



**48th ANNUAL GENERAL ASSEMBLY
11 TO 14 OCTOBER 2018**

VENUE : AVANI VICTORIA FALLS RESORT, LIVINGSTONE, ZAMBIA

CONFERENCE HOST : SOUTH AFRICAN AIRWAYS

THEME : “ENABLING AFRICAN AIRLINE SERVICE EXCELLENCE”

PROGRAM DIRECTOR : Mr Vusi Thembekwayo

REPORT ON THE PROCEEDINGS OF THE AASA ANNUAL GENERAL ASSEMBLY

1. INTRODUCTION

- 1.1 The 48th AASA Annual General Assembly was held from 11 to 14 October 2017 at the Avani Victoria Falls Resort, Livingstone, Zambia. The conference host was South African Airways. A total of about 290 guests attended the event including 230 Delegates, 60 Spouses and children.
- 1.2 Delegates included representatives from the Zambian and South African Government, including the Zambian Ministry of Transport and Public Works, Zambian Airports Company Limited, the South African Department of Transport South African Civil Aviation Authority. 15 of 19 AASA member airlines attended the AGA, 13 represented by Chief Executives of the Airlines. 30 out of 34 Associate Members attended together with several invited guests and partners to the Airline industry.
- 1.3 As a self-funded event, a total of 21 sponsors kindly invested in the Assembly as sponsors of conference, functions, networking and social events.
- 1.4 The **theme of the conference was “Enabling African Airline Service Excellence”**. The Executive Committee of AASA decided that whilst there are still many challenges facing African Airlines in respect of developing and implementing strategies to achieve sustainable profitability, it was important to focus on customer service imperatives which should be a differentiator for African airlines as they compete with the global international airlines.
- 1.5 The conference program was designed to deal with these issues from various perspectives. A brief summary of the program including events, functions, presentations and discussions is provided below.
- 1.6 Transfer arrangements were sponsored by Bidair Services.
- 1.7 Conference bags were sponsored by SA Weather Service



2. THURSDAY, 11 OCTOBER 2018

- 2.1 On Thursday 11 October 2018, the Assembly opened with the Welcome Cocktail function, hosted by the South African Civil Aviation Authority (SACAA) on the poolside lawns at the Avani Victoria Falls Resort. from 19h00 to 20h00. Mr Zweigenthal welcomed delegates to the commencement of the Assembly, and Ms Phindiwe Gwebu, Executive : Corporate Affairs, SACAA, addressed delegates on behalf of the Director Civil Aviation, SACAA. This was the first time that the SACAA was an official participant at the Assembly and this was welcomed by Mr Zweigenthal and the AASA Team. Ms Gwebu stressed the importance of the relationship between the Regulator and the Industry.
- 2.2 From 20h00 to 22h00, the Welcome Dinner sponsored by Shell Aviation took place around the Avani Resort pool. Mr Adam Harrison, Vice President, addressed delegates on behalf of Shell Aviation and provided an interesting perspective on the important role of jet fuel in the aviation value chain.

3. FRIDAY, 12 OCTOBER 2018 - CONFERENCE

- 3.1 The **conference** was held in the Avani Conference Centre at the Avani Victoria Falls Resort and opened at 08h30. The Program Director was Mr Vusi Thembekwayo.
- 3.2 **The first address was made by Eng. Misheck Lungu, Permanent Secretary, Public Works and Transport, Department of Transport, Zambia.** Eng. Lungu detailed the priority of stimulating the growth and development of aviation in Zambia and the Southern African region. The summary and key points are as follows:
- 3.2.1 He indicated that he wished to arrange a meeting between Southern African States to discuss aviation development in the SADC region.
- 3.2.2 Eng. Lungu also challenged the industry to engage more with Government, particularly in Zambia. The CEO of AASA, Chris Zweigenthal, undertook to follow this up and arrange a meeting in 2019.
- 3.3 **Ms Poppy Khoza, Director Civil Aviation, SA Civil Aviation Authority, delivered a keynote address on behalf of the Minister of Transport, South Africa.** Ms Khoza highlighted the priorities of the South African Government in aviation. The summary and key points are as follows:
- 3.3.1 The importance of the implementation of the Single African Air Transport Market (SAATM) to achieve liberalization of the African skies, and
- 3.3.2 The necessity for airlines to work together with authorities to maintain recently achieved high levels of safety and security in Africa.
- 3.4 **The Industry Address was delivered by Mr Chris Zweigenthal, CEO of AASA.** He discussed the current status of the airline industry in Africa also, with emphasis on the Southern African region. He noted that the theme of the conference was to focus on enabling African

