

# AIRLINK

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# MORE THAN AN AWE-INSPIRING AIRPORT, A GATEWAY TO THE WORLD.

KL INTERNATIONAL AIRPORT, THE GATEWAY TO GETAWAYS

It all begins at KL International Airport (KUL), one of Asia's major aviation hubs that connects all routes, airlines, and terminals worldwide seamlessly. Plan your route with a memorable experience, right before you experience the globe.



## 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 rejoices as the airport operator emerged a Gold winner in the Air Transport World (ATW) Ad Awards 2019 which depicted Malaysia's iconic Petronas Twin Towers in the background of the capital city's stunning skyline, reflecting the nation's progressive growth, including its aviation industry. Malaysia's re-election to the International Civil Aviation Organisation (ICAO) Council from 2019-22 for the fifth term and its rise in ranking was another joyful occasion.**

Kudos to our airline marketing team for creating the advertisement where Malaysia Airports is the Gold winner in the Airports and Economic Development category during the ATW Ad Awards 2019, judged by over 500 airlines and decision-makers worldwide.

Our advertisement portrays the iconic Petronas Twin Towers standing tall against our Kuala Lumpur City Centre's skyline besides our key messages. Indeed, it was a proud moment for us when we received this award from Aviation Week Network Managing Director (Americas), Beth Wagner.

I am also happy that Malaysia has successfully retained its position in the ICAO Council under category III, representing Asia-Pacific for another three years. Garnering the highest number of votes since it became a council member in 2007, Malaysia received 143 votes, that is 81% of the total votes cast and rose in her rankings from 13<sup>th</sup> to 11<sup>th</sup> position.

Witnessing these achievements during the recent ICAO General Assembly in Montreal, Canada, we are elated to be working with them and other stakeholders in supporting a safe, efficient, economically-sustainable and environmentally-responsible civil aviation industry.

At the recent New Straits Times Insight talk on 'Malaysia As a Preferred Aviation Hub — Are We There Yet?', I emphasised on the importance of interlining between the KLIA main terminal and klia2. Plans to go for full interlining in the years to come are underway as we are now piloting a project with Pos Aviation on baggage handling at the airside area.

We remain bullish in our outlook for the local aviation sector with our statistics for the first nine months of 2019 showing 5.9% growth in passenger traffic to 77.96 million compared to the previous corresponding period.

I am also pleased to know that Saudia has selected KL International Airport (KLIA) as its first station to receive the carrier's new Boeing 787-10 from Jeddah, which received our ceremonial water salute on 15 October. With the carrier planning to add more flights in December to cater to the pilgrimage and the commencement of Qatar Airways' flights to Langkawi via Penang (also in mid-October), this will further help boost passenger movements at our airports.

As we draw closer towards the nation's Visit Truly Asia Malaysia 2020 campaign launch, it is heartening to know that Malaysia was the fourth most popular tourism destination worldwide for Chinese travellers during the recent October Golden Week holiday period. Alipay, China's largest third party mobile and online payment app, has also identified KLIA to be one the most popular spending destinations for these travellers. I would like to encourage my team to continue working harder and come up with innovative improvements that can foster closer ties with both passengers and stakeholders of our airports.





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## Malaysia Airports' Development of New Routes



**The 25<sup>th</sup> World Route Development Forum (World Routes) 2019, held for the first time in Australasia or to be more exact in Adelaide, Australia from 21-24 September, attracted over 3,000 delegates from 130 countries where 10,000 face-to-face scheduled meetings were held.**

Likened to speed dating for airlines and airports, this is where the route development community decides where they are going to deploy their aircrafts in future years.

This year's venue, Adelaide, did a good job winning over the crowd at this global event, which also enjoys the patronage of many tourism organisations as the promotion of a country's destination goes hand in hand with route development efforts.

Malaysia Airports, accompanied by Tourism Malaysia, promoted the country's Visit Truly Asia Malaysia 2020 campaign and hosted a networking lunch during the event with the welcome address made by its general manager of airline marketing division Mohamed Sallauddin Mat Sah.

He was one of the five names shortlisted for the new Individual Leadership category introduced at this year's World Routes Marketing Awards which was bagged by Wilco Sweijen, Amsterdam Airport Schiphol director of route and business development.

Nevertheless, Mohamed Sallauddin, said, "I felt humbled, mixed with a sense of pride and contentment with the nomination."

