
AFRAA 56th Annual General Assembly

17th-19th NOV 2024
CAIRO - EGYPT



Transform & Develop the Airline Industry in Africa



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AFRAA 56th
Annual General
Assembly
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Competition Law Guidelines for the **AFRAA Annual General Assembly**

The AFRAA Annual General Assembly (AGA) 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 AGA will be conducted in compliance with all applicable competition laws.

Statement of Policy

In addition to the statutory activities of the Association, the purpose of the AGA is to provide a forum for legally permissible discussions of internal AFRAA matters and subjects of interest to the aviation industry. It is AFRAA's intent to use the AGA 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 AGA shall be conducted pursuant to the following procedures in order to ensure compliance with all relevant competition laws:

1. The AGA 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 AGA participants and attendees, including during breaks and scheduled or non-scheduled social activities connected with the AGA must follow these Guidelines.
2. Sessions of the AGA 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 behavior, or to collectively punish any business enterprise for its exercise of independent business judgment.
2. Recognizing 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 President 2024**



Esteemed AFRAA members and distinguished guests, we are deeply honored to host the 56 AFRAA Annual General Assembly in November 2024, graciously supported by the Egyptian Ministry of Civil Aviation.

Since its establishment in 1968, AFRAA has played a significant role in fostering collaborations and progress within the aviation industry. It is worth mentioning that EgyptAir had the privilege of hosting the very first AFRAA Annual General Assembly in 1969. The upcoming

56th Annual General Assembly present a unique opportunity to experience the enhancement of Egypt and its rich prosperity of diverse cultures.

The African continent stands as one of the most promising markets in the global vision industry undertaking giant projects aimed to fostering the African market, elevating services and providing support. Undoubtedly, the AFRAA General Assembly serves as a pivotal gathering, uniting aviation's experts and decision makers in Africa.

It's our sincerest wish that you enjoy your time in Egypt and we extend our best wishes for a successful and a fruitful event.

Eng. Yehia Zakaria

Chairman and CEO,
Egyptair Holding Company

Message from **AFRAA Secretary General**



It is a great pleasure for the African Airlines Association (AFRAA) to welcome our member airlines, partners, and the travel ecosystem stakeholders at large to the 56th Annual General Assembly (AGA) & Summit of the Association. Join us from 17-19 November 2024 in Cairo, Egypt at this critical forum for the industry to create the much-needed enabling environment for air transport business to thrive and contribute to the African continent's development.

This annual African air transport summit and conference gathers top leaders of the air transport industry from across the globe.

Deliberations over the course of the AGA will focus on the sustainability of the air transport industry in Africa. This will better prepare stakeholders to continue making the travel ecosystem more resilient and viable. The Assembly is therefore a critical forum for us to create the much-needed enabling environment for air transport business to thrive and contribute to the continent's development.

With so many representatives from the African airlines, industry partners, international and regional associations, leading manufacturers and industry suppliers as well as our media partners, there are tremendous opportunities to network and explore business opportunities.

Mr. Abdérahmane Berthé

AFRAA Secretary General

Welcome message from the **Minister of Civil Aviation of the Arab Republic of Egypt**



Honourable Guests,

Distinguished Members of the African Airlines Organization

On behalf of the Government of the Arab Republic of Egypt, I warmly welcome all of you to Egypt. It is an honour to host the 56th Annual General Meeting of the African Airlines Association.

This gathering is pivotal – not only for shaping the future of aviation in Africa but also for enhancing the economic prospects of our nations.

As we look ahead, collaboration among African nations is paramount. The African Union's Agenda 2063 envisions an integrated continent.

Aviation is a cornerstone of this vision. We must harmonise major activities, focus on developing policies and guidance materials to ensure that international air transport develops in an orderly, efficient and sustainable manner aiming at enhancing interconnectivity and promoting intra-African trade through the Single African Air Transport Market (SAATM).

By aligning our strategic objectives, leveraging aviation organisation initiatives and fostering collaboration, we can transform our continent into a global aviation powerhouse. Our unity and commitment to shared goals will pave the way for a brighter future.

Together, we can reshape the aviation landscape in Africa, driving economic growth, enhancing connectivity, and fostering sustainable development.

Thank you for attending the 56th AFRAA AGA in Cairo. Wishing you continued prosperous discussions on shaping the future of aviation in Africa.

Dr. Sameh Ahmed Zaki El-Hefny

Minister of Civil Aviation

Arab Republic of Egypt

Welcome message from the **AFRAA Executive Committee to the 56th AGA**

It is with great honor and pleasure that the Executive Committee of AFRAA extends a warm welcome to all distinguished delegates and participants to the 56th Annual General Assembly (AGA) and Summit of the African Airlines Association taking place at the Hilton Heliopolis Hotel – Cairo, Egypt, from 17 – 19 November.

The Executive Committee is delighted and grateful to the entire membership of AFRAA for their support and contributions in diverse ways throughout the year. Our heartfelt gratitude also goes to all the AFRAA partners for their continued belief in and support of African aviation. By your large turnout to the 56th AGA, you have once again demonstrated your resolve to ensure our partnership remains a win-win affair.

To our generous host EgyptAir and to the AFRAA Secretariat, we are exceedingly grateful for making this important annual event happen. We are aware of the enormous sacrifices and resources that you have dedicated to this AGA and wish to commend you and your hard working teams for your efforts.

Since its inception in 1968, AFRAA has worked hard and achieved a broad range of milestones in promoting the good cause of the aviation industry in Africa. It is today the foremost independent aviation body in Africa that seeks to promote and safeguard the interest of all its members irrespective of size, location or network spread. Although significant gains have been achieved, a lot remains to be done.

