

Speech: Jaan Albrecht, Star Alliance CEO

Egyptair joining ceremony, 11 July 2008, Cairo, Egypt

Checked against delivery

Your Excellency Minister Shafik

Chairman Assy

Dear members of the press

Ladies and Gentlemen,

Just eight months and a few days ago we met here in Cairo to announce to the world that Star Alliance will have a new member soon, Egyptair.

Today and I am proud to say, after record time, we are back in Cairo to witness what the people of Egypt have achieved.

The people of Egypt, not just the people of Egyptair have made a dream come true.

The dream was formulated by you, Minister Shafik in our first meeting back in early 2007.

You formulated your government's intention to foster tourism and trade for the benefit of the Egyptian people by strengthening the country's aviation industry.

In clear words you outlined your strategy for a concerted initiative to raise the Egyptian Aviation to global standards and to position Egypt and its airline as one of the drivers of progress in aviation in Africa and in the Middle East.

From the beginning you let no doubt that such an ambitious target could only be achieved if all those involved worked hand in hand. And indeed, under your guidance, we saw the aviation authorities, the airport authorities and on the forefront, Egyptair, engage into an array of activities all aiming at the same direction.

Everybody knew that the success would depend

- on a well equipped and working infrastructure, both in the air and on the ground
- on a world class airline, renown for safe and comfortable services in a far reaching network and last but not least
- on the membership in a global alliance.

Two of these goals are fulfilled. Egyptair has gone through a remarkable transition and the Chief executive Board of Star Alliance has yesterday formally confirmed the readiness of the airline to join our alliance.

And only a few months from now your goal number three will have been achieved as well.

Cairo International Airport will open its new Terminal 3 allowing us to bring all our member airlines under one brand new roof in a highly efficient environment.

Cairo International Airport will become the Star Alliance hub in the heart of a region which is one of the fastest growing markets of international air transport, North Africa and the Middle East.

And we are convinced that due to the excellent geographical and infrastructural prerequisites Cairo International Airport will develop into the Northern Gateway into the African Continent.

With Egyptair and South African Airways, the two largest and most experienced African airlines now belong to our alliance. Our joint network to and from Africa already today surpasses any offer of our competitors. But this is just the beginning:

We, the members of Star Alliance are convinced that air transport is one of the most important industries to support growth and prosperity of this continent.

We are committed to support this development with our experience and our skills.

Under the leadership of our African member airlines we offer our collaboration to the governments and the aviation industry of Africa to invest into an efficient and sustainable future of air transport, connecting the people and the cultures of this magnificent continent.

After eleven years of successful cooperation we do have some experience to share,

- How to find ways to compete and to cooperate at the same time
- How to pool the scarce resources and very important
- How to learn from the mistakes which were made elsewhere.

The African nations have started to address collective efforts in bringing this industry forward. For instance, they have concluded a farsighted agreement on liberal air services agreements already years ago, the so-called Yamasoukrou agreement. We call on the leaders of this continent to fill the good ideas on paper with real life successes. Aeropolitical protectionism has hindered trade and tourism in other parts of the world for too long.

The strategic approach of the Egyptian government serves as a role model for the African continent.

- investing in the size and the quality of aviation infrastructure
- investing in the competitiveness of the airline
- investing into building international collaboration

Ladies and Gentlemen,

On my way to Cairo I had a chance to read Egyptair's onboard magazine and I learned a lot about the HORUS, that proud symbol of Egyptian culture which is so prominently featured on Egyptair's new corporate design.

People say, that once you have brought your house in order inside it deserves to get a fresh paint from the outside as well.

In the past months of alliance integration we were able to experience the vast amount of effort which has been put into the creation of a new Egyptair. The new passenger product, latest technology aircraft, well trained and highly motivated staff, all in all, a company Egypt can be proud of.

And a company which fits well into the world's leading airline alliance.

Ladies and Gentlemen

- As of today Egyptair passengers have access to a network serving 975 destinations in 162 countries.
- As of today Egyptair passengers are able to collect and redeem their frequent flyer points on any of our 18.117 daily flights.
- As of today Egyptair Passengers have access to over 800 airport lounges around the world and entitled to the many additional service offerings of Star Alliance.
- As of today we all are proud to call Egyptair a member of Star Alliance.

To all the customers, the employees and the friends of Egyptair,
welcome onboard.