Besides being the key person involved in World Routes 2008 in Kuala Lumpur (KL) in 2008, he was also instrumental in the early years when Routes Asia was introduced, which resulted in KL playing host for three years from 2003 until 2005. In 2014, Malaysia Airports and the Ministry of Tourism, Sarawak co-hosted Routes Asia in the Land of the Hornbills.

Where the development of new routes is concerned, Mohamed Sallauddin, who was also responsible for the resumption of service to Kuala Lumpur by British Airways and Air China among others, has identified Malaysia's biggest underserved markets to be Europe, Africa and North America.

Efforts are being made to woo more flights from these long-haul markets to KUL, comprising KL International Airport (KLIA) main terminal and klia2 terminal, which received almost 60 million passengers last year. Of this, 43.58 million were international passengers.

Mohamed Sallauddin, however, does not see any conflict in balancing between international and domestic requirements considering Malaysia Airports' broad network of 39 airports covering various parts of the country, of which five are international airports, 16 domestic airports and 18 short take-off landing ports or STOLports.

"Apart from KUL and Penang International Airport (PEN), we still have plenty of slots allocation at our airports to be utilised by both domestic and foreign airlines."



### New routes' progress and incentives

Commenting on some of Malaysia Airports newly introduced services this year, Mohamed Sallauddin said the average seat factor for Singapore Airlines Group's low-cost carrier Scoot's direct Kota Bharu-Singapore has been encouraging since this "virgin" route was introduced in July.

While this new route might require some time for it to mature, he pointed out that Kota Bharu, Kelantan's capital city, is unique in terms of cultural and nature offerings. "It is one of the gateways to our beautiful islands such as Pulau Perhentian."

On Air Arabia's new Sharjah-KL route, which also commenced in July, Mohamed Sallauddin deemed it to be successful so far with its extremely high seat factor.

"We provide marketing support and incentives such as the Joint International Tourism Promotional Fund (JITDP), especially to new airlines to assist them to promote the route in their tactical campaign."

Citing the inaugural arrival of Qatar Airways' maiden Doha-Langkawi flight via Penang

on 15 October as an example, he said the airline would be receiving one year of landing fee waiver and RM50 rebate for every passenger for two years.

Apart from the JITDP, a collaboration with Tourism Malaysia to market and promote Malaysia's visibility as a preferred destination, Malaysia Airports has also introduced the Langkawi International Tourism Promotional Fund earlier this year to accelerate tourism development in Langkawi.

Mohamed Sallauddin added, "We are also embarking on an airport capacity optimisation plan for some of our airports, which are facing capacity constraints. Starting with KLIA main terminal, its capacity optimisation is considered a medium-term solution prior to its eventual infrastructure expansion.

"We are addressing concerns on congestion at check-in counters, departure immigration checkpoints, pre-boarding screening points and the passenger boarding bridges.

"Malaysia Airports is also leveraging on efficiencies afforded by technology and making use of platforms such as Big Data to optimise our procedures and processes."



### Crowned Gold Winner for Ad Campaign

On the recent Air Transport World (ATW) Ad Awards 2019 where Malaysia Airports emerged the Gold winner in the Airports & Economic Development category, Mohamed Sallauddin said the advertisement submitted by his airline marketing team was part of its annual strategic campaign for KUL. "It has been a successful campaign for us with positive feedback and praises received from our peers and industry players.

"The majestic view of the iconic Petronas Twin Tower in Kuala Lumpur City Centre serves as a strong call for tourists to visit Malaysia. It is this 'pull' to the city that contributes to the number of tourists to our country via our main gateway, KLIA.

"We also injected an element of culinary into the advertisement as part of the creative touch. Besides enticing airlines about our airport and its correlation with the city, the campaign also came in a few series that highlighted our other international airports in Penang, Kota Kinabalu, Kuching and Langkawi," remarked Mohamed Sallauddin, who received the Gold Award from Aviation Week Network managing director (Americas), Beth Wagner with his senior manager for communications and services, Noor Hafiza Ruslan.

Winners for ATW Ad Awards were selected by 500 decision makers from airlines with help from a third-party research firm, Signet Research, to ensure fair and unbiased judging.

Started 35 years ago, the ATW Ad Awards have nine categories with each category presented with a Gold, Silver and Best Digital Award.