Africa is among the fastest growing continents, with a young and rapidly urbanizing population of over 1.2 billion. In total, aviation in Africa is set to grow at above average global average rates. Aviation is a key driver of economic growth, linking markets and connecting business and there is huge potential for aviation in Africa. In spite of these positive prospects, currently Africa accounts for less than 3% of total global passenger traffic and less than 2% of global cargo traffic. We must act right and fast to enhance the performance and manage the survival of African airlines. The 56th AGA presents us with a unique opportunity to resolve on the way forward and act decisively.

EgyptAir and AFRAA have planned an exciting pre-AGA tour on Sunday 17th November of the Giza Plateau, where the only remaining Wonder of the Ancient World, the Pyramids of Giza still stand. Visit the Pyramids and enjoy panoramic views from the Western Plateau, then continue down the valley where the guardian of this Mortuary complex, the mighty Sphinx lies. EgyptAir's hospitality will be amply and generously availed to all delegates throughout your stay. On behalf of the Executive Committee, the AGA host – EgyptAir, AFRAA Secretariat, the Board of Directors, management and staff of EgyptAir, we welcome you to the 56th AFRAA AGA.

The Executive Committee has carefully considered the current state of the industry, the emerging opportunities and focal issues of interest to the members and has put together a comprehensive program for the 56th AGA. The Assembly will engage itself actively; deliberating on such important issues as the Single African Air Transport Market (SAATM), taxes and charges, optimisation enhancement of cargo operations, fleet planning, cost effective operations and innovations by African airlines and airports to meet the needs of current and the future customers.

Executive Committee of AFRAA

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 the last 56 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, sensitizing airlines to take concrete actions for cooperation in Operational, Legal Commercial, Technical, Information Communication Technology (ICT) and Training fields.

AFRAA is 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
- Training
- 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 44 member airlines. All Members pay an annual membership fee.

AFRAA Members

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TERMS & CONDITIONS APPLY

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 37 companies enrolled on the partnership programme. All Partners pay an annual partnership fee.

AFRAA Partners

About the the 56th AFRAA Annual General Assembly

The AGA is a high profile air transport event dedicated to airline CEOs and invited top executives in the aviation industry. Annually it brings together more airline Chairmen, CEOs, top executives and principal decision-makers in the aviation industry than any aviation event in Africa.

Convened under the theme ‘**Transform and Develop the Airline Industry in Africa**’, the 56th AGA will deliberate such serious issues as liberalisation of African skies, cooperation, market leadership, cost-effective operations, adoption and application of information communication technology among others. Besides formal business, the AGA is structured to allow quality time for networking and business discussions to ensure that you leave here feeling fulfilled.

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

About the Event Venue - **Hilton Heliopolis Hotel**

Hilton Cairo Heliopolis, an iconic hotel in the presidential quarter just 10 minutes from the airport and 15 kilometres from city center and the business district. Enjoy attentive service and unrivaled amenities such as 15 dining outlets, a wellness spa, beauty salon, two outdoor pools, a fitness center and sport courts. Corporate travelers have their choice of the largest event space in Cairo, and families will love our poolside cabanas and children's playground.



The official hotels for the **56th AFRAA AGA**

1. Hilton Heliopolis Hotel – Event Venue
2. Radisson Blu (7.3 kilometres from Event Venue) –
(Shuttle Transfer will be provided to and from the Event Venue during the Conference)
3. Le Meridien Cairo Airport (4.4 kilometres from Event Venue)
4. Concorde El Salam (4.2 kilometres from Event Venue)
5. Le Passage Cairo (4.2 kilometres from Event Venue)
6. Novotel Cairo Airport (4.2 kilometres from Event Venue)

Conference Information

1. Airport Welcome

Upon arrival at Cairo International Airport, delegates will be received by the EgyptAir welcome team and guided through the airport to Immigration and Baggage area.

Colour codes for name badges: The following are the colour codes of the name badges for the various categories of delegates.

	AFRAA Airlines
	Partners/Non-AFRAA Airlines
	Manufacturers/Service Providers/ Airports/Civil Aviation Authorities/ Government Officials/Industry Partners
	Media
	Speakers

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

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

2. Registration

Registration shall begin on Sunday, 17th November at the Hilton Heliopolis Lobby.

The registration will extend to Monday, 18th November up to 08:45. Badges will be issued upon registration. For security reasons, all delegates are requested to wear their name badges at all times throughout the conference and social functions of the AGA.

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

3. Event venues

The various event venues are as follows:

- Gala Dinner – Hilton Garden
- Conference room – Canyon
- Welcome Cocktail – Civilization Museum
- Exhibition Area – Canyon & Canyon Foyer
- Lunch Area – Pearl
- CEO Lunch Area – **To be advised**
- Local Media Room – Rose
- Int'l Media Room – Lily
- CEO Retreat Room – Canyon
- MS Operations Room/SG Meeting Room/AFRAA Secretariat – Topaz/Opal/Emerald
- Registration Desk – At the Hotel Lobby entrance



Transforming Africa's Trade

Afreximbank champions Africa's long-term growth and prosperity.

For 30 years, the Bank has been deploying innovative structures to deliver financing solutions that support the transformation of the structure of Africa's trade, accelerating industrialisation and intra-regional trade, thereby boosting economic expansion in Africa.

