

# AIRLINK



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# MORE THAN AN ISLAND, A GATEWAY TO LIVING HERITAGE.

**PENANG INTERNATIONAL AIRPORT, THE GATEWAY TO GETAWAYS**

It all begins at Penang International Airport (PEN). Modern street art interweaving with old world architecture. Cuisines both fancy and rustic, found nowhere else. Home to a heritage of 500 years. Plan your route to a UNESCO World Heritage City.

As we enter into the second quarter of 2019, our airline stakeholders continue in their aggressive drive to launch new routes geared towards providing both our leisure and business passengers with more choices in terms of destinations and connectivity.

Malindo Air, which launched at the onset of March its new thrice weekly flights from Malacca to Langkawi and Kota Bharu respectively, debuted yet another new thrice-weekly Langkawi-Phuket route on 31 March. These new flights from Langkawi, for instance, augur well for our Langkawi International Airport, which earned the "Highly Commended" recognition in the "Under Four Million Passengers" category at the prestigious Routes Asia 2019 Marketing Forum held recently in Cebu, Philippines.

Malindo Air, which began its new service from Kuala Lumpur to Hokkaido via Taipei on 23 March, will also be introducing new routes to China come 1 May from Kuala Lumpur to Chengdu and Zhengzhou. Meanwhile, following Condor Airlines' successful winter campaign, which saw its Frankfurt-Kuala Lumpur route enjoying over 90% load factor and carrying more than 16,000 passengers into our flagship KL International Airport (KLIA), it will be starting twice-weekly service from 2 May to 31 October for its summer season. I am happy that our joint collaborations with the airline and Tourism Malaysia have worked well for all parties, with German arrivals into Malaysia expected to increase to 147,000 in 2019.

With Malaysia Airlines' commencement of its new Kuala Lumpur-Kochi route on 31 March, this will help boost more passenger traffic from India, one of our target destinations, which has been projected to become the world's third aviation market by 2024. The national carrier not only expanded its codeshare to Europe with Etihad Airways recently but also changed its aircraft from Airbus A330-200 to A330-300 for its Kuala Lumpur-Guangzhou sector until 5 May to cater to more passengers. AirAsia's latest Kuala Lumpur-Lanzhou destination to grow the Northwest footprint come 1 May, will also bode well for us.

## Airport CEO **Speaks**

**A leading corporate leader with strong financial background and extensive experience in various fields, he is currently steering Malaysia Airports to greater heights.**

**This month, Raja Azmi Raja Nazuddin reflects how Malaysia Airports continues with busy route expansions as it enters into the second quarter of 2019, which promises yet to be another robust period for the airport operator with its on-going efforts to improve the services and facilities at its various airports.**

In view of the prevailing challenging economic conditions coupled by the extra seat capacity offered by our partner airlines, we expect passenger traffic from our Malaysian airport operations to grow by 4.9% this year, with international and domestic passenger traffic up at 2.4% and 7.6% respectively.

Our recently released results for the financial year ended 31 December 2018, which showed higher group revenue of RM4.85 billion and earnings before interest, tax, depreciation and amortisation of RM2.38 billion, is a testimony of our strong commitment to deliver world-class services to our stakeholders.

Always mindful of our customers and passengers' needs, we are currently building an outdoor planespotter observation deck at KLIA which is expected to be completed this month (April). It will not only transform the airport and its surrounding area into an attractive destination but will also be a place where they can have many memorable and joyful experiences.





A Monthly Publication Of MALAYSIA AIRPORTS © Airline Marketing Division

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## The growing number of commercial airplane in Southeast Asia (SEA) has resulted not only in higher commercial market demand for the maintenance, repair and overhaul (MRO) of such fleet but also more MRO investment by global MRO operators and original equipment manufacturers (OEMs) in the region.

According to Frost & Sullivan Asia Pacific consultant Shantanu Gangakhedkar, SEA's commercial aircraft fleet size is expected to grow at a compounded annual growth (CAGR) rate of 6% from 2,100 plus in 2018 to more than 2,900 aircraft by 2023.

In his presentation on regional trends and the MRO Ecosystem at the recent MRO SEA Conference organised by Aviation Week in Kuala Lumpur, he anticipates that single aisle aircraft will dominate, making up 57% of the pie in 2018.

Their market size will further increase to 65% by 2023, driven by growth specifically from Airbus A320/321 Neo and Boeing 737 aircraft.

Alton Aviation Consultancy managing director Adam Cowburn, another speaker at the conference, reminds that historically, the size of a country's commercial aircraft fleet is directly correlated to its gross domestic product. The growth of a country's rising middle class in another factor to be reckoned with.