## KLM Celebrates Centenary

**KLM celebrated its 100<sup>th</sup> anniversary or Centenary on 7 October and is the first commercial airline in the world that is still flying under its original name to reach this milestone.**

To kick-off the KLM 100<sup>th</sup> anniversary celebration at KLIA, KLM flight KL809, arriving from Amsterdam, received a ceremonial water salute. KLM's celebrations continued at the boarding gate where travellers were treated to KLM100 decorated cupcakes and mini stropwafels. At the check-in area, a KLM photo booth allowed travellers to capture their special KLM100 memory.

KLM was founded on that date in 1919, and seven months later, on 17 May 1920, KLM flew its inaugural flight between Amsterdam and London.

KLM has a long history with Malaysia as one of the earliest international airlines to fly to the country. KLM first stopped at Alor Setar in 1924 when it started its first test intercontinental flight from Amsterdam to Jakarta.

The KLM Fokker F7-II, which at the time was a very modern aircraft and one of the first passenger planes with an enclosed cabin, made the flight to Jakarta from Amsterdam in 55 days, stopping over 21 times and one of the landings was Alor Setar.

KLM began direct scheduled services between Kuala Lumpur and Amsterdam in 1958. Today, KLM offers daily non-stop flights between Amsterdam and Kuala Lumpur, and between Kuala Lumpur and Jakarta. The flights are operated by a combination of B777-200 and B777-300 aircraft with 34 seats in Business Class and 276/374 seats in Economy Class.

KLM celebrated its centenary with a new brand movie that looks back at some of the wonders of air travel through generations. The film tells the story of three generations of the same family who worked with KLM from the early days to present, serving and caring for passengers.



In June, 100 days before its anniversary, KLM announced its intention to join hands with industry stakeholders in pursuit of a more sustainable future for aviation, under the banner, 'Fly Responsibly'.

KLM Country Manager for Malaysia, Estee Ng said, 'KLM's 100th anniversary is a great moment to look back on our rich history but also to look forward to the future of aviation. With our 'Fly Responsibly' initiative we

have launched a global call to action to join forces to create a more sustainable future for aviation.'

In September, it was announced that Air France-KLM regained its position in the top of the 'Airlines' category of the Dow Jones Sustainability Index (DJSI). It is the 15<sup>th</sup> consecutive year that Air France-KLM has been in the top three of the DJSI.

## Royal Brunei Airlines Holds 'RB Cares' Appreciation Ceremony



**In Sama-Sama Hotel KLIA, Royal Brunei Airlines (RB) hosted the 'RB Cares' Closing Ceremony on 18 October 2019. The event was held to commemorate the efforts of their ground operations partners - PosAviation in KLIA and Aerodarat in Sabah and Sarawak.**

With the tagline 'Sharing is Caring', the cornerstone of the appreciation ceremony, RB acknowledged the efforts of their employees by giving away various awards and certificates for the winners of the 'RB Cares Customer Services 2019' campaign and hosting a high-tea luncheon with a live band.

In an interview with Mokhtar Othman, Royal Brunei Airlines Station Manager to East and West Malaysia, he stated, "RB Cares is an event to acknowledge the exceptional performance of our ground handling partners. This will boost the morale of our partners and develop strong rapport between us. KLIA is the gateway to Malaysia and it is one of the most preferred hubs and airports in the region, therefore it is important that our service is immaculate. And, it certainly has been, but not without the help from our partners as they directly engage with the passengers, thus Royal Brunei has found it to be of utmost importance to hold this event for them. If they are happy, we are happy".

The Station Manager further added, "Next year, we plan to have an appreciation ceremony in Sarawak and Sabah, as we will be opening four new stations there to bring

the total amount to seven stations in Malaysia as a whole. These new stations are Tawau, Sandakan, Bintulu and Sibu via our RB Link services. For these new stations, we are working together with Aerodarat and Ground Team Red as our ground handlers".

Flights to and from Sandakan has begun since 28 October 2019, meanwhile flights to Bintulu, Tawau and Sibu will begin on the 5<sup>th</sup>, 11<sup>th</sup> and 14<sup>th</sup> of November. RB Link flights are operated by Malindo Air on the ATR 72-600 aircraft.

Also present at the event was Mohammad Suhaimi Abdul Mubin, Senior General Manager of Malaysia Airports; Mohammad Arif Jaafar, General Manager of Operations of Malaysia Airports; Woo Kam Weng, CEO of Pos Aviation and Mohd Nadziruddin Mohd Basri, CEO of Aerodarat.