Subsidiaries:



Specialized Initiatives:



ATG Initiatives:

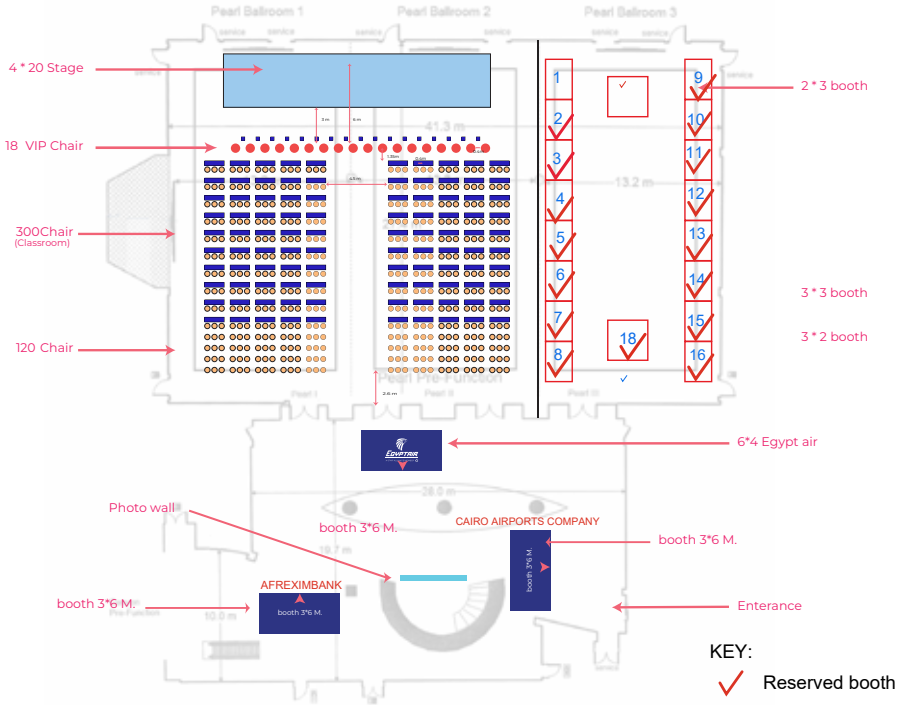


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4. Exhibition area floor plan



AGA 56 List of Exhibitors	
1	South African Airways
2	Safe Air Company
3	Embraer
4	De Havilland Aircraft of Canada
5	AFRAA
6	Lufthansa Systems
7	AEG Fuels
8	Aeroplay Entertainment
9 - 16	Local Booths

17	Amadeus
18	SITA
FB*	AFREXIMBANK
FB*	Egypt Airports Company
FB*	EgyptAir

*FB: Foyer Booth

5. Pre-event Delegates Tour

An exciting pre-AGA tour has been organised in Egypt for all delegates on Sunday, 17 November 2024 from 09:00am.

17 November 2024

09:00 - Gathering and Departure from Hilton Heliopolis Hotel Lobby

- Drive to the Giza Plateau, where the only remaining Wonder of the Ancient World, the Pyramids of Giza still stand. Visit the Pyramids and enjoy panoramic views from the Western Plateau, then continue down the valley where the guardian of this Mortuary complex, the mighty Sphinx lies.

12:30 - Lunch

14:00 - Return to Hilton Heliopolis Hotel

Duration: 11:00hrs-16:00hrsEGT

6. Welcome Cocktail and Dinner Sponsored by the EgyptAir and Egyptian Holding Company for Airports and Air Navigation

All delegates are invited to the Welcome cocktail which will take place on Sunday, 17 November 2024, evening from 19:00 to 21:00 hrs at the Civilizations Museum.

The dress code for the welcome cocktail is **Business Casual**. The welcome cocktail is sponsored by the Egyptian Airports Company.

7. Gala Dinner

All delegates are invited to the gala dinner which will take place on Monday, 18 November 2024 at the Hilton Heliopolis Gardens.

The dress code for the gala dinner is Black and White with a touch of Gold.

8. Spouse Programme

For delegates who their spouses accompany, we are excited to invite you to a Spouses programme organised on Monday, 18 November 2024

9:30 – Gathering and departure from ‘Hilton Heliopolis Hotel’ lobby 10:00 – Citadel & Mohamed Ali Mosque

This visit includes the Citadel of the great leader Salah Eldin Al Ayoubi. Explore the ancient Citadel of Salah El Din with its magnificent medieval architecture and the Mohamed Ali mosque.

12:30 – Lunch

14:00 – El Moez Le Din Allah street

El Moez Street in Islamic Cairo, Egypt is one of the oldest streets in Cairo, approximately one kilometre long. The street (shari’a in Arabic) is named for Al-Mu’izz li-Deen Allah, the fourth caliph of the Fatimid dynasty. It stretches from Bab Al-Futuh in the north to Bab Zuweila in the south. The area around Muizz Street as well as the main street itself contain many historical buildings ranging from the era of Amr Ibn El As to the Tulunid Period, the Fatimid, Ayyubid, Mamluk, Ottoman over to the Mohamed Ali.

17:00 - Returning back to ‘Hilton Heliopolis Hotel’

WHERE AVIATION HAPPENS



FLEET SUPPORT

- Engine materials for CFM56-5B / CFM56-7B
- Wheels and brakes
- Avionics
- HT components
- Repair management



CAMO & MRO

- Subcontracted / contracted CAMO for Boeing 737NG, Airbus A320 and A330 family
- Line & Base Maintenance (C-Check, 6Y/12Y checks for Airbus A320 family)
- End-of-lease and aircraft delivery / re-delivery

ASSETS & LEASING



- Aircraft management through the life cycle:
 - Asset operations management
 - Maintenance management
 - Insurance management
 - End-of-life solutions
- Aircraft & Engines leasing
- APU & LDG leasing



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Contact us:

info@airhubaviation.com



Our website:

www.airhubaviation.com



AFRAA AGA 56 Programme

17 – 19 November 2024

Hilton Heliopolis Hotel, Cairo - Egypt

Theme: “Transform and Develop the Airline Industry in Africa”

Sunday 17 November

Time	
07:30 – 10:00	AFRAA CEOs Retreat
08:30 – 11:00	Registration of Participants
10:00 – 16:00	<p>Delegates Tour</p> <p><i>A tour of the Giza Plateau, where the only remaining Wonder of the Ancient World, the Pyramids of Giza still stand. Visit the Pyramids and enjoy panoramic views from the Western Plateau, then continue down the valley where the guardian of this Mortuary complex, the mighty Sphinx lies.</i></p>
19:00 – 22:00	<p>Welcome Reception at the Civilizations Museum sponsored by EgyptAir and the Egyptian Airports Company</p> <p>Delegates will gather at the lobby of the Hilton Heliopolis at 5:45pm ready for departure. Dress Code: Formal</p>