Commenting on the scenario in SEA, Shantanu says Indonesia will have the largest commercial aircraft fleet size followed by Malaysia and Thailand. Indonesia's fleet size will grow from 690 units in 2018 to 990 in 2023 while Malaysia's will be from 331 to 490 and Thailand's from 340 to 460 aircraft respectively.

He estimates, "Commercial aircraft MRO spending in SEA will grow at 5% CAGR to reach a total of US\$8 billion by 2023."

Again, the single aisle aircraft's contribution to the region's total MRO spending will be big, growing from 49% in 2018 to 51% by 2023 in tandem with the fleet growth.

With the inflow of new planes and engines, Shantanu predicts that overall spend on line and engine maintenance is expected to drop to 17% and 25% respectively by 2023 from 21% and 31% in 2018 respectively.

New generation aircraft such as Boeing 737 Max and Airbus A320 Neo/A321 Neo are posing both opportunities and challenges for the MRO sector. Shantanu sees the increasing use of composite materials in these new aircraft posing a challenge in terms of inspection and repair.

Additionally, these aircraft, with their materials and systems that are different from the conventional planes, will result in heavy investment not only in equipment but also in people, training, skills and process improvements to be performed accordingly.

Given the new engine architecture that are coming into service over the next few years which are aimed at increasing fuel efficiency in these new gen aircraft, he believes the maintenance marketplace is set to transform itself to offer services and technologies that are required to repair these new programmes.

With OEMs increasingly looking at offering holistic solutions, Shantanu envisages high possibilities of them limiting extending licenses to MROs while airlines move towards outsourcing engine maintenance.

### Rise in Digitalisation

"Increasing digitalisation of the maintenance sector coupled with deliveries of technologically advanced airplanes are demanding for a major transformation in the ways MROs operate," Shantanu comments.

Technology such as augmented and virtual reality (AR/VR) will further seep in to support this change while sourcing for real-time expertise through modern tools will increase. For the transformation to run smoothly, he says it is imperative for MROs to address skillset enhancement for technicians in avionics, composites and digital troubleshooting.

Another driving force in transforming the MRO landscape is the growth in long-haul routes with higher traffic, which coupled with low-cost carrier's increasingly providing such routes, have led to an uptake of wide body aircraft.

This, in turn, has resulted in increased demand for respective engines, parts and supplies which require a different ecosystem, higher investment requirements and acquisition of new skills or technology.



**Commercial aircraft MRO spending in Southeast Asia will grow at 5% CAGR to reach a total of US\$8 billion by 2023**

All this augur well for the development and growth of new business models in the MRO ecosystem, specifically in the airframe and engine segment, adds Shantanu, who has also been involved in establishing major MROs in the region, airline partnerships and technology implementation by major players.

With OEMs responding by offering aftermarket support deals with equipment sales, thus gaining them further ground in the MRO sector, he notices that the larger MRO providers have been focusing on leveraging their own service data and multi-airline spares pools to withstand OEMs' encroachment.

In summing up, he calls on the MRO operators to look at building strategic partnerships with OEMs in an effort to future proof the industry. They should also work on leveraging advanced technology in order to reduce maintenance cost and time.

For MRO business models to transition to become more profit margin focused and deliver efficient operations, they need to not only develop capabilities to support the next gen aircraft and engines but also move up the value chain by participating in the manufacturing.

The focus should be on building nose-to-tail capabilities that will further attract multi-year contracts from airlines, adds Shantanu.

### Malaysia Airports' MRO Developments

Meanwhile, realising the significance of MRO, which is expected to generate revenue of RM20.4 billion to the aerospace industry totalling RM55.2 billion by 2030, Malaysia Airports had signed a memorandum of understanding with the Malaysian Investment Development Authority (MIDA) in July last year.

As pointed out by Malaysia Airports group chief executive officer Raja Azmi Raja Nazuddin, the airport operator is trying to promote and attract foreign direct investment through KLIA Aeropolis and the Subang Airport Regeneration Initiative in line with its objectives in championing the Industry 4.0 principles.

Malaysia Airports has selected Subang Airport as its SEA hub for MRO activities due its location and proximity to companies doing MRO, just to name a few of the reasons.

So far, it has cleared 46 acres of land in Subang for potential MRO-based investments at Subang Aerotech Park, which is part of the Subang Regeneration Initiative. Discussions have been underway with various parties, with details the partnership with some of them expected to be announced soon.