# Korean Air Organises World Cleanup Day 2019 in Sabah



**Korean Air organised World Cleanup Day 2019 in Kota Kinabalu, Sabah on 21 September 2019. Located on the northern tip of the island of Borneo, Sabah has become one of the most popular tourist destinations for South Koreans. In 2018, South Korean tourists accounted for the second highest international tourist arrivals in Sabah at 24.8%, an increase of 8.5% compared with 2017.**

In the spirit of giving back to the local community, employees from the Korean Air Kuala Lumpur office, along with Trash Hero Borneo, organised the World Cleanup Day 2019 event in Tanjung Lipat Beach in Kota Kinabalu. More than 1,000 volunteers participated in the event, which was organised for the second time in Sabah.

Besides government agencies, those from non-government agencies (NGO), schools and individuals joined the beach cleanup, collecting trash washed up on Tanjung Lipat Beach. "Through this cleanup activity, we hope to raise awareness for environmental



protection. With joint efforts, we can preserve the beautiful beach of Sabah," said Jeon Young Do, Korean Air Country Manager for Malaysia, Brunei and Bangladesh.

The World Cleanup Day aims to inspire volunteerism and achieve tangible impacts on collecting waste in the environment. Across Malaysia and around the world, people are encouraged to get up, get out, and help clean up their communities to create a healthier, more sustainable future.

Korean Air has been actively fulfilling its corporate social responsibility across borders for many years, such as planting trees every

year in Kubuqi desert in the Inner Mongolia region of China, and Baganuur, Mongolia, to fight desertification. The airline also delivers relief items to areas hit by floods and earthquakes, utilising its extensive global network. As a leading global carrier, Korean Air will continuously fulfill its corporate social responsibility as part of the company's initiatives to give back to the society.

Currently, Korean Air has two daily codeshare flights operated by its sister company, Jin Air, connecting Seoul-Incheon and Kota Kinabalu.

For more information, please call 03 – 2030 0200

# Air Astana Received Its First Airbus A321LR

**Air Astana, the flag carrier of Kazakhstan, has taken delivery of its first A321LR on lease from Air Lease Corporation. The A321LR joins Air Astana's fleet of 18 Airbus aircraft (eight A320s, four A321s, three A320neo and three A321neo).**

The A321LR is a Long Range (LR) version of the best-selling A320neo Family and provides the airline with the flexibility to fly long-range operations of up to 4,000nm (7,400km) and to tap into new long-haul markets, which were not previously accessible with single-aisle aircraft.

Powered by Pratt & Whitney engines, Air Astana's A321LR comprises 166 seats in a two-class configuration (16 business



and 150 economy class seats) offering premium wide-body comfort in a single-aisle aircraft cabin. The new A321LR replaces the aging Boeing 757 fleet and will continue the airline's strategy of growth and network expansion to European destinations as well as routes to Asia.

Air Astana currently operates Boeing 767-300 ER with 220 seating capacity for the Almaty-Kuala Lumpur route.

For more information, please call 03 – 2144 1571

## New CEO for Malindo Air

**Captain Mushafiz Mustafa Bakri is the new Chief Executive Officer (CEO) of Malindo Air, effective from 23 September, taking over from Chandran Rama Muthy.**

Chandran is elevated to take on a new role in Lion Group as it's Group Strategic Director. He will however continue to remain as a shareholder of Malindo Airways Sdn Bhd.

Captain Mushafiz began his career as a trained pilot from the Australia Aviation School, Adelaide and has operated various types of aircraft including the variants Boeing 737 and Boeing 777.

In 2013, Captain Mushafiz started his path with the Lion Group from Malindo Air as one of the pioneer batch of pilots and played

a key part as a management pilot in the early days of the airline. Later in the same year, he was seconded to Thai Lion Air, which was also then a start-up airline. He has held various operational roles including as Deputy Flight Operations Director. He brings with him over 24 years of aviation experience as flying and management pilot as well as instructor and examiner.

Malindo Air currently operates over 1,400 flights weekly across a growing network of 57 destinations spread across 16 countries in Asia since March 2013 from its twin hubs in KL International Airport and Sultan Abdul Aziz Shah Airport (Subang). It operates a mixed fleet of 14 ATR 72-600 and 29 Boeing 737NG aircraft.