Monday 18 November

Time	
08:00 – 08:45	Registration of participants
09:00 – 10:00	<p>Opening Ceremony</p> <ul style="list-style-type: none"> Welcome address by the President of AFRAA - Chairman of EgyptAir Holding Company, Eng. Yehia Zakaria Remarks by AFRAA Secretary General - Mr. Abderahmane Berthé Keynote speech on behalf of AFREXIMBANK President and Chairman of the Board of Directors Prof. Oramah, by Mr. Haytham Elmaayergi – Executive Vice President, Global Trade Bank Keynote speech by IATA Director General & CEO - Mr. Willie Walsh <p>Group photo</p>

Time	
10:00 – 11:00	Coffee Break
11:00 – 11:30	<p>Goodwill Messages by Industry Partners</p> <ul style="list-style-type: none"> • Speech on behalf of ICAO Middle East Regional Director Mr. Mohamed Abubaker Farea by Eng. Mashhor Alblowi, Regional Officer, ICAO Middle East • Speech by Mr. Aaron Munetsi, Chief Executive Officer - Airlines Association of Southern Africa (AASA) <p>Presentation 1: Pan-African Payment and Settlement System (PAPSS: African currency market place benefits for airlines operating in Africa By PAPSS Chief Executive Officer</p>
11:30 – 12:00	Annual report of the Secretary General of AFRAA
12:00 – 13:00	<p>Closed session</p> <ul style="list-style-type: none"> • Approval of statement of accounts for the year ended 31st December 2023 • Appointment of auditors for the year 2024 • Approval of budget and membership subscriptions for the year 2025 • Election of members to the Executive Committee • Election of Officers – President, Chairman, 1st & 2nd Vice Chairmen of AFRAA • Date and Venue of the 57th Annual General Assembly <p>Any Other Business</p>
Executive Session (Format of a workshop and parallel to closed session)	
12:00 – 13:00	<p>Executive Session (parallel with the closed session) Financing the aviation industry in Africa – by:</p> <ul style="list-style-type: none"> • Mr. Layne D. Grindal, Managing Director & Partner - Seabury Aviation Partners LLC • Mr. Michael B. Cox is Senior Managing Director, Corporate Advisory & Investment Banking - Seabury Aviation Partners LLC
13:00 – 14:30	Lunch
14:30 – 15:30	<p>CEOs Roundtable What does a sustainable African airline look like? How do we get there?</p> <p>Roundtable CEOs/Executives</p> <ul style="list-style-type: none"> • Eng. Yehia Zakaria, Chairman & Chief Executive Officer - EgyptAir Holding Company • Mr. Mesfin Tasew, Group Chief Executive Officer - Ethiopian Airlines • Ms. Naomi L. Rasebotsa, General Manager - Air Botswana • Mr. Sanjeev Gadhia, Chief Executive Officer - Astral Aviation • Mr. George Uriesi, Executive Director and Chief Operating Officer - Ibom Air • Mr. Hadi Akoum, VP Sales for Africa and Levant - Airbus <p>Moderator: Mr. Mbuvi Ngunze – Chairman, Kenya Association of Air Operators</p>

Time	
15:30 – 16:00	<p>Presentation 2 How is Cairo transforming into a global hub through investment, innovation and enhanced connectivity? By Mr. Hossam Soliman, Vice Chairman for Commercial, Planning and Investment - Cairo Airport Company</p>
16.00 – 16.45	<p>Revenue management industry trends and best practices session From old to new: Revenue management industry trends and best practices <i>Revenue management (RM) is a key component of how airlines make money. As the industry shifts, it's only natural that this crucial function gets a refresh. Modern RM systems allow airlines to make real-time pricing decisions according to the context and overcome the limitations of their legacy systems. The workshop will show how African airlines can get access to this new technology and deploy best practices to increase competitiveness in their markets.</i> Presenters:</p> <ul style="list-style-type: none"> • Mr. Cilliers Jordaan: Chief Commercial Officer at LIFT Airline • Mr. Laurent Lebard: CEO Yieldin
16:00 – 16:30	Coffee break
19.00 - 23.00	<p>Gala Dinner Annual Awards Dress Code: Black or White with a Touch of Gold</p>

Tuesday 19 November

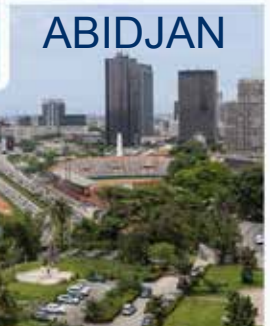
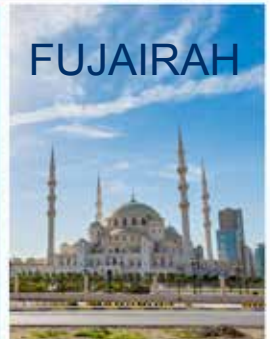
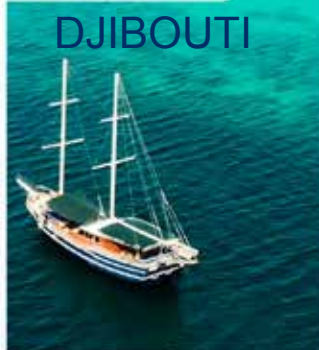
Time	
08:30 – 08:40	Introduction by Programme Director
08:40 – 09:00	<p>Presentation 2 What does the pathway to Net-Zero by 2050 look like for Kenya Airways? by Mr. Allan Kilavuka, Chief Executive officer – Kenya Airways</p>
09:00 – 10:00	<p>Panel 1 How can the aviation industry accelerate the journey to SAF adoption and meet growing demand to be on track for 2050 targets?</p> <p>Executives on Panel</p> <ul style="list-style-type: none"> • Mr. Romesh Bhoyroo, Director Strategy & Business Development - Airports Council International (ACI) Africa • Ms. Claire Bensahmoun, Airline Marketing Manager EMEA - Embraer • Mr. Thabani Myeza, Director Africa Affairs - CANSO • Mr. Jason Sutcliffe, Marketing Director – Middle East, Africa & Central Asia • Dr. Raissa-Julie Ada Allogo - African Union Commission • Mr. José Ricardo Botelho, Executive Director & CEO - Latin American & Caribbean Air Transport Association (ALTA)