Directors:

M van der Molen (Chairman), Ms Z M Ramasia (Deputy Chairperson), C J M Zweigenthal, V Lochan



Airline Service Excellence as per the theme of the conference. **The summary and key points are as follows:**

- 3.4.1 In a highly competitive airline environment especially with the growth of international airline presence throughout the continent, Chris Zweigenthal put forward the view that African Airlines should use the resilience, enterprise, compassion to be the differentiator from international airlines and raise the standard of customer service to passengers throughout the value chain. Airlines to be in tune with customer needs.
- 3.4.2 Building human capital with an emphasis on skills development and transformation remains a priority for African airlines.
- 3.4.3 He noted the following priorities for African Aviation:
 - 3.4.3.1 Implementation of Single African Air Transport Market
 - 3.4.3.2 Development of tourism to be a strategic priority for economic growth.
 - 3.4.3.3 Implementation of CORSIA – airlines who qualify to ensure reporting on international flight emissions in place from 1 January 2019.
 - 3.4.3.4 Data security and ensuring data protection systems in place.
- 3.5 **Mr Paul Steele, Senior Vice President, Member and External Relations and Corporate Secretary, IATA**, delivered his keynote address. The summary and key points are as follows:
 - 3.5.1 Benefits of Aviation on economic growth and development of States – highlights from “Aviation : Benefits beyond Borders”. Mr Steele highlighted the importance of stakeholders reinforcing this message to Government and working together to enable the development of aviation in the region.
 - 3.5.2 Achievement of improved safety both globally and in Africa. Mr Steele emphasized the importance of airlines maintaining their IOSA certification.
 - 3.5.3 Electronic and digital transformation in Africa – Airlines must develop digital strategies.
 - 3.5.4 The necessity to improve connectivity and enhance the route network in Africa – implementation of SAATM an essential strategy.
- 3.6 **Mr Tommie Snyman, Chief Technology Officer, Huawei**, expanded on the theme of Digital Transformation and noted the advancement of technology in providing improved services to meet customer needs in a fast paced environment. The summary and key points are as follows:
 - 3.6.1 Airlines and airports in Africa must keep pace with the development of technology and provide improved passenger service facilities in line with global best practice.
- 3.7 **Ms Mummy Mthembu-Fawkes** delivered a presentation on bridging the communication gap between airlines and their customers. The summary and key points are as follows:
 - 3.7.1 Airlines must understand the changing requirements of their customers and adapt to be able to respond to their needs.



- 3.8 A **Panel Discussion** was held to discuss the theme **“Matching the passenger’s airport and airline expectation with their experience”**. The panel was moderated by Mr Blacky Komani, Chairperson of TBCSA and the panelists were Ms Bongwiwe Pityi-Vokwana – GM, OR Tambo International Airport, Airports Company South Africa, Ms Agnes Chailal, Director Airport Services, Zambia Airports Company Limited, Maneesh Jaikrishna, Vice President - Indian Subcontinent, Dubai, Eastern & Southern Africa, SITA, Mr Erik Venter, CEO, Comair Limited. The summary and key points are as follows:
- 3.8.1 Alignment of strategies between various stakeholders including Transport, Tourism, Immigration authorities, Airports and Airlines is essential to be able to capitalize on growth opportunities.
- 3.8.2 Research done on customers indicates the necessity for the above mentioned stakeholders to take account of technological developments and respond to customer needs to be more in control of their journey through enhanced self service facilities and customer friendly services.
- 3.9 The conference lunch was hosted by Boeing.
- 3.10 A **Panel Discussion** was held to discuss the theme **“Developing intra-Africa trade and enabling intra-African free movement of aircraft and passengers – challenges and opportunities”**. The moderator was Mr Jean-Jacques Cornish and the Panellists were Ms Poppy Khoza, Director Civil Aviation, SA Civil Aviation Authority, Mr Tefera Mekonnen, Director Air Transport, African Civil Aviation Commission (AFCAC), Mr Tim Harris, Managing Director, Cape Town Air Access, Mr Thabani Myeza, General Manager, Business Development, Air Traffic and Navigation Services. The summary and key points are as follows:
- 3.10.1 Strategies for Africa include working towards the AU Agenda 2063 which for aviation includes the priorities of the implementation of SAATM, the Continental Free Trade Area and the AU passport.
- 3.10.2 The AU together with AFCAC will lead the process and AASA will join IATA and AFRAA to participate in this process representing the airline industry.
- 3.11 The **Aviation Leader Forum** comprising CEO’s of Member Airlines addressed the subject **“Improving intra-Africa travel through competition, partnerships and collaboration – fact or fiction?”** The Forum was moderated by Mr Paul Steele, Senior Vice President, Member and External Relations, IATA and the panel was Mr Vuyani Jarana, Chief Executive Officer, South African Airways, Adv Mandi Samson, acting Managing Director, Air Namibia, Ms Agnes Khunwana, General Manager, Air Botswana, Mr Rodger Foster, Chief Executive Officer, Airlink, Mr Tony Irwin, Chief Executive Officer, Proflight Zambia. The summary and key points are as follows:
- 3.11.1 From the discussion, it was clear that the CEO’s approach this question from different perspectives depending on their individual airline strengths and positions within the market.



