

Boeing, South African Airways Launch Major Aviation Education Project

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Project SiVulindlela to inspire South Africa's young people around careers in aviation

PRETORIA, South Africa, Sept. 19, 2014 - Boeing [NYSE: BA] in collaboration with South African Airways, the South African Department of Public Enterprises and the Department Basic Education, today unveiled Project SiVulindlela, an ambitious project to bring aviation education to South Africa's young people.

Project SiVulindlela is a mobile education unit based on the interior of a Boeing Next-Generation 737 airplane designed to inspire young people in remote and rural communities in South Africa about careers in aviation. SiVulindlela is a Xhosa word meaning "we are opening the way."

Boeing and South African Airways want to open the aerospace industry to South African's young people, while also helping to promote learning in the core subjects of, science, technology, engineering and mathematics.

"As South African Airways, we are extremely proud that we are able to contribute so tangibly and broadly in helping learners make informed decisions when considering a career in aviation," said Monwabisi Kalawe, CEO of South African Airways. "Today we are kick-starting a nation-wide awareness program to ensure that many learners around the country are made aware of the opportunities that exist in aviation. We are motivated by this breakthrough to be able today to stand in front of learners and bring to them, not just ideas we have, but a practical glimpse of what is possible in pursuing a careers in aviation."

Boeing and South African Airways have taken a standard cargo container and converted it to resemble the interior of a Boeing Next-Generation 737 airplane. The mobile cargo container is complete with a flight deck, passenger seats, overhead bins and a demonstration engine. It is also equipped with a plasma screen and iPad functionality to enhance the learning experience.

The mobile display will tour the entire country, with particular focus on the remote and rural communities of South Africa. Pilots, technicians and cabin crew members from South African Airways will conduct tutorials on career options and opportunities available in aviation.

"The aviation industry plays a crucial role in the movement of passengers and cargo, facilitating cross-border trade and enhancing socio-economic standards across the African continent," said J. Miguel Santos, Sales director, Africa, Boeing Commercial Airplanes. "Project SiVulindlela is an investment in the future development of young South Africans to inspire them to become the pilots, engineers, technicians and airline personnel of tomorrow."

Project SiVulindlela is another example of the continuous corporation between Boeing and its South African partners. Last month, together with South African Airways, Boeing announced that the two companies were collaborating to make sustainable aviation biofuel from a new type of tobacco plant. This followed an announcement earlier this year that the two companies, along with other stakeholders, were looking to expand opportunities for farmers in Southern Africa to grow crops that produce sustainable fuels.

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