



# AIR CANADA

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## Letter from Calin Rovinescu, President and CEO: Flying brand Canada



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Our country's 150th anniversary year may be drawing to a close, but Canada's stature in the world continues to grow. As Canada's flag carrier, we are proudly doing our part to project Brand Canada globally by representing the values for which our country is celebrated.

Each nation has its virtues – among other things, Canadians are known for openness, respect and competence, all of which we apply to running our airline. Occasionally, though, we set humility aside to loudly assert our national pride, perhaps cheering uncontrollably at Olympic hockey games or, in our case, by emblazoning outsized Maple Leaf rondels on our aircraft — the first sign of home when boarding our planes in a foreign place. Regardless of how we express Canadian values, Air Canada's determination is always to do so in a way that is world-class.

This is why we have built a global network that makes us one of a handful of carriers serving six continents. It explains our \$10-billion investment in new aircraft and products, so our employees can deliver the level of service that has repeatedly earned us the Best Airline in North America award from industry benchmarker Skytrax. It accounts for the talented team we have assembled, a team so diverse that 80 languages are spoken and we are recognized as a top diversity employer in one of the world's most multicultural countries. It also drives our ambition to continue growing (we hired more than 5,000 people in 2017 alone), so we can compete with the best in our industry and become a true Canadian global champion.

The passion and values we bring to our business also apply when we engage with the world in other ways. We eagerly extend ourselves as responsible corporate citizens when need or opportunity arises, undertaking such missions as delivering humanitarian aid to earthquake-ravaged Haiti, bringing Syrian refugees to a new life in a safe home or, most recently, assisting thousands caught in the path of Caribbean hurricanes.

Today, at the end of 2017, the world needs more Canada. There is no better time to be Canadian or to be Canada's flag carrier, even with the responsibilities these privileges entail. The future is bright, and Air Canada will seize its opportunities by upholding the values that have made our country so successful for 150 years. ©

Calin's column appears every month in enRoute Magazine, Air Canada's award-winning in-flight magazine found onboard all Air Canada, Air Canada Rouge and Air Canada Express flights. This edition is from the [December 2017 issue](#).





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