

EMIRATES AND AIR CANADA ENTER INTO A STRATEGIC PARTNERSHIP AGREEMENT

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Emirates has formed a strategic partnership with Air Canada, Canada's flag carrier and a founding member of Star Alliance. The agreement will create more options for customers when travelling on the carriers' networks while also enhancing the customer experience throughout the journey.

Emirates and Air Canada intend to establish a codeshare relationship later in 2022 that will offer enhanced consumer travel choices for Air Canada customers to travel to the United Arab Emirates and to destinations beyond Dubai. Emirates customers will also enjoy an enhanced travel experience when travelling to Toronto or to key destinations across the Air Canada network.

To further enhance the customer experience, the carriers will also establish reciprocal frequent flyer benefits and reciprocal lounge access for qualifying customers. Further details of the partnership and specific codeshare routes will be announced when finalized and will be subject to regulatory approvals and final documentation.

Rick Ward (pictured), group general counsel group general counsel at Emirates Group, oversaw the matter.