

Go! Go! Go! Ethiopian , You Are In The Right Direction!!!

Tsehay Debalqew Washington D.C December 5,2016

Ethiopian Airlines, by far the fastest growing airline in Africa, will commence scheduled five weekly flights to Oslo, Norway via Stockholm with the ultra - modern Boeing 787 Dream liner effective March 26, 2017. Oslo is the capital, most populous city and governmental centre in Norway, a hub to the Norwegian trade, banking, industry and shipping. Recently Ethiopian Airlines (Ethiopian) has been adjudged the continent's best airline for the fifth year in a row by the African Airlines Association (AFRAA) The Ethiopian national airline which is the largest Airline Group on the continent was applauded for its outstanding financial performance, technological leadership and investment in modern fuel, efficient fleet and exemplary cooperation with other African carriers. It was also hailed for significantly expanding route network in Africa and beyond, growing cargo operations with the largest cargo fleet on the continent and huge investment in MRO and training facilities to support the African Aviation. The award could be easily taken as the continuous effort and hard work of Ethiopian employees who are striving day and night to surpass customers' expectations. The event underscored the soundness of the Airline's Vision 2025 fast, profitable and sustainable growth strategy. ' Ethiopian is the fastest growing Airline in Africa. In its seven decades of operation, Ethiopian has become one of the continent's leading carriers in terms of efficiency and operational success. They command the lion's share of the pan-African passenger and cargo network operating the youngest and most modern fleet to 95 international destinations across five continents.

Born in almost the same time as a financial government enterprise like the Ethiopian // a government owned enterprise// another giant It too is a pioneer to introduce modern banking to the country and most of independent Africa. It has more than 1140 branches stretched across the country The leading African bank with assets of 384.6 billion Birr as on June 30th 2016 the Ethiopian Commercial Bank. It has to-date more than 13.3 million account holders and the number of Mobile and Internet Banking users also reached

more than 1,352,000 as of September 30th 2016 It was the first in the mushrooming Baking industry to-day in Ethiopia to introduce Western Union Money Transfer Services in Ethiopia as early as the 1990s. The CBE has reliable and long-standing relationships with many internationally acclaimed banks throughout the world

But one would wonder why I have brought another giant into the picture. I HAVE A REASON. and that is reason the following .While we rejoice and feel proud of the achievements of the two African stars particularly Ethiopian who is leading in uncharted waters, the CBE excels in that it, plays a catalytic role in the economic progress & development of the country. The CBE has built its own offices in all branches it has opened to-date. The buildings are beautifully designed to suit their environment. Nothing could be said of Ethiopian. I could safely argue that in the places I know, Ethiopian branch offices are in rented houses WITH THE POSSIBLE EXCEPTION OF THHE MODERN HOTEL BUILDING BEIN BUILT IN ADDIS ABABA.