## Malindo Air Flies to Hokkaido



**Malaysian passengers can now fly to Japan's second largest island, Hokkaido with Malindo Air.**

There are three weekly flights from Kuala Lumpur, every Tuesday, Wednesday and Saturday. Flight OD0888 departs from KLIA at 7:40am and arrives at Taoyuan Airport, Taipei at 12:30pm. At 1:45pm, the flight continues and arrives in Chitose Airport, Hokkaido at 6:20pm.

Flight OD0889 departs from Chitose Airport, Hokkaido at 7:20pm and arrives in Taoyuan Airport, Taipei at 11:00pm. The flight continues at 12:05am the following day and arrives at KLIA at 4:55am.

A narrow-body Boeing 737-800 aircraft, comprising of 12 Business Class and 150 Economy Class seats is deployed for the flight.

Chandra Rama Murthy, CEO of Malindo Air said, "We are pleased to announce Hokkaido as our first destination in Japan, which marks a new milestone, being the 17<sup>th</sup> country that we service in our network. Travellers can now travel in comfort on full-service airline at value fare with us".

Being the northernmost of Japan's main islands, Hokkaido is known for its volcanoes, natural hot springs (onsen) and ski areas. The Daisetsuzan National Park is home to steaming, volcanic Mount Asahi. Shikotsu-Tōya National Park contains caldera lakes, geothermal springs and the picturesque Mount Yōtei. Popular ski resorts include Rusutsu, Furano and Niseko.

Hokkaido is postcard perfect; the environment is pristine, and the region is also well known for its cuisine, craft and festivals.

Malindo Air has recently won Airline Passenger Experience Association (APEX) 2019 and Best International Flight Ad of "The Exquisite Pic Award" by Thomas Edison Advertisement (TEA) Awards. Previous awards included Airline Passenger Experience Association (APEX) 2018 Four Star Major Regional Airline Recognition and Malaysia Best Employer Brand Awards 2018, CAPA's 2016 Asia Pacific Regional Airline of the Year, New Comer of the Year, Australia 2016/17 by Expedia.com, TOP Recognition - Malaysia SME® Preferred Airline Partner, Airline of the Year (Passenger) at the KLIA Awards 2014 and Top Performing Airline 2015 by Travelport.

For more information, please call 03 – 7841 5388

## SWISS Concourse Given Fresh Look

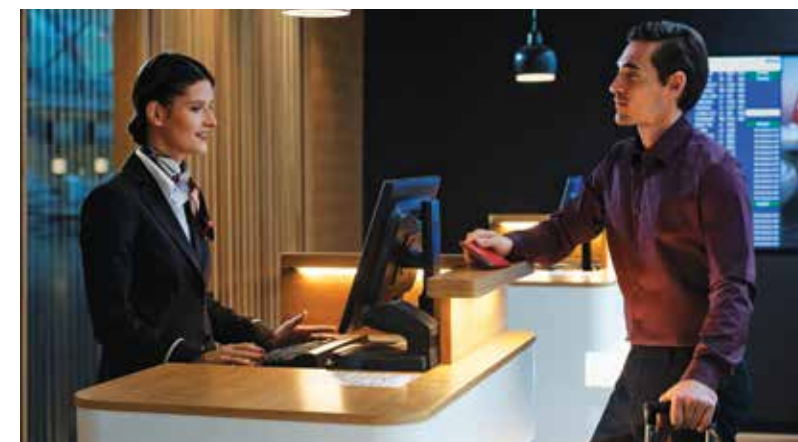
**Since February, passengers departing the SWISS concourse in Zurich Airport's Check-in 1 have experienced a fresh new look, with a new check-in desk concept, waiting zones and screen displays.**

The improved zonal structure and clear design elements, all in 'SWISS' style are helping travellers find their bearings and enhance the comfort and convenience for departing SWISS customers on all seating class.

SWISS First guests can also look forward to a modernised and exclusive check-in lounge.

SWISS CEO, Thomas Klühr said, "With the new design and appearance of our SWISS check-in concourse, we are ensuring that SWISS travel experience begins well before the flight. These new facilities substantially enhance the pre-flight comfort and convenience for all our customers. And I am delighted that by continuing to invest in our service product both on the ground and on board, we can offer our guests such a quality air travel experience".