Time	
	<p>Moderator: Mr. Raphael Kuuchi, AFRAA Consulting Director Government, Legal & Industry Affairs</p>
<p>10:00 – 10:45</p>	<p>Executive interview session 1 Progress, milestones and engagement strategies for gender diversity for the aviation industry</p> <p>Executives on Panel</p> <ul style="list-style-type: none"> • Capt. Gilbert M. Kibe, Managing Director - Air Transport Consulting Ltd. • Ms. Thulile Ndelu, Manager Air Traffic Services – ATNS • Ms. Adriana Carrelli, Vice President Airline Business - Hahnair <p>Moderator: Ms. Maureen Kahonge, AFRAA Senior Manager Business Development & Communications</p>
<p>10:45 – 11:15</p>	<p>Coffee Break</p>
<p>11:15– 11:40</p>	<p>Presentation 3 Dispute Settlement Mechanism status updates by Dr. Paul Antoine Ganemtoire – Secretary, Head of Secretariat of the Dispute Settlement Mechanism (DSM)</p>
<p>11:40 – 12:45</p>	<p>Panel 2 How can African airlines transform and develop in an era of industry shifts, geopolitical changes, sustainability demands, technological advancements, artificial intelligence and new innovations?</p> <p>Panelists</p> <ul style="list-style-type: none"> • Mr. Raphael Haddad, President - Jetcraft Commercial • Mr. George Kamal, Chief Operating Officer - Kenya Airways • Ms. Franziska Meier Zu Eissen, Head of Solution Consultants META - Amadeus • Mr. Mourad Abdel-Sattar, Senior Business Development Manager – SITA • Mr. Hassan Aurag, Brand Ambassador - Hitit • Mr. Mario Cornejo, Client Director - Accelya Group <p>Moderator: Mr. Vijay Poonoosamy, Partner Dentons Mauritius, Barrister at Law</p>
<p>12:45 – 13:15</p>	<p>Closing Ceremony</p> <ul style="list-style-type: none"> • Announcement of members of the Executive Committee • Announcement of Officers – President, Chairman, 1st & 2nd Vice Chairmen of AFRAA • Proposed final resolutions • Appreciation to Sponsors • Acknowledgement of AFRAA Partners • Remarks & invitation to the 57th AGA by the President • Closing of Assembly by 2024 President of AFRAA
<p>13:15 –14:15</p>	<p>Farewell Lunch AGA 56 Press Conference</p>
Time	
	<p>20 November 2024</p>
	<p>CSR Youth Day in partnership with African Section 99s and EgyptAir <i>A 1-day CSR outreach event for students in Cairo to inspire and motivate the Net Gen Aviation professionals. The event will further showcase various aviation careers and take the students for a tour of EgyptAir facilities: MRO and Training Center</i></p>

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Speakers' Profiles



Eng. Yehia Zakaria
Chairman and CEO, EgyptAir
Holding Company and AFRAA
President 2024

Since his appointment as Chairman & CEO of EGYPTAIR Holding Company in October 2022, Eng. Yehia Zakaria has been focusing on the future Transformation Plan of EGYPTAIR. Notwithstanding the several challenges that encountered the National Carrier due to the world environmental, economic, political and pandemic surroundings, EGYPTAIR has managed to maintain its stability followed by an approach for growth strategy.

With an eye on safety, standards and consistency, Eng. Yehia is determined to retain EGYPTAIR position through a diversified approach: Fleet plan and network expansion, digital developments, as well as the enhancement of products and services with a unique Egyptian essence. Zakaria is also profoundly keen on the development of the human factor within EGYPTAIR to become a role model and lead by example, to have motivated high skill teams

Engineer YEHIA ZAKARIA enjoys around 38 years of extensive practical experience in aircraft engineering and leadership; he joined the Egyptian Air Forces in 1984 after graduation from the Military Technical College.

Throughout his 30 years of experience within the Egyptian Air Force, Eng. Yehia assumed several leadership and senior positions, to the Head of the Aviation Engineers Branch of the 159th Air Division, to the Head of the Aeronautical Engineers Division and finally concluding his military career as Vice Commander of the Egyptian Air Force in 2021.

He joined EGYPTAIR MAINTENANCE & ENGINEERING in 2021 as Chairman and CEO. During his tenure, the company successfully passed several inspections and expanded the scope of technical cooperation with a number of client airlines.

Born in Cairo, Eng. Yehia Zakaria holds a Bachelor Degree of Engineering from the Military Technical College. Some of the courses taken are the Commanders Course for Air Bases and Airports, Aircraft Maintenance Legislation, Dangerous Materials Loading Course on Aircrafts and The Cycle of Human Factors. He is married and has two children.



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 CEO of Air Mali and Air Burkina. He has 29 years’ experience in airline industry and a total of 16 years as an airline CEO.