For more information, please call 03 – 7841 5388





## SAUDIA Operates Boeing 787-10 to Kuala Lumpur



**Saudi Arabian Airlines (SAUDIA) received its first Boeing 787-10 on 30 September at King Abdulaziz International Airport, Jeddah to join the airline's existing fleet of 13 Boeing 787-9s, and on 15 October the aircraft operated its first commercial flight to Kuala Lumpur.**

On that day at KLIA, a special ceremony was held to welcome the new aircraft under the patronage of H.E. Mahmud Qattan, Ambassador of Saudi Arabia in Malaysia in collaboration with Malaysia Airports led by Mohammad Suhaimi Abdul Mubin, Senior General Manager, MA (Sepang) Sdn Bhd and other government officials.

The inaugural ceremony was done with the water salute and cutting cake ceremony with

the dignitaries. A speech was presented by Ahmed W. Alowedy – Saudia Manager Malaysia, Singapore, Vietnam & Thailand followed by a press conference with H.E. Mahmud Qattan, Ambassador of Saudi Arabia in Malaysia.

According to Mohammad Suhaimi, the strong demand and impressive products and services offered by the airline has shown a positive increase of 9.8% growth in passenger movement for the airline from January 2019 to August 2019 as compared to the same period last year.

Mohammad Suhaimi added, "We are confident that Saudi Arabia's national carrier will grow even stronger for the benefit of all travellers. This is also in line with our aim to establish KL International Airport as the preferred hub by offering passengers with excellent and seamless connectivity and a joyful travel experience".

SAUDIA flies nonstop daily between Jeddah to Kuala Lumpur. Seven weekly services will be operated with the new Boeing 787-10 and will gradually increase to twice daily from November 2019.

The layout of the SAUDIA Boeing 787-10 comprises of 357 seats in a two-class configuration, with 24 seats in Business Class and 333 seats in Guest Class (Economy).

In addition to the 787-10, SAUDIA operates (13) 787-9 Dreamliner airplanes, and (33) 777-300ER (Extended Range) jets.

The 787-10 is longer than the 787-9, adding about 59 more seats in a 2-class configuration and cargo capacity. The aircraft also offers 25 percent better fuel per seat and fewer emissions. With a range 6,345 nautical miles (11,750 kms), the 787-10 can fly more than 95 percent of the world's twin-aisle routes.

The 787-10 inflight entertainment system comprises of 16 foreign languages including Bahasa, a new feature in this new aircraft.

Onboard services from 15 October 2019 on the Kuala Lumpur route include the new culinary service: "Bistro by SAUDIA". Traditional Arabic coffee and dates are available on Economy Class, as well as a variety of dishes, both local and international cuisine to cater to a range of palates.

For more information, please call 03 – 2166 4488



## Malaysia Airlines Flies to Solo and Pekanbaru



**Malaysia Airlines now flies twice weekly to Solo and Pekanbaru, which are the 5<sup>th</sup> and 6<sup>th</sup> Indonesian destination for the airline.**

The inaugural flights departed KL International Airport (KLIA) to Solo and Pekanbaru on 18 September 2019, serviced by the B737-800.

The inaugural flight to Solo departed Kuala Lumpur at 8.30pm and arrived at 10.15pm the same day. On its return flight, the aircraft departed Solo at 11.15pm and arrived back in Kuala Lumpur the next day at 2.55am.

Concurrently, the inaugural flight to Pekanbaru departed Kuala Lumpur at 7.50pm and arrived in Pekanbaru at 7.55pm the same day. On its return flight, the aircraft departed Pekanbaru

at 8.55pm and arrived in Kuala Lumpur at 11.05pm, the same day.

The new flights are in line with the recent launch of the Visit Malaysia 2020 campaign, which promotes tourism as a pillar of the Malaysian economy.

Malaysia Airlines Group Chief Executive Officer, Izham Ismail said, "The launch of these new routes is led by the increasing demand for flights between Kuala Lumpur and Indonesia. Pekanbaru is the capital city of the Riau Province, which is an economic centre for the country. Solo, traditionally known as Surakarta, is the historic royal capital on the Indonesian island of Java. These routes will enable closer Indo-Malaysian relations, especially in their respective tourism industries".

