertise in this field, Michael is dedicated to supporting and contributing to its development, ultimately improving trade, infrastructure, and quality of life for the people of Africa and beyond.



Achma Asokan
Chief Executive Officer,
AirlinePros International

Achma's passion for aviation was inherited from her father, who had worked with the Royal Air Force, the Indian Airforce and the Zambian Air Force, where he trained many of the recruits in the newly formed Air Force in the newly independent Zambia.

In the era after she graduated, the only career in aviation that welcomed women was the cabin crew department, which was not approved by her father. So Achma began her working life as a travel agent before joining Air Namibia in Windhoek, where she started her life as an Interline Accounts Supervisor and gradually worked her way up to become the Chief Financial Officer and Company Secretary. Her years at Air Namibia, is what she considers her 'most formative years' as she says that she had four additional jobs, as a wife, a mother to her son and daughter, a housekeeper, and a student!

She joined Air Seychelles at their headquarters in Victoria as the Chief Internal Auditor, which consolidated her knowledge of the airline business. "Working with small international airlines gave me insights into the entire length, breadth and width of the business" says Achma. "This prepared me for the bigger roles I was to play eventually in my working life." Thereafter, she got the opportunity to realise her dream to work for the International Air Transport Association (IATA), as Senior Internal Auditor, enlightening her into the macro-economic workings of the global aviation industry. After some years with IATA, her continuous yearning to learn more made her move to USA to work with American Express as Director, Enterprise Risk Management.

Thus, after having travelled far and wide, amassed a wealth of experience and knowledge on the workings of the airline industry inside out, Achma decided it was time to do something of her own. She co-founded AirlinePros, which offers a wide range of services to the airline industry. AirlinePros today is an award-winning global leader providing airline and travel representation, distribution, and commercial solutions with over 70 airline clients and more than 40 global locations.

A Fellow of Association of Chartered Certified Accountants (FCCA) from the UK, Achma is also an MBA from the University of Manchester.



Mr. Julius Thairu
Chief Commercial &
Customer Officer
Kenya Airways

Mr. Julius joined Kenya Airways in 2001 and is currently Chief Commercial & Customer Officer responsible for strategy development and execution of revenue and customer initiatives. He has extensive international commercial experience in delivering growth and improving performance in the aviation industry having worked in various roles across three continents. Prior to his current role, he was Director for Sales responsible for development and implementation of the global Commercial sales strategy. He was also Head of Pricing, Revenue Management and Distribution June 2009 to May 2014.

He holds a Bachelor of Arts in Building Economics from the University of Nairobi and has attended various management and leadership courses, including the Executive Development Programme with Gordon Business School, South Africa.



Mr. Eric Ntagengerwa
Senior Policy Officer – Air
Transport, Infrastructure &
Energy Department
Africa Union Commission

Mr. Eric Ntagengerwa is currently Senior Policy Officer-Air Transport under infrastructure and Energy Department of the African Union Commission. His role includes mainly the coordination of various Air Transport projects and programmes at continental level including the operationalisation of the Single African Air Transport Market (SAATM) which is one of the 12 flagship projects of African Union Agenda 2063.

Prior to his appointment at African Union Commission, he was the Principal Civil Aviation Officer at East African Community (EAC) where he coordinated the development and implementation of a seamless upper airspace project and a regional framework on Partner States cooperation in handling Aircraft Accident and Incident Investigations, among many other regional projects. He previously served as Head of transport planning at Rwanda Transport Development Agency. Mr. Eric Ntagengerwa is a Civil Engineer by profession. He holds a Masters Degree in transportation Management and an IATA certificate in Managing Policy and Regulation in Civil Aviation.



Mr. Abel Alemu
 Managing Director
 Ethiopian Cargo &
 Logistics Services

Mr. Abel Alemu, Managing Director Ethiopian Cargo & Logistic Services, the leading African cargo carrier, joined the Airline industry as Assistant Marketing Officer in December of 2007. Since then, he has been serving in different positions, including Sr Sales Representative, Manager Cargo Sales Office – Addis Ababa, Cargo Manager – Gulf and Regional Manager for Southern Africa.

In November 2021, Mr. Abel Alemu appointed as Managing Director for Ethiopian Cargo and Logistics Services to head the whole Ethiopian Cargo Operation worldwide.

Mr. Abel has B.A Degree in Economics from University of Gondar, M. A in Marketing Management from Addis Ababa University and an M.Sc. in Integrated Marketing Communications (IMC) from the University of Mississippi.



