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ANGOLA AIRLINES

TAAG ANGOLA AIRLINES

ANGOLA'S TAKE-OFF





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TAAG Angola Airlines has done much to earn the loyalty of its customers. Director Rui Carreira talks about plans to expand the airline's international, regional and domestic footprint

WRITTEN BY: **GAY SUTTON**
RESEARCH BY: **JAMES BOYLE**

In the 10 years since peace has been achieved in war-torn Angola, the transformation has been enormous. The economy has blossomed and grown; so much so that according to figures from *The Economist*, Angola has been ranked as the world's fastest growing over the 10 years to 2010, outpacing even those of the much-vaunted BRIC countries. And for the state-owned Angolan national airline, TAAG Angola Airlines, the opportunities are enormous.

Increasing numbers of business people are attracted from around the globe to the capital Luanda and to the outlying regions, not only to exploit the nation's rich diamond, oil, gold and copper resources but also to engage with commerce and smaller business. The increase in demand for air travel is not confined merely to the business sector, either. Tourism is growing rapidly, and the people of Angola generally prefer to make major journeys by air. "Our country is very large," explains director Rui Carreira, "and some roads are not in good condition after nearly 30 years of war, so air travel is sometimes safer and cheaper."

The airline currently has a fleet of 13 aircraft. Five Boeing 777s operate scheduled long-haul flights to Brazil, Cuba, Dubai and China, as well as to Portugal. Eight Boeing 737s service domestic flights to 14 destinations in Angola along with regional flights to Johannesburg and Cape Town in South Africa, and to the capitals of Cameroon, Central African Republic, Republic of Congo, Namibia, Cape Verde, Sao Tome, Zambia and Zimbabwe.



TAAG operates long-haul and domestic flights



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On one hot afternoon in 1987, Aero Industrial Sales (AIS) began an exciting new business relationship with TAAG Angola Airlines. Our company's founder, Mr Mohammed Mahmoud, worked vigorously to prove to TAAG how his small start-up company could deliver solutions better, faster and economically.

AIS is privileged to have worked with this great African carrier over the past 25 years, serving it with the best that the aviation industry can offer: FAA-accredited safe and economical products; on-time delivery; the latest environmentally green ground support equipment (GSE); and broad and open financing.

In August 2009, TAAG's entire logistics department and spare parts inventory was destroyed by a devastating fire. AIS, always being committed to give its services without delay and uphold TAAG on any AOG situation, was one of the first to step up to the plate and assist TAAG in re-establishing its warehouse inventory as well as other requirements.

As the commercial aviation industry continues to struggle with the global economic crisis and soaring fuel and operating costs, TAAG continues to show its resilience by completely revamping its ageing fleet—with brand new Boeing 777-200, 777-300 and the 737-NG, and the latest GSE equipment. TAAG has catapulted itself into a new African aviation echelon: it was recognized by AFRAA as the winner of the annual African Aviation Achievement Award during the Stakeholders and Suppliers Convention held in Nairobi, Kenya, in March 2012.

Aero Industrial Sales salutes TAAG's staff and management, led by Eng. Pimentel Araujo, for its stellar role in the African aviation industry. We are proud of our two companies' long-lasting business relationship.

On behalf of all the team at AIS, I look forward to seeing TAAG achieve great success in all its endeavours, now and in the future.

Congratulations!

Mohammed Mahmoud
President
Mohammed@aeroindustrialsales.com
www.aeroindustrialsales.com



There has been greater demand for international flights

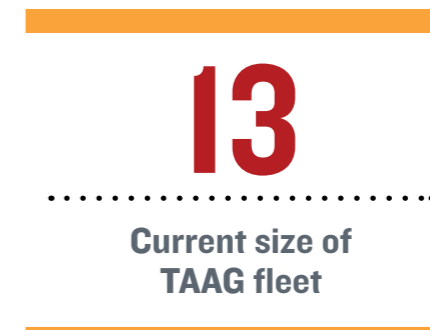
Destinations like the UK, France, Belgium, Spain, Germany, Nigeria, Kenya, Morocco and Mozambique are served in code share with local flag carriers.

Strong growth is projected for the near future. In 2011, TAAG carried 800,000 passengers. "This year we expect to carry 1,200,000 passengers. The busiest periods for us are the holiday months of July and August, and December and January," says Carreira.

Looking more closely at the projections, by far the greatest increase in demand is for international flights. In the short term this demand can be met by the existing aircraft fleet, but TAAG has

plans to expand its international, regional and domestic services. "There is currently some restructuring taking place in Angola," Carreira explains. "When the runways and airports are ready, we will fly to more domestic destinations. Many people also want to fly from one country to another within Africa, but they can currently only do it via Europe or Dubai, so we would like to conquer many more capitals in Africa. But much will depend on the economic growth of these countries. We also want to expand our services into Europe, which is already a major destination."

To prepare in a measured



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Since 1982 American General Supplies, Inc. has been a loyal partner of TAAG Angola Airlines in the purchasing of airport ground service equipment, aircraft spare parts, initial provisioning of avionics, mechanical components, wheels and brakes and tools for new aircraft types joining the fleet.