For more information, please call 03 – 2053 1898



## Korean Air Celebrates 50<sup>th</sup> Anniversary with Special Livery

**Malaysian passengers flying with Korean Air this year may come across specially designed livery for the celebration of the airline's 50<sup>th</sup> anniversary.**

The special livery was first introduced on Korean Air's B777-300ER from Incheon to San Francisco which took to the sky on 14 February 2019. The other 50<sup>th</sup> anniversary-



themed aircraft were added to various global networks of Korean Air, as well as domestic routes on 1 March 2019.

The emblem and slogan are painted at the side of the ten planes until the end of 2019.

The special aircraft livery depicts the number 50 with a plane flying over it alongside the slogan "Beyond 50 Years of Excellence". The number 50 symbolises Korean Air's 50<sup>th</sup> anniversary and features a stylised

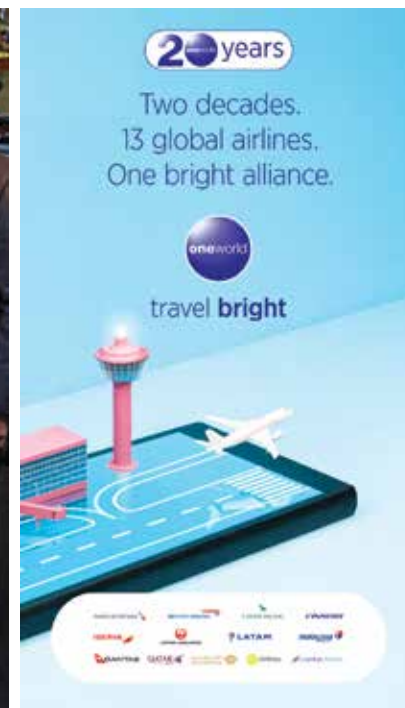
'taegeuk' design. 'Taegeuk' is the iconic pattern of interlocking semi-circles as found in the Korean flag.

The slogan highlights the airline's ambition to make the next 50 years even better. Employees of Korean Air took part in the design and selection process of the emblem and design.

For more information, please visit [www.koreanair.com](http://www.koreanair.com)



# oneworld Unveils Major Benefits on its 20<sup>th</sup> Anniversary



**Celebrating its 20<sup>th</sup> anniversary on 1 February, one of the major global alliances with Malaysia Airlines among its members, announced major benefits for its customers and airlines. The announcement was made in London.**

As part of the transformation, the alliance will progressively introduce a new **oneworld** digital platform that will focus on the alliance's core promise of seamless connectivity for customers flying on multi-sector, multi-airline journeys, via the convenience of their preferred member airline's mobile app or website – without having to download any additional apps or enter more log-in credentials.

Via their own apps or websites, the alliance's member airlines will provide connecting passengers on any **oneworld** alliance partner with the ability to check in, obtain their boarding pass, receive information and updates on their flight, and track their luggage.

Other services will be added in the future such as full seat selection, including when payments are required, the ability to pay for additional baggage, locations of lounges, and priority lanes through security for those eligible to use them.

**oneworld** is also ramping up co-location activities at key airports around the world and will unveil its first alliance-branded and managed lounge later this year – with more to be rolled out progressively thereafter.

**oneworld** CEO Rob Gurney said, "In the two decades since **oneworld** was launched, the industry and consumer behaviours have changed fundamentally. Most of our member airlines have undergone comprehensive restructuring. Some have merged. When **oneworld** first took off, hardly any airline offered online bookings. Smartphone were in the future. Social media did not exist. Airline fares included everything. Low-cost carriers were in their infancy".

**oneworld** was launched on 1 February 1999 by founding members American Airlines, British Airways, Cathay Pacific Airways and Qantas. Since then they have been joined by Finnair and Iberia, the LATAM (then LanChile), Japan Airlines, Royal Jordanian and S7 Airlines. Malaysia Airlines joined on 1 February 2013. This was followed by Qatar Airways and Sri Lankan Airlines.

Royal Air Maroc was invited into the alliance in December and is on track to join during 2020. Around 30 airlines linked to the alliance's full members are **oneworld** affiliate members, offering its full range of services and benefits. Fiji Airways was introduced as the first **oneworld** connect partner in December 2018, offering a subset of the alliance's services and benefits, and is on track for full implementation next month.



