



Attention: The Editor

22 February 2023

For immediate release

**FlyNamibia withdraws objection to the applications submitted by Fly Etosha for scheduled passenger carrier status**

On 14 February 2023, FlyNamibia submitted documents to the Transportation Commission of the Namibian Ministry of Works and Transport outlining the airline's objection to the application for granting of a scheduled air transport service licence filed by Mr. William Aupapa Ekandjo for a proposed airline to be called Fly Etosha.

It is practice and process in the aviation industry, as with most regulated industries in Namibia, for a proposed undertaking, such as the launch of a new airline, to be gazetted and thus allowing for public comment and/or objection. "For the management of FlyNamibia, such an objection was deemed standard operating procedure and we ourselves have endured many objections to our own applications in the past," said Andre Compion, Managing Director of FlyNamibia. "The Namibian law allows for stakeholders to make objections to applications as part of the governance process to ensure that the general public will receive a safe and reliable air service that complies with the requirements as stated in the Act."

One of our foundational values at FlyNamibia and Westair Aviation is to contribute towards the sustainable development of the Namibian aviation sector. Our intentions were never to pass judgement on the applicant nor to pre-empt any outcome, but purely to provide comment on the limitations of the application as it was gazetted in the Government Gazette nr 8013 of 24 January 2023.

Having deemed our objection 'business as usual' within the aviation industry, we were surprised by the vehement negative response from the public and have reflected on our approach. Moreover we have taken into consideration the public sentiment towards our objection and being cognisant of the fact that the Namibian public are key stakeholders in our company, the FlyNamibia board has made the decision to reconsider its approach and to withdraw its objection to the Fly Etosha application, allowing the application to be duly and objectively evaluated by the Transportation Commission on its own merit.

“When consumer sentiments do not align with decisions within our company we accept our responsibility to take a pragmatic approach, reflect and reassess,” said Andre Compion.

### **The Trade Mark**

Management has also taken note of questions raised relating to the trademarking of the name FlyNamibia, as reported by news publications and circulated online. We would hereby like to share the facts surrounding this matter by clarifying the timelines:

- We registered and received the trade name “Fly Namibia Aviation” as a defensive name with BIPA on 23 July 2020.
- Also in July 2020 we commenced the process to register the trademark “FlyNamibia”.
- This trademark was officially registered on 6 July 2021 with the entitlement date being the date of the initial application being 16 July 2020.
- FlyNamibia launched the brand in November 2021 and subsequently changed the company name thereto after the requisite approvals from relevant governing bodies.
- In October 2022, through his attorneys, Mr Ekandjo alleged that we had infringed on his company name. We subsequently responded with the above detailed information and supporting documents detailing that we had in fact obtained the trademark and rights to the name more than 12 months prior to his registration. Taking these facts into account he subsequently changed his company’s name.

FlyNamibia, as the country’s first privately-owned scheduled passenger airline, is committed towards the development of the aviation sector and the broader Namibian economy. FlyNamibia and its shareholders are in the business of aviation, and as business operators we embrace competition and believe that it has influence on good business practices and enhances customer choice. Moreover competition drives innovation, encourages businesses to improve their products and services, and promotes efficiency. We currently compete directly with a number of foreign airlines, including Airlink and South African Airways, and we foresee and welcome more competition on the horizon with the imminent arrival of other regional airlines, such as FlySafair, to Namibia.

We are also dedicated to skills development and retention within the aviation industry. The airline and its affiliate Westair Aviation has, in the last year, grown its staff complement from 70 to 360 individuals. We project this number to rise to over 400 by July 2023. All our aircraft are Namibian-owned, financed and all maintenance and support services are managed within Namibia. We are a proud local company dedicated to creating value for our country and its people.

We are honoured to serve the Namibian people and be a driver for economic growth within the country and will continue our endeavours to provide a safe and reliable aviation service.

FlyNamibia currently operates domestic routes from Eros Airport in Windhoek to Ondangwa, Rundu, Katima Mulilo, Walvis Bay and Oranjemund, as well as a regional route between Hosea Kutako International Airport and Cape Town International. For more route information visit **[www.flynamibia.com.na](http://www.flynamibia.com.na)**.

End.

For more information, contact [info@flynamibia.com.na](mailto:info@flynamibia.com.na)

[Media Material available here.](#)