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For over 30 years, American General Supplies, Inc. (AGS) has partnered with TAAG Angola Airlines to provide them with unrivaled commercial aviation support services.

American General Supplies, Inc. is a commercial aircraft spare parts supplier to the aviation industry, with a particular focus on and expertise in the African market. From three locations in the United States, we supply:

- Airframe, engine, avionic components and chemicals
- Ground support equipment, tools and shop equipment
- In-flight service amenities.

In addition to our being a long-time partner of TAAG Angola Airlines, we also provide a wide range of services to the industry's leading airlines and support organizations, including:

- Establishing branch stock at client locations
- Consignment of customer surplus parts
- Exchange, repair and overhaul services
- Providing technical assistance and training on site or at our offices in the USA.

The AGS customer base is as diverse as our capabilities, as attested to by the following listing of our long-time customers:

In Africa and the Middle East:

Air Burkina, Air Madagascar, Air Senegal, Ethiopian Airlines, LAM-Mozambique Airlines, South African Airways, TAAG Angola Airlines, TACV-Cape Verde Airlines, Tunisair, Egypt Air, Cameroon Airlines, Kenya Airways, Air Algerie, Air Nigeria, Air Namibia, Precision Air.

Europe:

Air France, British Airways, TAP Air Portugal

Asia:

Garuda Indonesian Airlines, Indian Airlines, Pakistan International Airways, Spice Jet, Sri Lankan Airways.

North America:

Air Canada, Delta Airlines, United Airlines.

At American General Supplies, we are proud of our long association with TAAG Angola Airlines. African aviation can, as our esteemed partner TAAG Angola Airways does, rely on American General Supplies to satisfy their commercial aviation support needs.

At AGS, our pledge to TAAG Angola Airlines and all our customers is our motto: **"Our business is to keep you flying"**.

E. kennethc@agsusa.com
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way for this programme of expansion, TAAG has already purchased two new Boeing 777s which will go into service in 2015. Further fleet expansion will take place in 2017 and again in the future, catering for further long-haul destinations, and for expansion of the regional and domestic service. “We plan to expand our fleet gradually, as this will require a major investment,” says Carreira. “We are currently examining all the options, but we hope to be able to double our fleet by 2020.”

All of this, however, is dependent upon attracting international, regional

and local customers and providing a safe, efficient, comfortable and profitable service. To achieve this, the company launched a turnaround programme in 2008. “We have rolled this out into all areas of the business, from maintenance and commercial through to financials,” says Carreira. “And we have achieved some big improvements

2008

.....
Year TAAG’s turnaround programme was launched

in our safety record, in passenger confidence and in the confidence of the aeronautical authorities, particularly in the European Union.”

As part of this improvement and modernisation programme,

“WE ARE CURRENTLY EXAMINING ALL THE OPTIONS, BUT WE HOPE TO BE ABLE TO DOUBLE OUR FLEET BY 2020”

TAAG has implemented a number of IT tools to manage and survey the operations and engine functionality in real time. A new safety management system has been put in place and the company is currently implementing a modern integrated aviation management system. “The improvements are not just IT based, though. We have made significant

changes to the way we manage TAAG. We have changed the board of directors completely, and introduced a range of new management processes that are aligned with best practice in the industry,” reveals Carreira. “These are now in place in our maintenance department, flight operations and in the quality and safety departments.”

Staff also play a critical role in the company’s success, and as part of the improvement programme TAAG has introduced a rigorous recruitment and staff evaluation process supported by a range of motivational initiatives to improve and reward good performance. Part of this is an intensive training programme. “We have a training facility here at Luanda airport where we train our staff and provide refresher courses to ensure they are up to date with the latest industry standards in all areas of the business.”

With increased competition throughout the airline industry in general, and costs spiralling due to rising fuel prices and increased security requirements, the company’s major focus at the moment is to improve the customer experience. “There is a great deal of strong competition flying to Luanda, so our concern now is to create



A TAAG Angola Airlines Boeing 737-2M2 Advanced at Charles de Gaulle Airport

Boeing delivers first
777-300ER to TAAG



THE BOEING COMPANY ©

1.2 MILLION

Predicted TAAG passengers in 2012

comfort for our passengers and to build customer loyalty,” says Carreira.

Customers are surveyed at all the interface points: at the booking agencies, at check-in and on board flights. Based on this wealth of information the airport and in-flight facilities and services are continuously being upgraded to increase customer comfort. Meanwhile, a frequent flyer programme has recently been introduced, offering a range of privileges to loyal customers; a website is now up and running offering online ticket sales and check-in facilities; and a call centre has been opened to enable customers to interact with the company in real time.

Through a combination of modernisation, expansion and improvements to safety, security and customer service the company is raising its profile. But none of these are quick fixes: in each case they have been thought through and tackled in a measured and sustained fashion with the aim of capturing a significant share of the blossoming market in flights within Angola and to regional and international destinations. **BE**

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