For more information, please visit [www.oneworld.com](http://www.oneworld.com)

# 2019 Marks British Airways' Centenary – 100 Amazing Years

**This year marks a 100 year-milestone for British Airways, since the airline has taken the world to Britain and Britain to the world. A heart-warming video gets the ball rolling for the brand campaign featuring a love letter to Britain, expressed by some of Britain's biggest names.**

The campaign includes movie stars such as Gary Oldman, Olivia Colman and Riz Ahmed; famous athletes such as Anthony Joshua, Ellie Simmonds, Nicola Adams, Chris Robshaw, Harriet Millar-Mills and Anthony Watson; musical icons Paloma Faith and The Kingdom Choir (with a cameo from David Bowie); contemporary artist Grayson Perry; anthropologist Jane Goodall, chef and TV presenter Matilda Ramsay, and Helen Sharman, the first Briton in space. All the celebrities were brought together as leaders in their respective fields, torchbearers who play an essential role in shaping the modern Britain of both today and the future.

The campaign video features the British

superstars taking their seats alongside people from all walks of life. As they make their journey on board, they each recount the values that they feel make Britain such a special place. Paloma Faith commends on the Brits' sense of style, while Olivia Colman and Anthony Joshua comment on the nation's ability to pick themselves up when things get tough. Every pioneering individual shares their message of gratitude in their own uniquely British way. Signing off with the message, 'We love you Britain. You make us who we are' and the brand message: 'British Airways. Made By Britain', the ad sets out to deliver the message that it's the airline's customers, both past and present, who have made it what it is today.

Carolina Martinoli, British Airways' Director of Brand and Customer Experience, said: "Celebrating our centenary is a real milestone in aviation and British industrial history. This campaign is about thanking the amazing people who fly with us, work with us and partner with us. As it's our 100<sup>th</sup> birthday, we plan to make this year very special for all of them (past and present), which is underpinned by our on-going £6.5bn investment programme to deliver new aircraft, cabins, services and destinations. Our airline has been forged over



100 years. As we are inherently made by Britain, it's fitting that our campaign captures and celebrates everything great about our home nation".

Beyond the brand marketing campaign, the airline will be hosting a range of activities and events to mark its Centenary year, including reflecting on its history by painting aircraft with much loved designs from history, with the first, the BOAC livery to be painted on a current Boeing 747, which will re-join the fleet in mid-February.

Currently, British Airways operates daily flights between London and Kuala Lumpur.

For more information, please call 03 – 7712 4747

# 'Boutique Street Food' Served by Bangkok Airways



**Malaysian passengers would be delighted to know that Bangkok Airways' new in-flight menus for 2019 is now conceptualised as 'Boutique Street Food'. The announcement was made in February at the Vanilla Room, Bangkok Air Catering, Suvarnabhumi Airport.**

At the press conference and presentation, Amornrat Konsawat, Acting Vice President –

Network and Fleet Management & Director – Product Development and Delivery of Bangkok Airways said, "For more than 50 years, Bangkok Airways strives to deliver the best of products and services to our passengers. Thus, we always make sure that everything we provide on board is at the highest quality, especially our in-flight meals. This year, we would like to present our in-flight menus in a new perspective. Therefore, we have come up with the street food concept".

Charoonya Napon, Executive Chef of Bangkok Air Catering (BAC) said, "We are

pleased to be a part of Bangkok Airways Boutique Street Food concept this year. Our team of professional chefs has chosen some of the best Thai street food menus and developed them to be in line with Bangkok Airways boutique street food concept as well as to be able to serve passengers on the flights".

Bangkok Airways is represented by AVIAREPS as the General Sales Agent (GSA) in Malaysia.

For more information, please call 03 – 2148 0829





# Airport Terminal Expansion and New Hotel for Ethiopian Airlines

Malaysian passengers flying regularly to Addis Ababa from Kuala Lumpur would notice a different airport experience at Addis Ababa as Ethiopian Airlines inaugurated state-of-the-art passenger terminal expansion at Addis Ababa and its Skylight Hotel.

The event was graced by the presence of FDRE Prime Minister H.E. Dr Abiy Ahmed, African Union Chairperson H.E. Mr Moussa Faki, Ministers, high level government officials, Ethiopian Airlines Board Members, Group CEO Ethiopian Airlines Tewolde GebreMariam, Executive Management Members and invited guests.

Dr Abiy Ahmed remarked at the event, "Ethiopian Airlines is our national pride and a special icon among our companies as it carries our common name Ethiopia and our national flag. We would like all employees of the airline here and elsewhere to know that we speak of you with pride. The new hotel Ethiopian Airlines inaugurate today will enable us to attract tourists, and the airline's offer for employees to own shares of the hotel is important as it boosts sense of ownership



among staff, and will serve as model for other companies to emulate".

He continued, "What we learn from today's inauguration of the new passenger terminal is that we have a lot of work ahead of us. We expect the Board and Management not to be complacent with the new terminal, but rather to aim for a bigger facility with a capacity to accommodate at least 100 million passengers".