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

## Turkish Airlines Announced 'Companion Entertainment'

**Aiming to be the leader and pioneer in the aviation industry, Turkish Airlines offers to its passengers the "Companion Entertainment" app that can be paired with the inflight entertainment platform "Planet". This application makes the Planet an interactive platform, which can be used before and after flight, thus boosting passenger satisfaction.**

Transforming the flag carrier's inflight entertainment into a concept that can be interacted even outside of the plane, this new application will be available at over 100 planes during the first stage. Over time, this special experience provided by the application will be available in more planes for the passengers of Turkish Airlines.

With the "Companion Entertainment", passengers will be able to browse the rich variety of content offered by "Planet" before they travels. By adding their preferred movies, TV shows and series to their favorites, they will be able to watch them on top of the clouds immediately.

Passengers travelling with Turkish Airlines will be able to control the seatback screens with their mobile devices thanks to this app. They will be able to play, pause, browse and control the volume with their mobile



devices. The app also turns the mobile device of the passenger into a second screen for the Planet platform.

Turkish Airlines passengers can download the "Companion Entertainment" app to their mobile devices from IOS and Android stores. Then, they can pair their mobile devices to the Planet platform during their flights to enjoy the benefits of the new app.

Turkish Airlines currently operates daily flights from Kuala Lumpur to Istanbul.

For more information, please call 03- 2163 0849 or visit [www.turkishairlines.com](http://www.turkishairlines.com)



# China Southern Airlines Celebrates 30<sup>th</sup> Anniversary to Kuala Lumpur



**China Southern Airlines celebrated its 30<sup>th</sup> anniversary of their first flight between Kuala Lumpur and Guangzhou on 4 October 2019. The celebration was held at the boarding area with over 300 arrival and departure passengers.**

The Kuala Lumpur-Guangzhou route was opened on 6 October 1989. It was the first flight of China's civil aviation to link China and Malaysia. Since then, China Southern Airlines has been servicing the Malaysian market with a total of 108 round trip flights per week to four international airports in Malaysia, including Kuala Lumpur, Kota Kinabalu, Penang, and Langkawi. Now, China Southern Airlines has the highest number of routes and frequency flights between Malaysia and China among all the Chinese carriers.

China Southern Airlines' fleet size has reached over 800 and making it the largest fleet airline in Asia and the third largest in the world.



China Southern Airlines operates more than 3,000 daily flights to 224 destinations in 40 countries and region across the world.

As the largest airlines in China, China Southern Airlines advocates the "One Belt, One Road" strategy, using a "Dual-Hub" development strategy to enhance international routings network and strengthen cooperation with countries along the "One Belt, One Road" initiative; setting up an interconnected 'air silk road' that includes Malaysia. Additionally, the total passenger traffic volume carried by China Southern Airlines between China and Malaysia

has reached more than 760,000 in 2018, an increase of 10.49% from the year of 2017.

In future, China Southern Airlines will continue to promote the development of tourism and commercial trade between China and Malaysia. China Southern will also carry out deeper and broader cooperation between partners of the two countries and provide comfortable and convenient travel services for the Chinese and Malaysians.

For more information, please call 03 - 2163 9977

# FLY MALAYSIA Campaign by Malaysia Airlines

**In support of Visit Malaysia 2020 (VM2020), Malaysia Airlines is running a brand campaign called FLY MALAYSIA.**

Launched at KL International Airport in October, FLY MALAYSIA enables the airline, via partnerships with relevant tourism bodies, to promote Malaysia to the world. The airline is working with Tourism Malaysia to encourage Malaysians to play a part by participating in the airline's several social media initiatives in promoting the country.

Malaysia Aviation Group Chief Executive Officer, Izham Ismail said, "Malaysia Airlines first started in the golden age of commercial

air travel. We have been serving Malaysia for over 70 years and today, and we continue to serve the country by covering over 1,000 destinations via our airline partners. With FLY MALAYSIA, the Malaysian experience comes alive the moment a traveller steps onboard our aircraft and for Malaysians, it's the familiar feeling of being at home, wherever their journey goes. As for the airline, FLY MALAYSIA simply means expressing our service through our culture and to always be Malaysian, for Malaysians".

The campaign is visible via advertisements and Malaysia Airlines' social media channels throughout quarter four of 2019 until the end of 2020. The airline's 'wau' logo, will be fashioned with the airline's iconic kebaya motif and complemented with a traditional



batik design, which represents Malaysia's rich culture, heritage and diversity.

