



The new Cameroonian airline intends to cover about a dozen destinations in Africa this month; a deployment meant to strengthen the competitiveness of CAMAIR-CO, whose activities were launched in very difficult circumstances. Six months after the activities of the Cameroonian airline (CAMAIR-CO) were launched, the new national company started to mark its anchorage in a particularly difficult and competitive air transport sector, in which close to thirty airlines service Cameroon. While it is true that current performances are still far from the average recommended by the International Civil Aviation Organization (ICAO), which advocates an aircraft load factor of 66%, marked progress has been registered since the load factor rose from 33% four months ago to a little over 45% today.

A third aircraft

According to the management of this fully State-controlled public company, there is room for optimism because « CAMAIR-CO took-off in a difficult context. The 44?000 passengers and more registered during the first five months represent the aggregate of persons carried. I admit that in the beginning it wasn't easy, we took off with planes sometimes almost half empty. But today, we feel that an increasing number of people are responding favourably to our efforts and I am optimistic », Managing Director Alex Van Elk explained.

The national company wants to strengthen its position, first by expanding its fleet, then by diversifying its operation plan. After starting its activities with two airplanes, CAMAIR-CO was able to beef-up its fleet with a third aircraft, while a Boeing 777 is expected in the next couple of days. The arrival of this high-capacity aircraft will enable the airline to service new international destinations, because in addition to Paris, already operational, other lines are in the programme: Shanghai, Dubaï and Johannesburg, to be more specific. Meanwhile, the Cameroonian airline has announced its decision to launch a regional offensive of which Douala, the country's economic capital, is the hub.

Competitiveness and flexibility

Libreville in Gabon, Lagos in Nigeria have recently joined N'djamena in Chad. « The start of these destinations marks a significant development of our activities. Our airline has made tremendous efforts and we believe that today it has the expertise required to get into the regional market », Alex Van Elk said. For this reason, five new destinations are on the October programme : Malabo in Equatorial Guinea, Cotonou in Benin, Dakar in Senegal, Brazzaville in Congo and Bangui in Central African Republic.

By the end of the year, CAMAIR-CO intends to cover ten countries in Central and West Africa, this region dubbed « the coast » which was one of the major successes of CAMAIR, ex national airline placed in liquidation in 2008. The domestic flights, already operational, also constitute an

asset for the national airline, whose expected entry into the Clearing House should strengthen its competitiveness.

Customer Loyalty Programme

The State, which injected 22 billion CFA francs for the launching of CAMAIR-CO in March 2010, dreams « of a reliable and competitive airline ». Cargo activities brought in a billion CFA francs during the first five months of operation, with an encouraging progression margin. Moreover, the airline intends to establish a loyalty programme to compensate its faithful customers. « This is an additional challenge, I hope we will succeed, in any case, we will do our best », the Managing Director declared.

Aside from strengthening its fleet, CAMAIR-CO should quickly integrate the Clearing House, in order to allow its passengers more flexibility. Likewise, it is necessary for CAMAIR-CO to be a member of Team Airlines, i.e. cooperate with other airlines as is the case of Air France-KLM, especially with the Open Sky phenomenon which will be consolidated in Europe with effect from next year .

Achille Mbog Pibasso, Douala