Group CEO Ethiopian Airlines Tewolde GebreMariam said, "While Addis Ababa Airport took over Dubai as the largest air transport hub between Africa and the rest of the world, this grand terminal building is further evidence of the development of Bole Airport as one of the largest and most convenient global aviation hubs".

He added, "Ethiopian Skylight Hotel will enable the airline to offer packaged tour and travel programmes. Moreover, the hotel will enable Ethiopian Airlines to attract around a third of tourists out of 6 million passengers transiting through Bole Airport to visit Ethiopia".

The new passenger terminal features the latest technology security systems, self-check-in machines, self-boarding system, comfortable lounges, duty free shops and other amenities.

Ethiopian Skylight Hotel has around 373 guest rooms and spacious executive suites, the largest Chinese restaurant in Africa and a conference hall that can accommodate 2,500 people, among others.

For more information, please call 03 – 2141 2190

# Royal Brunei Resumes Brisbane Flights



Malaysian passengers can now fly to Brisbane with Royal Brunei Airlines (RB) from Bandar Seri Begawan starting 11 June 2019. Brisbane was the second city in Australia that RB flew to in 1994 via Darwin, whilst its inaugural direct flight was operated in 1997. The services were suspended in 2011.

RB will operate its Brisbane flight from Bandar Seri Begawan four times weekly with its A320neo fleet. Flight no. BI 009 departs Bandar Seri Begawan at 6:50pm and arrives in Brisbane at 3:45am on Tuesday, Wednesday, Friday and Sunday. Conversely, flight BI 010 departs Brisbane at 4:10pm and arrives at Bandar Seri Begawan at 9:30pm on Monday, Wednesday, Thursday and Saturday.

## FLYING 4X WEEKLY FROM 11 JUNE 2019

FROM	DESTINATION	SCHEDULE	FLIGHTS NO.	DEPART*	ARRIVE*
Kuala Lumpur	Brunei	Daily	BI 872 BI 874	12:10 21:10	14:30 23:30
Brunei	Brisbane	Tue, Wed, Fri, Sun	BI 009	18:50	03:45 (+1)
Brisbane	Brunei	Mon, Wed, Thu, Sat	BI 010	16:10	21:30
Brunei	Kuala Lumpur	Daily	BI 871 BI 873	09:00 18:00	11:20 20:20

\* Flight schedule is correct at the time of publication and is subject to change.

Karam Chand, RB CEO said, "RB is delighted to recommence services to Brisbane, a very popular destination for Bruneians and guests from our expanding route network. We have very good connections from United Kingdom, United Arab Emirates, East Asia to/from Brisbane. Our guests will experience the very

best of Bruneian hospitality flying on our fleet of B787 Dreamliner and A320neo's, one of the youngest fleet in the world with an average fleet age of two years".

For more information, please call 03 – 2070 7166

# KLIA Ekspres and Malindo Air Collaborate on Digital Ticketing

Malindo Air's passengers are now able to buy KLIA Ekspres tickets together with their flight tickets on Malindo Air's website. The facility strengthens the partnership between the airline and Express Rail Link (ERL), the operator of KLIA Ekspres service that connects KLIA, klia2 and the city of Kuala Lumpur.

Noormah Mohd Noor, Chief Executive Officer of ERL said, "We are excited about this latest collaboration with Malindo Air. It is in line with our digital partnership drive with partners who share a common goal in providing convenient and seamless services to our mutual customers. For passengers who fly with Malindo Air, they can be rest assured that their luggage will arrive safely at their final destination as each piece of luggage is barcoded and tracked".



Chandran Rama Muthy, Chief Executive Officer of Malindo Air said. "We are pleased to bring our collaboration with ERL to another level with this initiative. Moreover, our passengers get to enjoy exclusive fares and seamless connection to and from KLIA, which we believe will enhance their travel experience by flying with Malindo Air".

To purchase KLIA Ekspres tickets, simply log on to [www.malindoair.com](http://www.malindoair.com). Once the flight tickets are confirmed, click on the KLIA Ekspres banner in the Booking Confirmation page to purchase KLIA Ekspres tickets at exclusive fares.