Mr. Jason Sutcliffe
 Marketing Director –
 Middle East, Africa &
 Central Asia
 Rolls Royce

Mr. Jason joined Rolls-Royce in 2006 as a Fleet Planner in the newly formed Operations Centre in Derby, UK. After three years and following a one year secondment with Singapore Airlines, Jason undertook a position in East Hartford USA as the Customer Fleet Director with International Aero Engines (IAE), Jason was responsible for the day-to-day management of the V2500 engine fleet in the Middle East. In 2012, Jason returned to the UK to take up the position of Marketing Director for Rolls-Royce, playing a customer relationship role in both the Target and Sales phases. In 2017 Jason moved to the UAE as the Regional Marketing Director for Europe, Middle East, Africa and Central Asia. Prior to joining Rolls-Royce, Jason spent 19 years in the British Royal Air Force as an Aircraft Engineer.



Mr. Gautam Mandal
Director – Products
Cargoflash Infotech

Having over two decades' experience as the Cargo Manager with various Airlines, Gautam Mandal has completed his Masters in Travel & Tourism Management with a specialisation in Air Cargo. Also, he is an MBA, specialising in Information Technology. Gautam Mandal is a Lean Six Sigma Green Belt and an IATA Advanced Cargo Certificate holder.

He is self-motivated, a self-starter and bears the ability to develop and establish an efficient, highly productive workforce. He possesses the skills of a strong leader and a team player with expertise in staffing, training, motivation and evaluation of personnel to assure adherence to quality service, product specifications, and customer satisfaction.

Currently, at Cargo Flash, he is responsible for marketing and pre-sales activities for various IT products of the company. With his sturdy visualisation, excellent writing skills, and the ability to translate marketing ideas and design concepts across all organisational levels, Gautam Mandal is currently responsible for the R&D, Marketing and Business Development for Cargo Flash's products.



Mr. Enquanhone Minyashal
Director Cargo
Marketing, Ethiopian
Cargo & Logistics
Services

Mr. Enquanhone Minyashal, Director Cargo Marketing, Ethiopian Cargo & Logistics Services, joined the Airline industry as Marketing Clerk in May of 2000. He has joined Cargo Division in 2007. Since then, he has been serving in different positions, as Marketing Officer, Senior Marketing Officer, Manager Cargo Pricing, Manager Cargo Market Research and Route Management, Manager Cargo Market Development, Director Cargo Marketing and in 2015 he was assigned as Cargo Manager Gulf based in Dubai to lead all the Cargo sales and operation in Gulf region. He has contributed a lot for the cargo growth in Gulf area by increasing flight frequency, revenue and destination number.

In December 2020, Mr. Enquanhone Minyashal again appointed as Director Cargo Marketing to head the whole marketing duty at Ethiopian Cargo & Logistics Services.

Mr. Enquanhone has M.B.A in Marketing Management from Addis Ababa University.



François Chazelle
 Head of Sales Support,
 Flight Optimization
 Solutions – SITA for
 Aircraft

François is a confirmed aviation sales executive with a passion for opening new markets. Building on a 30-year experience in the aviation industry, he went from selling aviation consultancy services for Bureau Veritas to managing worldwide Corporate Jet sales at Airbus. François then delved in aircraft finance for a couple of years before joining Safety Line in 2016 as Partner and CCO, fully embracing the agility and drive to innovate that is typical of start-ups. Safety Line was acquired by SITA FOR AIRCRAFT in July 2021.

François holds a degree in Aerospace Engineering from ENAC, the French Civil Aviation School.



Mr. Vang'Sy Claude Mounthaut
 Delegate of
 ASECNA to AU

Mr. Vang'Sy Claude Mounthaut is the Delegate of ASECNA to AU. He took office on January 16, 2017 in Dakar and on September 18, 2018, in Addis Ababa.

A Congolese-Brazzaville citizen, he has been recruited to the Agency for Safety Air Navigation in Africa and Madagascar (ASECNA) since 1991 as an Engineer of studies and exploitation of civil aviation.

Currently with over 32 years' experience as a civil engineer including 19 years in senior management positions and 12 years in airport management, he has been serving the Agency for various senior and managerial positions, such as, Chief Executive Officer in charge of airport management (2011-2016), communication (2009-2011), quality certification (2008), Head of supply chain and purchasing (2005-2008), Project manager for studies and strategy (2004), Head of the traffic statistics and forecasts office (2000-2004), Head of studies for the traffic statistics and forecasts office (1997-2000) and for airport management office (1992-1997).

