

## **PRESS RELEASE**

### **Kenya Airways 2<sup>nd</sup> Edition of the Africa Aviation Innovation Summit to Focus on Customer Excellence**

**Cape Town, South Africa 18<sup>th</sup> October 2023** - Kenya's national carrier, Kenya Airways, is hosting the second edition of the Africa Aviation Innovation Summit in Cape Town, South Africa. The event brings together industry leaders, innovators, policymakers, observers, and stakeholders who will be engaging in aviation innovation conversations from October 18–19.

This year's summit aims to drive insightful discussions on evolving customer needs in the aviation industry, especially in the post-COVID-19 era. It provides a vital platform to address critical challenges and opportunities within the dynamic aviation landscape. Additionally, the summit aims to explore partnership opportunities with industry stakeholders to co-create innovative solutions while contributing to Africa's sustainable development.

With the central theme "Customer Obsession in Aviation," the summit underscores the industry's commitment to delivering exceptional customer experiences. This dedication is deemed essential for sustainability and growth in today's competitive environment. The conference gathers African aviation leaders and stakeholders to forge innovative ways to exploit business opportunities on the continent.

Leading the discussions are notable industry figures, including Mr. Abderahmane Berthe, Secretary General of the African Airlines Association (AFRAA), Alderman James Vos, Mayoral Committee Member for Economic Growth—Cape Town, and Patrick Roux, Chief Executive Officer of SkyTeam.

Allan Kilavuka, Group Managing Director and CEO of Kenya Airways, expressed enthusiasm during the opening ceremony, stating, "The Africa Aviation Innovation Summit unites key stakeholders in the aviation industry to address pertinent issues affecting our sector. We eagerly anticipate engaging with our partners and participants as we explore innovative avenues to enhance industry growth and development."

Recognising the African aviation industry's vital role in the continent's economy, the summit aims to stimulate further growth and progress within the sector.

Alderman James Vos, Mayoral Committee Member for Economic Growth—Cape Town, noted, "We firmly believe that collaboration and innovation in the aviation sector are pivotal for not only Cape Town's growth but also for propelling Africa's aviation landscape into a promising future. As a premier African tourism destination, Cape Town welcomes this summit, recognising the vital role aviation plays in connecting our city to the world, fostering economic growth, and enhancing our position as a sought-after travel hub in Africa."

Kenya Airways is focused on being a customer-centric airline that caters to the unique needs and preferences of its passengers. This commitment is evident through various customer-focused initiatives and improvements aimed at enhancing the overall customer experience.

In June of this year, Kenya Airways launched its own loyalty programme, Asante Rewards, to reward its loyal customers, reflecting the airline's proactive approach to customer satisfaction and evolving passenger expectations.



As the summit returns in 2023 after its last occurrence in 2021, Kenya Airways looks forward to actively engaging in discussions and collaborations that will further enhance the airline industry and, by extension, the customer experience.

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### **About Kenya Airways**

Kenya Airways, a member of the Sky Team Alliance, is a leading African airline flying to 42 destinations worldwide, 35 of which are in Africa. In 2022 the World Travel Awards recognized KQ as Africa's Leading Airline, Africa's Leading Airline Brand, Africa's Leading Airline - Business Class, and Africa's Leading Inflight Magazine (Msafiri). In 2023 KQ was awarded Best Airline Staff in Africa at the prestigious Skytrax World Airline Awards. KQ's fleet comprises of wide body Boeing aircraft that includes its flagship B787 Dreamliner and narrow body Embraer E190 aircraft.

The on-board service is renowned worldwide and the lie-flat business class seat on the widebody aircraft is consistently voted among the world's top 10. Kenya Airways takes pride in being at the forefront of connecting Africa to the World and the World to Africa through its hub at the new ultra-modern Terminal 1A at the Jomo Kenyatta International Airport in Nairobi.

For more information go to [www.kenya-airways.com](http://www.kenya-airways.com) or call our 24-hour Customer Services Desk: +254 20 327 4747, Twitter: @KenyaAirways, Facebook: KenyaAirways, Instagram: OfficialKenyaAirways

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