For more information, please call 03 – 2267 8000



## Winners of MOP KLIA Contest Dazzled by Extravagant Prizes



**Mitsui Outlet Park KLIA Sepang (MOP KLIA), Japan's branded factory outlet shopping mall recently hosted a prize-giving ceremony for its grand prize winners of the 'Spend and Win a Car' and 'Catch & Win' contests. The prize giving ceremony ended with a bang as the grand prize winner of the former brought home a Toyota Avanza while the winner of the latter rode off with her Vespa. The 6-seater is valued at RM86,000, while the Vespa is worth RM12,000.**

The contests, which were held in conjunction with the festive seasons, encouraged shoppers to shop from a myriad of branded lifestyle stores including those in fashion and beauty, household products and food items with many attractive rewards and discounts offering up to 90%. Shoppers who spent a minimum amount of RM300 in a maximum of two receipts were eligible to participate in the contests. Other prizes included the iPhone XR, iPad, Smart TV, Gintell massage chairs and MOP KLIA Shopping Vouchers.

Frankie Lee, General Manager of Operations, MFMA Development, expressed his gratitude to all customers for making the contests successful, particularly the 'Spend & Win a Car' Contest, which has attracted over 8,000 participants. He also hoped that future contests organised by MOP KLIA can excite and attract more visitors to visit the mall. "With 200 stores to shop from, not only shoppers are spoilt for choice with its local and international brands, but they can also enjoy good discounts all year round and on festive seasons. MOP KLIA is truly the place for you to shop for all occasions," said Frankie.

Camiea Ng Kee was overjoyed when she mentioned that she was lucky and blessed to have won the Toyota Avanza as she has previously had plans to purchase a 6-seater car for her daughter who is obtaining her driving license. "Now that I have won the Toyota Avanza, I can save up to buy something else and for that, I am grateful," added Ng.

Similarly, Noraseekin Bt Mat Nor, in expressing her joy at winning the Vespa, said she was in total amazement when she received the news from MOP KLIA. "It was my daughter's suggestion to visit MOP KLIA as I needed to get a new luggage. There were no expectations when I entered the contest and when I broke the news to my family members, they were truly excited," said Noraseekin.

MOP KLIA is strategically located, just 8 minutes away from KLIA and approximately 45 minutes from KL city centre. The outlet mall is easily accessible through the various highways namely ELITE, LDP, KESAS, MAJU and NKVE. Getting to MOP KLIA is also convenient via the KLIA Ekspres which departs from KL Sentral every 20 minutes to KL International Airport and thereafter, visitors can take the dedicated free shuttle bus that is offered back and forth from KLIA Main and klia2 terminal.



## Plaza Premium Lounge Opens at Langkawi International Airport

**Plaza Premium Lounge Langkawi opens its doors to travellers on the majestic island of Langkawi, joining its award-winning network of independent airport lounges in Kuala Lumpur, Penang, Kota Kinabalu and Kuching as well as across over 70 locations globally. Located within the Departure Hall (pre-security) of Langkawi International Airport, the boutique space is designed to offer a stylish and cosy environment for travellers to unwind before departing the serene island.**

Purposefully designed for leisure and family travellers, the lounge features comfortable seating, shower facility, complimentary Wi-Fi and charging stations for electronic devices. Entertainment includes reading materials and selected TV channels. The lounge also promotes sustainable travel by introducing green initiatives to minimise the use of plastics and wastage.

The special menu fuses global and local cuisines, giving a sense of place by offering all-time favourites with comfort foods such as Nasi Lemak, Hainan Chicken Rice, Ipoh Hor Fun Soup alongside international dishes crafted by the chefs from its sister lounges such as Pan-seared Salmon with Caper Butter Sauce, Crab Aglio-Olio Fettuccini. Ingredients are locally sourced where possible to minimise carbon footprint. The lounge is open from 7.00am to 10.00pm daily.

"We built this lounge to create memorable airport moments for our guests; we are at the final leg of the journey. It is our mission to make travel better and create unique experiences for each traveller. We are happy to work together with Malaysia Airports who are committed to building a first-rate

experience across the country; and to be an integral part of the development of Langkawi International Airport is a privilege", said Song Hoi-see, Founder and Chief Executive Officer of Plaza Premium Group.

Nazli Aziz, Senior General Manager Commercial Services of Malaysia Airports shared, "Langkawi International Airport is the first of our airports to fully implement our commercial reset strategy. Langkawi Island is one of the world's most popular holiday destinations and we aim to raise its profile further by ensuring that the airport is also a leisure destination in itself. We have done this by introducing new and globally recognised brands to the airport and it is now a popular destination even among locals who are not travelling. Continuing our partnership with Plaza Premium Group is part of this strategy in helping to bring in more tourists into Langkawi and Malaysia".