More sales campaigns are carried out with its sister airlines, Firefly and MASwings to encourage Malaysians to travel locally and to connect tourists to Malaysia. The airline will also be collaborating with Malaysia's state tourism bodies in promoting domestic destinations.

AIRPORT SHOPPING

# From Ancient Lands to Hungry Hands – Tampopo Express

**Voted as the best Casual Japanese Restaurant in Singapore, Tampopo derives its name from the word 'dandelion' in Japanese which symbolises strength and resilience. To ensure that the taste is on par with Singapore and Japan, they strictly adhere to the authentic Japanese cooking method using only the best halal certified ingredients.**

Tampopo was established by Takagi Takaaki, who founded the first outlet in Singapore in 2004 and earned its Best Japanese Restaurant status in 2016. Subsequently in 2017, they opened their first international outlet in Genting Highlands.

Li Shan, Marketing Executive of Tampopo in klia2 said, "There are Japanese restaurants in major airports in Singapore, Bangkok and Hong Kong. People who travel are worldly folks who develop appreciation for quality and authenticity".



She added, "Additionally, the Tampopo Express menu is specifically tailored to suit travellers. Understanding that travellers are "in a hurry", the menu is curated so that the time from ordering to presenting food at the table does not exceed 15 minutes. Tampopo also believes in affordability; for example, our signature Chicken Katsu Rice and Spicy Chicken Katsu Ramen go for a reasonable price of RM24.80".

When asked about future plans for Tampopo Express, founder Takagi stated optimistically that his next target is to expand to more tourism hubs such as KLIA as he believes that his business model has been perfectly designed for the traveller in mind.



# AVIATION INTERVIEW WITH IBRAHIM MOHAMED SALLEH

CEO of MASkargo

Armed with over 20 years of experience in the cargo, systems and administration sectors, Malaysia Airlines Kargo Sdn Bhd. (MASkargo) is being led by a capable man. Since his appointment, the CEO has taken the company to new milestones, specifically the awarding of the Halal certificate by JAKIM. By opening new doors, Ibrahim Mohamed Salleh is considered as the perfect man to helm MASkargo into uncharted waters and greater heights, onwards and upwards to being a company that all Malaysians can be proud of.



**On 20 September 2019, MASkargo launched its halal logistics division by virtue of being awarded the halal certification by JAKIM- the first carrier cargo in the world to be awarded this status. What were the steps that you had to undertake in order to achieve this feat?**

In order to acquire the halal certification, we had to firstly, look at the requirements for us to be certified and re-examined on how we currently conduct our processes. From there, we created specific handling processes such as identification, segregation, and storage in addition to messaging and documentation. With this, we consulted JAKIM on areas that we needed to correct.

In addition, we sought for guidance and assistance from the Halal Development Corporation, Jabatan Agama Islam Selangor, Pejabat Agama Islam Daerah Sepang, Malaysia Airports and Jabatan Standard Malaysia. Eventually, when we were prepared, JAKIM audited MASkargo and the company as a whole to which, after examining all the corrective actions that we took in order to fulfill their requirements, we were awarded the certificate on 1 May 2019.

The difference was that in contrast to conventional requirements such as the ISO 9001 and ISO 9002 quality management systems, the halal requirements deal with matters within the spheres of religion, morality and accountability for the Muslim community.

**Why was it important for MASkargo to gain this status?**

The halal certificate by JAKIM is more than just a label on a piece of paper, it affirms our customers that we have gone above and beyond conventional regulations in order to ensure that cargo such as food is transported in a clean and hygienic manner from the point of production to the point of consumption.

For example, in transporting food, halal requirements establish that an animal must be slaughtered in accordance to Islamic law; food preparation must be clean, safe, and secure; and, the food must be handled safely and appropriately during transport. It is strict and upholds the highest of food quality for our customers, as

fresh food can still be considered non-halal if it has been handled inappropriately during its transportation for fear of contamination. These rules also apply to other cargos such as cosmetics, farm products, vegetables and so on.

**How much has been invested into the halal logistics product and what is your general outlook for this division moving forward?**

About RM500,000 have been invested into this division, which includes the development of labour force, facilities, training and process procedures. Some may argue that this is a small sum, but in MASkargo we believe in making every ringgit go the full mile. That is why we prioritise impact and efficiency of the usage of funds rather than the amount itself.