Mr Berthe 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. Haytham El Maayergi
Executive Vice President
Afreximbank (African Export
Import Bank)

Mr. Haytham El Maayergi is the Executive Vice President for Afreximbank (African Export Import Bank) reporting to The President and Chairman of the Board. He looks after The Global Trade Bank of Africa, Client Relationships, Advisory and Capital Market, Syndications, Trade and Specialized finance. El Maayergi has more than 30 years of diverse experience, with more than 25 years dedicated to regional and multinational banking institutions, including Citibank, Standard Chartered Bank, and Société Générale. He was also Chairman and Board Director of number of finance companies across the Middle East. Throughout his career, Mr. El Maayergi has managed different banking group departments across Corporate Banking, Financial Institutions, Global Transaction Banking/ Trade Finance, Retail Consumer Banking, Digital factory/ Transformation, Operations, and Technology departments. In addition to long track record of structuring innovative trade finance and bilateral lending solutions, including Islamic structures, for both multinational corporations (MNCs) and large local corporates. Moreover, Mr. El Maayergi’s expertise spans multiple markets, working in the Middle East & North Africa, with a primary focus on Egypt and Gulf Council Countries. Additionally, Mr. El Maayergi brings abroad international perspective, having worked extensively with clients across Asia, Europe, and the Americas during his tenure with multinational banks. He holds a Bachelor of Science degree in Computer Engineering and an MBA in International Business and Marketing.



Mr. Willie Walsh
 Director General
 International Air Transport
 Association (IATA)

Willie Walsh became the eighth person to lead the International Air Transport Association (IATA) when he took on the role of Director General on 1 April 2021, after an airline industry career spanning over 40 years.

Walsh is deeply familiar with IATA, having served on the IATA Board of Governors for almost 13 years between 2005 to 2018, including serving as Chair (2016-2017).

Born in Dublin, Ireland, in 1961, Walsh joined the country's flag carrier Aer Lingus in 1979, as a cadet pilot, becoming a captain in 1990. One year earlier, he had moved into a management position in the airline's flight operations department, beginning a rise that led to his being appointed chief executive of Futura, Aer Lingus' Spanish charter airline in 1998.

He returned to Aer Lingus in 2000 as COO and was appointed chief executive in October 2001 at a time when the carrier was in a grave financial crisis following the 9.11 attacks. Walsh led a radical restructuring that returned Aer Lingus to profitability.

In 2005, Walsh was appointed chief executive of British Airways (BA). He led BA through the 2008/09 Global Financial Crisis, established a transatlantic joint business venture with Iberia, Finnair and American Airlines, and oversaw the 2011 merger of BA and Iberia under a newly established parent company, International Airlines Group (IAG). Walsh served as Chief Executive of IAG from its inception until he retired in September 2020.

At IATA Walsh will work from the association's main offices in Montreal, Canada and Geneva, Switzerland.

A citizen of Ireland, Walsh holds a Master of Science and Business Administration from Trinity College, Dublin.

Minister of Civil Aviation of
 the Arab Republic of Egypt



Dr. Paul Antoine Marie Ganemto
 Secretary/Head of the Dispute
 Settlement Mechanism (DSM)
 Secretariat
 African Union Commission

- **EDUCATION**
- PhD in Air Transport in 1985
- Post-master’s degree in management and economics of Air Transport in 1981, at the University of Aix-Marseilles III in France
- Fluent in English, French and Spanish.
- **EXPERIENCE**
- More than 40 years with international and regional institutions such as the International Civil Aviation Organization (ICAO), the World Bank, the African Development Bank, the African Union Commission, the African Civil Aviation Commission (AFCAC), the Economic Community of West African States (ECOWAS) Commission and the West African Economic and Monetary Union (WAEMU) Commission as a Consultant/ Air Transport Specialist.
- Senior level positions in the air transport sector at national, regional and international levels. These include:
- 4 years from 2019 to 2023 as Air Transport Specialist in an EU funded Project TA to AU/ISM supporting the African Union Commission (AUC) and the AFCAC in the operationalisation of the Single African Air Transport Market (SAATM).
- 12 years from 2007 to 2019 as Director of Air Transport Division at the ECOWAS Commission, monitoring all related matters in air transport for 15 member States: Benin, Burkina Faso, Cabo Verde, Côte d’Ivoire, Gambia, Ghana, Guinea, Guinea Bissau, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone, Togo.
- 5 years from 2000 to 2005 as Air Transport Expert at the UEMOA (WAEMU) Commission contributing to the elaboration of the Air Transport Common Programme for WAEMU countries: Benin, Burkina Faso, Guinea Bissau, Mali, Niger, Senegal, Togo.
- 3 years from 2004-2006 at the African Development Bank (AfDB) to elaborate the COSCAP Project for Aviation Safety Oversight and the PASTA-CO Project for 24 States in West and Central Africa covering WAEMU, ECOWAS and ECCAS.
- 5 years from 1999 to 2004 as Air Transport Consultant at the ICAO, the World Bank and the CEMAC as well as for UNECA, Air Afrique and ASECNA.
- General Manager of three airlines: Air Burkina (1988-1994), Naganagani (Cargo and Charter airline 1992-1994) and Air Business Services Ltd (CEO/Founder of business aviation in England and USA from 1989-2000), and, contribution to feasibility study and establishment of ASKY Airlines.