Plaza Premium Lounge Langkawi can be experienced with a starting rate of RM168 (approximately USD41) and RM238 (approximately USD58) for two and five hours, respectively. Travellers booking online ([www.plazapremiumlounge.com](http://www.plazapremiumlounge.com)) can enjoy a 30% discount from now until 30 April 2019.





# INTERVIEW WITH PHILIP SEE

## CEO of Firefly Airlines

Philip See, having previously studied Chemical Engineering in Imperial College London, has also accumulated extensive experience as a consultant and while working in the government sector. Now he finally finds himself in the industry that he is truly passionate for. With his unique approach to piloting an airline, Philip brings a whole new ballgame to the field.



### Please tell us more about your previous work experience and how you came to be in the aviation industry.

After graduating in 2002, I had a foray into my own consulting business and other fields; however, I always had an inherent interest and love for aviation. I remember when I was a boy I used to stare at the planes as they flew back and forth from Subang Airport, seeing such majestic machines soar the skies planted a seed within me that would soon flower into something that was quite unexpected!

In 2006, I joined Malaysia Airlines as a Transformations Management Officer under the helm of Datuk Idris Jala. It was here that I learned about performance management, industrial relations, and compensation benefits to which was the best launching pad for understanding the aviation business. I later left in 2008, and subsequently re-joined in 2011 as the Head of Strategy and Network in the Group until my ascension as CEO in January this year.

### How does your experiences help you in managing an airline?

In my debut in the aviation industry, I developed a deep empathy for people in the business; it is only with such an investment that I became committed to the details of the industry and the importance of engaging people on the emotional level. It is after all, a people-centric business. Therefore, I am a firm believer that a leader should have an intimate understanding for people and especially, the people they lead.

### What have you learnt so far in leading Firefly?

I've realised that in contrary to popular corporate beliefs, the analytical desk workers do not necessarily understand the

business better than the front-liners do. It is my contention that front-liners gain a first-hand understanding in learning what the customers want. It is simply not the case that the 'numbers person' knows more than their frontline counterparts. In light of the previous desk jobs that I've had, I've discovered that being at the frontline of the company gave me an opportunity to see the industry as a whole. However, the internal teams must buy into the vision, otherwise whatever statements made public by the leaders are meaningless.

### What is your vision for Firefly and how are you planning to attain this goal?

This leads me on appropriately that, I believe, my place is to close down the disparity between the different spheres of the staff in the striving to deliver beyond just 'convenient services' across Peninsular Malaysia. We ought to take risks and try new things. For example, some of the things we are looking into: changing up our in-flight menu, changing flight schedules to stimulate the market and providing new ancillary services.

In addition, we are looking to build great partnerships with hotel chains for our corporate customers. Customers should look into our 'Firefly Holidays' campaign as well as our 'Fly Premier' bundles that include access to the premium lounges and priority seating, tailored just for frequent business travellers!

### What are the challenges Firefly is facing now and what are the approaches that you are undertaking to resolve it?

At the moment, we are dealing with the issue of our suspended route to Singapore. We are looking to receive good news very soon. In addition, the market right now is tough and it is affecting our top line; through innovation we are hoping to offset these circumstances.

### What are the key skills required in leading an airline? How would you advise students and current professionals looking to work in the aviation industry?

Leading an airline requires the patience and genuine interest to listen to people's opinions and feedback, how they feel about our services as well as listening to the people that work in the industry- this is where a leader truly grows. This also means that a leader needs to have the sincere desire to grow and learn so that they can mobilise and drive their team as effectively as possible. A true leader is the one that disregards himself for the greater good of the airline and is not interested in serving only his own self-interests. The airline industry may be a so-called, "sexy industry", but one needs to always be at the top of their game and to throw in the towel. Because it is extremely competitive, you have to prove that you have the mettle to thrive and survive.

### At the moment, Firefly has 12 planes in its fleet. Is the airline planning to increase its capacity?

At the moment, we do not have any plans to expand our fleet. However, we are planning to fly more with our current assets, in order to reduce our bottom line. At the moment, the fourth quarterly report from 2018 suggests our load factor is between 65% and 70%. But since we fly turbo-propeller planes i.e. the ATR 72-500, our operational costs is not that badly affected by the price of jet fuel; however we do have some exposure to the USD, so it helps when the ringgit strengthens against the dollar.

### What do you do during the weekends?

During the weekends, I am a Sunday school teacher, I love kids and I enjoy being part of their development. I also thoroughly enjoy travelling, some of my favourite places include journeying around Italy, taking the Trans-Siberian Railway, and walking around the streets of Tokyo.