On the other hand, we have high hopes as the market for halal logistics services to be very promising. Currently, it is said that there are billions of USD of halal products being transported worldwide. Additionally, ASEAN has a large Muslim population; thus, it would naturally be the next step for us in expanding our repertoire of services.

It is also important to note that JAKIM is one of the world's foremost recognised authorities on Islamic matters. Therefore, to have that name in our portfolio brings us to a higher level where we can achieve greater milestones.

**Which destinations in the world that has seen the highest demand for MASkargo's freighter service?**

In terms of the ASEAN region, we have a well distributed market expansion. Destinations such as Bangkok, Jakarta, Manila and Rangoon have an increasingly strong demand for MASkargo's cargo and freight services.

On the other hand, competition in the Chinese market is intense but demand of our services is also growing; we are now operating wide-body aircraft and freighters for this service. In addition, for the Tokyo Olympics 2020 we have plans to collaborate with Nippon Express in the transportation of halal goods into Japan as they cater for both the needs of both participants and their visitors.

The following figures is the distribution of revenue in terms of countries:

- Malaysia – 30%
- China – 21%
- Europe – 14%
- India – 8%
- ASEAN – 8%
- Australia and New Zealand – 5%

**What initiatives have been implemented in order to boost customer satisfaction and business expansion via technological innovation?**

Firstly, we have the Online Booking Engine which is applicable for bulk cargo or boxed items, where people can book and pay online to MASkargo for services such as airport-to-airport delivery as well as to be informed of space availability and acquire it. However, this service is strictly not applicable for big-sized items such as machinery parts or oil & gas equipment; this service is only available for items weighing at 80kg and below. We are looking to launch this on the 1 November 2019.

Secondly, we provide live tracking of equipment. This service offers real-time ULD tracking information accurately monitor and re-plan shipments that are delayed due to irregular operations, such as extreme weather events. With this, customers have an end-to-end tracking of the ULDs from their warehouses to every point until their final destination. The tracking is made possible via Bluetooth technology at participating airports worldwide.

Thirdly, we have the Cargo iQ system. It is a software that displays freight status updates, which improves tracking visibility from the point of booking to delivery for airlines and forwarders. It also enables reporting on end-to-end performance and provides an in-depth analysis of customer requirements, plus access to operational gap analysis via Cargo iQ data. Ultimately, it improves our customers services index and add value to our product offering.

**Please tell us more about your educational and professional background and how has this benefitted your role as Chief Executive Officer (CEO) of MASkargo?**

I hold a degree in estate management from Oxford Polytechnic and a certificate in accident investigations from Cranfield University. I was appointed the CEO of Malaysia Airlines Kargo, a wholly owned subsidiary of the Malaysia Aviation Group (MAG), in September 2018.

I began my career in Malaysia Airlines in 1992, moving across various business units with over 20 years in cargo operations, systems and administration occupations. I served as the Senior Vice President of Cargo Operations and Senior Vice President of



Cargo Corporate Services before subsequently appointed as General Manager of Corporate Safety for Malaysia Airlines from 2015 to 2016.

Before I became CEO of MASkargo, my last position was Vice President of the Gateway Services of SATS Limited in Singapore and I was posted as Chief Operating Officer of PT.Jasa Angkasa Semesta (a joint venture company of SATS Limited, Singapore), a company specialising in airline ground handling in Indonesia.

**In the next few years, what are you looking to achieve for MASkargo both domestically and internationally?**

To us, it is very simple and focussed: to be a profitable, sustainable cargo arm of Malaysia Airlines that all Malaysians can be proud of.

In order to achieve this, I want to further develop the cargo, air freight and logistics division of MASkargo. Additionally, we have a trucking arm of the company operating truck flights run by MASkargo Logistics Sdn Bhd (a 100% subsidiary of MASkargo), and we see great potential in further developing this division as well.

In regard to the international market, it has been rather challenging. Nevertheless, I always believe that new challenges always present new opportunities. We always strive to have the mindset to look beyond problems and finding opportunities.

**Personally, what are the sort of activities do you engage in your free time?**

I do enjoy golfing and reading. I find golfing as a way for one to challenge oneself, as it is one of the most difficult games in the world. Meanwhile, I enjoy reading as a way for me to stimulate my imagination.



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