Mr. Allan Kilavuka
 Managing Director and CEO
 Kenya Airways Group

Mr. Kilavuka is the Group Managing Director and Chief Executive Officer of Kenya Airways Plc. He’s also a Non-Executive Board Member of two Kenya Airways subsidiaries, the regional operator Jambojet and the Tanzanian operator Precision Air. Allan took over this role right at the beginning of a very difficult time for Kenya Airways and the aviation industry in general. He has managed to navigate the airline through turbulent times and kept the planes flying through a string of measures and initiatives. He is the former Managing Director of Jambojet Limited, a fully owned subsidiary of Kenya Airways Plc. With over 23 years’ experience in leadership and management and extensive knowledge and experience in the Africa business environment, Allan has proven success in new organization setups, change management, financial planning, integrations, process improvement, company compliance, and responsible strategic leadership. He was also integral to the turnaround of two GE Africa businesses: GE Power Services Africa and GE Industrial Solutions, both based in South Africa Allan started his career at Deloitte East Africa in Nairobi, where he specialised in Audit, Accounting, Outsourcing, and Custodianship. He later joined GE as the Africa share service leader and held various senior leadership roles in GE businesses and in GE Corporate both in Kenya and South Africa. Allan has a Bachelor of Commerce Degree from the University of Nairobi and holds a Postgraduate Certificate in Psychology from the University of Liverpool. He has trained at GE’s world-class Crotonville Leadership Institute in New York, USA in Executive Leadership, Advanced Management, and Financial Planning. He is also a member of the Institute of Certified Public Accountants of Kenya (ICPAK). In 2024, Allan received the African Aviation Leadership Award from the African Aviation Magazine for his significant contribution to the development of aviation in Africa.



Mr. Raphael Haddad
 President and Board Member,
 Jetcraft Commercial




Raphael joined Jetcraft in 2015 when he and Chairman Jahid Fazal Karim launched Jetcraft Commercial. In his role, Raphael focuses on global procurement and placement of commercial aircraft and development of commercial aircraft leasing organisations. Raphael has a results-driven record of multi-billion dollar sales achievement, proven success in driving the opening of new markets and their profitability and expertise in advancing marketing campaigns. His prior experience includes 18 years in commercial aircraft sales for Bombardier Aerospace, where he was lauded for his contribution in placing the Bombardier CSeries with a number of airlines in Europe and the Middle East, as well as the launch of the Bombardier CRJ1000 NextGen aircraft and proliferation of the Q400 in Europe and Africa. Raphael holds a M.A. in Economics from the University of Ottawa and a B.Sc. In Aerospace Engineering from the University of Kansas. He is fluent in Arabic, English and French and resides in Toronto. WWW.JETCRAFT.COM

 <p>Hadi Akoum Vice President Sales Africa and Levant</p>	<p>Hadi Akoum was appointed Vice President Sales Africa and Levant, in 2019 after leading the sales for Sub-Saharan Africa and Southern Indian Ocean region since 2005. In this function, he is responsible for Airbus' overall business and customer relations in this region. Hadi Akoum joined Airbus in 1988 as a Reliability Engineer before joining the Marketing department in 1991 as a Market Analyst and in 1995 as Marketing Director for Middle East and Africa. In 1999 Hadi was appointed Regional Sales Director for Middle East and Indonesia and four years later he was promoted to Vice President Sales for Japan. Hadi graduated from Sup'Aero, a leading Aviation school in Toulouse France, as an Aeronautical Engineer. He also holds an MSc in Fluid Mechanics from Imperial College, London and an MBA from Institut d'administration des entreprises in Toulouse, France. Hadi is a dual French and Lebanese national.</p>
 <p>Mourad Abdel-Sattar Senior Business Development Manager SITA</p>	<p>I'm originally from Alexandria, Egypt. I'm married and have 2 kids.</p> <p>I started my career as a technical engineering in local ISP providers, and then moved to Egypt Orange Business, during my 12 years in OB I moved between different teams till became a Technical Architect.</p> <p>Then I moved to SITA Dubai as an Airline Pre-Sales engineer for 4 years, then finally I became Business Development Senior manager for both Airlines and Airports in Middle East and Africa region.</p> <p>I love sport and specifically football.</p> <p>I love to travel although I'm always worried about losing my bags.</p>



Mr. Mohamed Abubaker Farea
 Middle East Regional Director
 ICAO

Mr. Abubaker is currently the ICAO Middle East Regional Director, responsible for maintaining continuous liaison with the States to which it is accredited and with appropriate organizations, regional civil aviation bodies, sub-regional bodies, UN Agencies, and programs operating in the Region. Mr. Abubaker is an aviation enthusiast, his passion for aviation started 30 years ago, through this period he acquired a solid aviation experience and holed a various advisory and leadership roles allowing him to achieve his ongoing goals by supporting States to achieve their strategic objectives, design policies and make decisions within the context of global, regional, and national plans. He started his career in aviation by joining Gulf Aircraft Maintenance Company, where he held various positions till his promotion as senior engineer. In the beginning of the establishment of the UAE General Civil Aviation Authority (GCAA), Mr. Abubaker was appointed as the first UAE Airworthiness Inspector, where he played an active role in the development of GCAA's laws and regulations. He has been appointed also as Director of the Civil Aviation Safety and Security Department and chosen as Chairman of the Safety Committee for Arab States and entrusted with the chairmanship of the Committee for the Development of Civil Aviation Systems in Gulf Cooperation Council. Then he joined Etihad Airways as Executive Vice President for Security, Safety and Quality, and has been elected to be a council security member in International Air Transport Association (IATA), after that he was appointed CEO of Istithmar World Aviation/Dubai World Group, to manage the investments of the domestic and foreign aviation sector in Dubai World. During this short period, he contributed to transforming the company back to a profitability. Then, he was appointed as Director International Affairs' and civil Aviation in Abu Dhabi Department of Transport, responsible for bilateral air service agreements between the concerned States. Mr. Abubaker is an Aeronautical Engineer earned his degree from United Kingdom and obtained the engineering accreditation license from United Kingdom, United States, and the United Arab Emirates, also He holds a master's degree in management from USA.

