



KENYA AIRWAYS

The Pride of Africa

HENRY CHENG shares how the leading airline takes its place at the forefront of connecting Africa to the world.

The national flag carrier of the Republic of Kenya, Kenya Airways is one of Africa's leading airlines, dedicated to supporting the continent's sustainable development by connecting with the rest of the world.

Kenya Airways' history dates back to 1946 with the formation of East African Airways Corporation, which was placed in liquidation following the 1976 collapse of the East African community. Kenya Airways was incorporated under Kenyan law on January 22, 1977 as a company wholly owned by the government.

Based in Nairobi, with its hub at the modern Terminal 1A at Jomo Kenyatta International Airport, Kenya Airways operates flights to 52 destinations worldwide, 42 across the continent. It is the third largest airline in Sub-Saharan Africa by both passenger aircraft and total aircraft count. Domestic and regional markets cover the African continent, which is among the top three fastest growing aviation markets in the world with annual air passenger growth averaging 5.0 per cent per annum until 2029.

Gaining Prestige

Kenya Airways was successfully privatized in 1996 and floated on the Nairobi Securities Exchange, where it is still listed. It was also listed on the Uganda Securities Exchange (USE) in 2002 and on the Dar es Salaam Stock Exchange (DSE) in 2004, with a record of growth and profitability. The Government of Kenya is its largest shareholder holding 29.80 per cent shares.

A member of the Sky Team Alliance, it carries over three million passengers annually, and continues to modernize its fleet, some of its 41 aircraft being the youngest in Africa, including its flagship B787 Dreamliner aircrafts. Kenya Airways is renowned for on-board service.



It most recently scooped top awards at the Africa Investor (Ai) Tourism Investor Awards, and was declared the Business Airline of the Year in Africa. It was awarded the Best Business Class in 2015 Africa World Travel Award, for the third year running, also winning in 2013 and 2014.

Heightened Satisfaction

"Africa has long been seen as having the potential to be the next big global growth area, with many countries on the continent achieving GDP growth rates in excess of seven percent annually," shares Henry Cheng. "In terms of business development of corporate sales towards GDP growth in Africa, Kenya Airways has implemented a Corporate Loyalty Program to provide a platform for SMEs in Hong Kong enjoying ticket fare discounts and other benefits."

In reaching market needs, Kenya Airways is the only African carrier deploying Chinese-speaking cabin crews for all flight operations between Hong Kong and Nairobi. It is the first carrier deploying the wide-body Boeing 787 Dreamliners between Hong Kong and Bangkok. The pioneering airliner features

10.5-inch personal seatback screens for all economy class seats, as well as full flat-beds with personalized recline angle memory systems for its Premier World business travellers. These business class seats are consistently voted among the world's top 10.

"We fully understand customers' needs on free baggage allowance after shopping in Hong Kong or Bangkok. For this, we enhanced our free baggage allowance for flight operations between Hong Kong and Africa and between Hong Kong and Bangkok to two pieces of free check-in baggage with a maximum weight of 32 KG each for Business Class guests and 23 KG for those travelling on Economy Class."

Wings to the Future

Finding and nurturing talent is of great significance to Kenya Airways. It takes pride in promoting Airline Captain Irene Koki Mutungi to be the first female from the African continent named Captain of the Boeing 787 Dreamliner in 2014.

In 2007, Kenya Airways Pride Centre was formally opened as a center for training aviation professionals in Africa. With unique, state-of-the-art facilities, including its own flight simulator, it offers a range of courses to prepare candidates for a career in the aviation and hospitality industry. Kenya Airways Pride Centre has been granted a new global certification by the International Air Transport Association (IATA).

Africa is ready for its larger role in the world of tomorrow. Kenya Airways promises to take it there. ■

For additional information please visit www.kenya-airways.com