- 3.11.2 There is a recognition of the need for partnerships and alliances to grow market presence, but within the region, there appears to be a hesitancy to engage on this matter.
- 3.11.3 Liberalization and the implementation of SAATM are supported in principle but there is a need to ensure that the implementing provisions take account of issues such as competition regulations, dispute resolution mechanisms and how the implementation will be put into practice.

3.12 The conference concluded at 17h00.

4. FRIDAY EVENING 12 OCTOBER 2018 : COCKTAIL FUNCTION AND CONFERENCE DINNER

- 4.1 The cocktail function was held on the Avani Hotel lawns from 19h00 to 20h00 and was sponsored by Bombardier. Mr Sameer Adams, Sales Director, addressed the function.
- 4.2 The Conference Dinner was held in the Avani Kingfisher Boma from 20h00 to 23h00 and was hosted by South African Airways. Ms Lusanda Jiya, General Manager, Stakeholder Relations of South African Airways addressed the guests.

5. SATURDAY 15 OCTOBER 2018, MORNING : ANNUAL GENERAL MEETING

- 5.1 The 48th Annual General Meeting of AASA was held at 09h00 in the Avani Hotel Conference Centre at the Avani Hotel. All governance issues were dealt with at the AGM including presentation of the Annual Report and the approval of the Annual Financial Statements.
- 5.2 Elections of Office Bearers took place and the following Officers were elected :
 - 5.2.1 Chairperson : Mr Miles van der Molen, Managing Director, Cemair
 - 5.2.2 Deputy Chairperson : Ms Zukisa Ramasia, General Manager Operations, South African Airways
- 5.3 In respect of the 49th Annual General Assembly to be held in 2019, Air Botswana and Air Austral submitted proposals to host the Assembly. The AASA Executive were tasked with assessing both proposals and submitting the recommendation to the AASA Executive Committee for a decision on the Conference Host and venue for the 2019 Assembly.

6. SATURDAY 13 OCTOBER 2018, AFTERNOON AND EVENING

- 6.1 From 12h00, the social activity was an afternoon cruise on the Zambezi River, jointly sponsored by Embraer and AASA.
- 6.2 The farewell cocktail function sponsored by Rolls Royce took place from 19h00 to 20h00 at the Mukuni venue on the banks of the Zambezi River. Mr Kevin Evans, Vice President Sales, addressed the guests.



6.3 The farewell dinner sponsored by Airbus took place from 20h00 to 22h00 at the David Livingstone Boma. Mr Jerome Charieras, Sales Director for Airbus in Africa addressed the delegates.

7. DEPARTURE, 14 OCTOBER 2018

Following conclusion of the event, the delegates departed from the Avani Resort on 14 October 2018.

8. CONCLUSION

The Assembly was a great success and AASA will work on the summary and key points identified during the Assembly program together with its members and stakeholders.

Chris Zweigenthal
Chief Executive Officer

5 March 2019