

PRESS RELEASE

Ethiopian and The University of Mississippi Sign an Agreement

Ethiopian Airlines, the largest Aviation Group in Africa and SKYTRAX certified Four Star Global Airline, and The University of Mississippi, the largest public research university in Mississippi, signed a Memorandum of Understanding (MOU) to introduce different aviation related training programs into the existing courses of Ethiopian Aviation Academy (EAA).

The training programs to be introduced include Integrated Marketing Communication (IMC), Aviation Executive EMBA and a four-year engineering degree program aimed at upgrading EAA's existing two-year Aircraft Maintenance training.

The MOU was signed in April 2018 by Ethiopian Group CEO Mr Tewelde GebreMariam and Professor Noel E. Wilkin, Provost & Executive Vice Chancellor of The University of Mississippi, at the premises of the University in the presence of dignitaries from the University's academic community as well as Managing Director of EAA.



MOU signing by Ethiopian Group CEO and Provost & Executive Vice Chancellor of The University of Mississippi

Commenting on the signing of the MOU, Ethiopian Group CEO Mr Tewolde GebreMariam said: *“In today’s increasingly competitive air transport business, Airlines need well trained and highly skilled management and employees to compete and succeed in the market. As part of our Vision 2025 Strategic road map, to enhance and upgrade the trainings given at our Aviation Academy, we are very happy to sign this agreement with the University of Mississippi which will introduce Integrated Marketing Communication (IMC), Aviation Executive EMBA and a four-year engineering degree program. The MOU we signed with The University of Mississippi will be instrumental in diversifying and upgrading our training programs to meet both the Airlines demand and further fill the aviation skill gap in the African continent. I would like to extend my deepest gratitude to the management and community of The University of Mississippi and look forward to a successful collaboration ahead.”*

Professor Noel E. Wilkin, Provost & Executive Vice Chancellor University of Mississippi, on his part said: *“I am pleased that international businesses are recognizing the quality of our faculty and the programs that we offer. This partnership will afford us the opportunity to shape the talent and abilities of the airline industry in Africa.”*

“Integrated Marketing Communications is vital for economic development of a nation and for businesses wishing to have more sales. The IMC degree program at Ole Miss should enhance economic development in Ethiopia and increase business for Ethiopian Airlines”, added Will Norton, Dean of the Meek School of Journalism and New Media.

With annual intake capacity of 4000 trainees, EAA is the largest and the most modern aviation academy in Africa recognized as ICAO regional Training Center of Excellence.

Founded in 1848, the University of Mississippi is Mississippi's flagship university with a long history of producing leaders in public service, academics and business.



About Ethiopian

Ethiopian Airlines (Ethiopian) is the fastest growing Airline in Africa. In its seventy plus years of operation, Ethiopian has become one of the continent's leading carriers, unrivalled in efficiency and operational success.

Ethiopian commands the lion's share of the pan-African passenger and cargo network operating the youngest and most modern fleet to more than 110 international passenger and cargo destinations across five continents. Ethiopian fleet includes ultra-modern and environmentally friendly aircraft such as Airbus A350, Boeing 787-8, Boeing 787-9, Boeing 777-300ER, Boeing 777-200LR, Boeing 777-200 Freighter, Bombardier Q-400 double cabin with an average fleet age of five years. In fact, Ethiopian is the first airline in Africa to own and operate these aircraft.

Ethiopian is currently implementing a 15-year strategic plan called Vision 2025 that will see it become the leading aviation group in Africa with eight business centers: Ethiopian Regional Services; Ethiopian International Services; Ethiopian Cargo & Logistics Services; Ethiopian MRO Services; Ethiopian Aviation Academy; Ethiopian In-flight Catering; Ethiopian Ground Services and Ethiopian Airports Services. Ethiopian is a multi-award winning airline registering an average growth of 25% in the past seven years.

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About the University of Mississippi



THE UNIVERSITY of
MISSISSIPPI

Founded in 1848, the University of Mississippi, affectionately known to alumni, students and friends as Ole Miss, is Mississippi's flagship university. Included in the elite group of R-1: Doctoral Universities - Highest Research Activity by the Carnegie Classification, it has a long history of producing leaders in public service, academics and business. With more than 24,000 students, Ole Miss is the state's largest university and is ranked among the nation's fastest-growing institutions. Its 15 academic divisions include a major medical school, nationally recognized schools of accountancy, law and pharmacy, and the Sally McDonnell Barksdale Honors College, renowned for a blend of academic rigor, experiential learning and opportunities for community action.