I had also the opportunity to work for the World Bank (WB) and the Economic Commission for Africa of United Nations (ECA) for the creation of a database on air transport in Africa and carry out several air traffic forecasting studies for BAERA (African Bureau of Studies and Aeronautical Realisations).

He also obtained a Private Pilot License in 1990 for single engine aircraft.



Jon Howell
Chief Executive Officer
and Founder of AviaDev

Jon Howell, is the Chief Executive Officer and Founder of AviaDev, a division of The Bench.

Since inception in 2015, AviaDev Africa is now established as the premier platform dedicated to growing air connectivity to, from, and within the African continent, delivering content and events year-round.

Jon established AviaDev Insight Africa, the only podcast dedicated to African aviation in 2018. To date, the podcast has over 85,000 listeners in 185 countries globally and over 200 episodes to its name.

Jon is passionate about empowering the next generation of aviators. He was appointed as a Visiting Professor at Coventry University in March 2022 and regularly delivers lectures to Undergraduate and postgraduate aviation management students.

AviaDev has also delivered multiple live and virtual outreach events across the African continent.

Jon was also appointed a Global Ambassador for Gorilla Conservation for his fundraising efforts which include climbing the three largest mountains in the UK in a single weekend wearing a gorilla suit.



Mr. Semou Diouf
Director, SatNav Africa
Joint Programme Office

Mr. Semou Diouf is the Director at SatNav Africa Joint Programme Office, a Pan-African entity under Africa-EU Strategy framework which is championing and supporting Satellite Navigation services (GNSS/SBAS) introduction in Africa.

With a wide range of qualifications and extensive experience in both the technical and business fields, Sémou Diouf has been involved in technology innovation projects and business development in the aeronautics sector in Africa since the early 90's.

Prior to joining the JPO, he held various roles including Director, Commercial Operations and Ag. Regional VP, SITA Africa in Paris and Johannesburg, then Manager at a Leading Consulting firm as Head of a Department in Aeronautics, Space and Defense Sector in Toulouse (France), where he supported RVSM implementation in Africa.

A Senegalese National, he graduated with an Engineering Degree from National Institute of Applied Sciences (INSA) in Toulouse and an Executive Master at the Paris School of Business (ESCP Europe), with specialty in Management of Enterprises, Strategic Marketing and Management of international affairs.



Mr. Simon R.C. Knechtli
 Managing Director,
 Global Aviation & Space

Simon has a career of 37 years in the aviation insurance broking industry. He is a member of the Leadership Executive of WTW's Global Aviation & Space business unit. WTW represent 40% of AFRAA and IATA association airline members.

He is recognised as having a keen focus on airline risk & insurance in Africa, the Middle East and Europe, and is a French-speaker. Simon was formerly the Chairman of Aon's Aviation division between 2009-2013 prior to joining WTW.

WTW have a partnership agreement with AviAssist.org - strengthening its commitment aviation safety in Africa.



Christophe Ritter
 Chief Executive Officer

Entrepreneurial and results driven Chief Executive, Christophe has more than 25 years of leading aviation expertise, founding two airline software companies, Milanamos and Predictive Mobility, and managing airlines turnaround in more than ten different countries for a leading airline consulting company. Currently his companies are the market leader in Africa with 12 customers using PlanetOptim.Future, the largest aviation market data and route development solution, with more than 20 years of traffic, capacity, and revenue information.

Builder of world class aviation network planning and route development solutions in a multicultural environment, Christophe was previously leading large airlines restructuring, from cost containment to revenue generation, during more than 13 years, as a Partner with Sabre Consulting. He has also proven fundraising and networking skills with focus on delivering dollar bottom line growth, helping start up airline and regional operators financing their growth.

Christophe has completed his academic studies in Econometrics with a thesis on "Systemic Models of Economic Disorganization" at the University of Aix-en-Provence and he is also an MBA graduate with a specialisation in Marketing. Christophe is an invited contributor to the Air Business Academy and Hautes Etudes Commerciales business schools' MBA programs.



Francis Okome
Air Transport Policy and
Regulatory Expert

Francis is an aviation expert with over 17 years’ experience in the air transport sector. He holds a Bachelor of Science (Computer Science) degree from Egerton University, Kenya and a Master of Business Administration degree from the University of Nairobi, Kenya and many certifications in aviation.

Francis worked for Kenya Airways for over 15 years rising to the position of Manager, Flight Operations Planning/ Engineering. Prior to his present appointment, he was the Head of Department (Aviation Safety & Security Training) at the East African School of Aviation – the training directorate of Kenya Civil Aviation Authority.




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