 <p>Mr. Hassan Aurag</p>	<p>Hassan joined Hitit in 2021 as a Brand Ambassador, focusing on brand recognition and partnership growth across the Africa and Middle East regions. With over 20 years of experience in the aviation, aerospace, and defense industries, he brings a wealth of expertise and insight to his role. Hassan’s deep understanding of these sectors enables him to effectively foster brand awareness and cultivate strategic relationships, contributing to Hitit’s presence and influence in key markets.</p>
 <p>Claire Bensahmoun</p>	<p>Airline Marketing Manager – MEA, Embraer Commercial Aviation Claire joined Embraer commercial Aviation in 2022 as an Airline Marketing Manager, covering the African continent. She works closely with the sales team to develop and execute sales/ marketing strategies, enhancing Embraer’s value proposition across Africa while supporting customers in achieving their goals with bespoke fleet solutions. Claire’s approach emphasizes building strong, genuine, and long-lasting professional relationships, which she believes are key to driving business growth and ensuring customer satisfaction. Claire particularly enjoys working in Africa and takes pride in contributing to the enhancement of air connectivity across the continent. She graduated from UCD Smurfit Business School in Dublin with a Master’s in Aviation Finance. She began her career in the aircraft leasing industry with SMBC Aviation Capital and Arena Aviation Capital before joining Embraer.</p>
 <p>Aaron Munetsi BIO Chief Executive Officer AASA</p>	<p>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.</p>



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For more information, please visit: www.afreximbank.com

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Airbus is a global pioneer in the aerospace industry, operating in the commercial aircraft, helicopters, defence and space sectors. Airbus is a leader in designing, manufacturing and delivering aerospace products, services and solutions to customers on a worldwide scale.

With around 130,000 employees and as the largest aeronautics and space company in Europe and a worldwide leader, Airbus is at the forefront of the aerospace industry. In commercial aircraft, Airbus offers modern and fuel-efficient airliners and associated services. Airbus is also a European leader in defence and security and one of the world's leading space businesses. In helicopters, Airbus provides the most efficient civil and military rotorcraft solutions and services worldwide. Airbus's presence in Africa is as diverse as the continent itself. For nearly five decades our commercial airliners, helicopters, military aircraft and satellites have been providing reliable and efficient service and solutions to customers across the continent. Airbus has also invested in the regional industrial footprint through numerous commercial agreements and partnerships in several countries such as Morocco, Tunisia and South Africa.



Silver sponsors

For over 40 years, Embraer (Empresa Brasileira de Aeronáutica S.A.) has been designing, building and selling aircraft for the commercial, executive and defense markets. In addition to its corporate headquarters and main manufacturing facilities in São José dos Campos, near São Paulo, Brazil, Embraer has branch offices, industrial operations and customer service facilities in the USA, France, Portugal, China and Singapore.

Embraer is the leader in providing commercial jet fleet solutions up to 120 seats. More than 1,000 aircraft from its 37 to 50-seat ERJ 145 family of regional jets have been delivered to airlines around the world. The company developed a new category of airliners – E-Jets – to satisfy the growing need for airlines to right-size their fleets and open new markets with 70 to 120-seat aircraft. 670 E-Jets are in service with 58 airlines in 39 countries.

In Africa, Embraer has over 40 jets in operation with 11 operators, flying under colors of some of the region's most prominent airlines including Kenya Airways, Egyptair, LAM Mozambique, South African Airliner or Air Nigeria. Operators have discovered the tremendous mission versatility and compatibility that E-Jets offer with their larger mainline fleets and are flying the Embraer aircraft on long sectors (up to 5 hours) and increasing frequency on trunk routes. As of September 30th, 2010, there were 2,553 aircraft (1806 firm orders and 747 options) on the E-Jets and ERJ order book. Embraer had 17,009 employees and a firm order company backlog of US\$15.3 billion.



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GetJet Airlines, founded by Aleksandr (Alex) Celiadin is a Lithuanian airline company, providing charter flights and ACMI services worldwide since 2016. Its fleet consists of Airbus A320, Airbus A321, and Boeing 737NG aircraft, with which the company operates flights to more than 170 airports in more than 50 countries and serves customers such as Vueling, Air Serbia, TUI Group, Wizz Air, Finnair, Transavia, Icelandair and other esteemed airlines.



Airhub Aviation, strategically located in Dubai, Malta, and the Baltic States, manages a portfolio of aviation assets valued at over \$200 million. The company’s primary focus is on providing efficient management for mid-life and end-of-life assets. Its services include continuing airworthiness, maintenance, high-value component supply and repair management, as well as sales and leasing, fueled by own airline and a diversified clientele ranging from start-up airlines to the world’s largest aircraft lessors. Airhub Aviation distinguishes itself with an in-house EASA AOC, EASA Part-CAMO, and EASA Part-145, coupled with long-term managed base maintenance MRO facilities in the Baltics.



GE Aerospace is a global provider of aircraft engines, systems, and services, with revenues exceeding \$30 billion. As a leader in aviation technology, GE Aerospace continues to design, develop, and manufacture jet engines, components and integrated systems for commercial, military and general aviation aircraft as well as aero-derivative gas turbines for marine applications. In addition, GE Aerospace is the world's leading integrated engine maintenance resource.

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Hitit, established in 1994, is considered one of the largest airline and travel IT solution providers in the world. Hitit's proprietary Crane branded solution suite offers a comprehensive suit that serves full service flag carriers, regional, low-cost, charter and hybrid airlines, as well as ground-handling agencies. Hitit is a 'One-stop shop' for Software as a Service (SaaS) new-generation airline IT solutions, with modules geared towards every part of an airline's business operations. Hitit's solutions and services provide its partners in the aviation industry with state-of-the-art technology for passenger services, operations, accounting and cargo. Hitit currently serves 70+ airline companies and travel partners across Europe, Africa, Asia, Middle East, the Americas and Australia. With a strong team of consultants and an ever-adapting progressive vision, Hitit is an industry leader in seamless integration, high performance implementation and after-sales customer support. With multiple sales and distribution channel support and unlimited ancillary capabilities, Hitit's solutions and services provide airlines the requisite ability and flexibility to maximize profit and minimize costs. Having completed the public offering of 27.6% of its shares, Hitit has started publicly trading on Borsa Istanbul since 3 March 2022.

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