

# AIRLINK

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GOING PLACES TOGETHER

In our preparations for the celebration of the nation's Visit Truly Asia Malaysia 2020 campaign, Malaysia Airports has been working closely with various ministries not only to achieve our targets in terms of tourist arrivals and receipts but most importantly to extend the warmest welcome to our guests when they step into Malaysia, our beloved country.

The Ministries and Government agencies involved include the Ministry of Home Affairs, Ministry of Transport, Ministry of Tourism, Arts and Culture, The Royal Malaysia Police, Department of Immigration Malaysia, Royal Malaysian Customs Department and the Land Public Transport Agency.

At our klia2 terminal, among the major initiatives we have undertaken is the relocation of the Eraman emporium to cater to the expansion and reconfiguration of the immigration arrival area. To ensure a smoother flow of immigration process for the convenience of our guests, we will have 50 immigration counters and 10 auto-gates that will be reconfigured. We expect to complete the reconfiguration work by 31 December as to usher the New Year and our country's campaign.

I am happy to observe that airlines such as Citilink Indonesia that started flying into Malaysia last year continue to see the potential in our destination by introducing the Denpasar-Kuala Lumpur (KUL) route on the same day it launched its Denpasar-Perth sector. Considering that Australia is an important market for us, this will make it easier for foreign tourists in Bali to travel onwards to our capital city. It is worth noting that the total passenger movement for the Indonesia-Malaysia route has seen an increase of 4.9% from January to October 2019 to 7,947,329 as compared to the same period last year.

## 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 shares how the airport operator has been busy gearing up to usher in the country's Visit Truly Asia Malaysia 2020 campaign to ensure a seamless passengers' experience and providing more new routes to cater to the increasing demand for air travel.**

I am also pleased to announce that our latest statistics show that our total network of airports, including Istanbul Sabiha Gokcen International Airport, registered 9.2% growth for October with 11.7 million passenger movements. This is the highest growth recorded so far in 2019.

On a different note, Malaysia Airlines has resumed its codeshare agreement with Turkish Airlines that benefits both parties since 21 October. With the latest development of Turkish Cargo expanding its Boeing freighters 777F cargo flight network to KUL with effect from 31 October, this augurs well with our aspiration in developing KLIA Aeropolis into a fully integrated air cargo network comprising air, sea and land connectivity under our Air Cargo and Logistics cluster.

If all goes well for these remaining months especially during holiday season, we should be on our way to achieve our passenger movement targets for this year. I would like to take this opportunity to wish our guests and visitors to our airports Happy Holidays and many memorable, joyous moments to bring home.





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## Will Aviation Biofuels Take Off in Asia?

**Over the past decade, air travel has been increasing exponentially with the number of air passengers poised to double over the next twenty years. Aviation demand in Asia-Pacific especially, has grown tremendously; for example, the International Air Transport Association estimates that the region will experience an additional 2.35 billion annual passengers by 2037, for a total market size of 3.9 billion passengers. Meanwhile, Airport Council International predicts that by 2040, the Asia-Pacific region will contribute more than 42% of all international travellers.**

All this means that such a rise will account for 3.5% of global energy related CO<sub>2</sub> emissions by 2030, up from just over 2.5% in 2019, despite current improvements in aviation efficiency. The global aviation industry expansion emphasises the need for the industry to tackle its carbon emission, these include airlines, airports and airplane manufacturers.

### Global aviation industry committed to usage of sustainable aviation fuel use

Recent developments within the International Civil Aviation Organisation (ICAO) have included two key international standards: the CO<sub>2</sub> emissions efficiency standard (2013) and the Global Market-Based Measure (GMBM) scheme (2016). The global market-based mechanism, Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA), was adopted in October 2016, and is set to be enforced in 2020. This scheme will implement a carbon off-setting mechanism, aiming to stabilise aviation CO<sub>2</sub> emissions at 2020 levels to 2036.

In addition to cutting carbon emissions, one of the key reasons why airlines are interested in biofuel is to reduce their exposure to the price volatility of kerosene. Several European airlines such as KLM, Lufthansa, and British Airways amongst others have commenced early stages

of aviation biofuel development, forming partnerships with biofuel manufacturers. In addition to this, there are stakeholders such as airports, aircraft manufacturers, governments, biomass and biofuel producer and suppliers that are in the fray working to boost the alternative fuel's deployment.

Recent aviation biofuel partnerships and initiatives include Cathay Pacific with Fulcrum, United Airlines with AltiAir, KLM and Lufthansa with Neste, TOTAL with Air France, and many more. Although, some of these airlines have commenced a long-term partnership with biofuel manufacturers, they have mostly begun after 2016 and thus, constitute volumes below 100,000 tonnes per year.

### Technological development critical for aviation biofuel availability

Chemically, there are at least half a dozen pathways to producing aviation biofuel. Two stand out: **HEFA** (Hydroprocessed Esters and Fatty Acids) and the other is the **Fischer-Tropsch process**. The raw material for HEFA is plant oils, for example cast offs, like used cooking oil.

On the other hand, the Fischer-Tropsch process invented in 1925, is a well-established set of chemical reactions that have been used to convert both coal and natural gas into liquid fuels.



According to a report published by Imperial College London in 2017, preparing and burning aviation fuel made by HEFA from used cooking oil yields a 69% savings of carbon-dioxide emissions compared with those

created by refining and burning aviation fuel made from petroleum. For the Fischer-Tropsch process, using fast-growing grasses known as energy crops, the saving is around 85-90%.

### Opportunities for aviation biofuel production in Malaysia

Innovations in engine efficiency, air traffic management and other operational efficiencies are forecast to contribute only 0.8% in emissions reductions annually up to 2050, despite ambitious targets from the industry to improve CO<sub>2</sub> efficiency standards. Therefore, biofuel represents one of the few opportunities to offset commercial aviation carbon emissions over the long-term.

Thus, it is likely the only way that aviation biofuel can become economically viable is to substantially increase in scale and number of production facilities, expediting technology and cost reductions. If governments, airlines, aircraft manufacturers, biofuel manufacturers and other stakeholders work towards stimulating this, change is expected to necessitate substantial policy incentives to realise the full potential of the biofuel.

In April 2019, in a move to fulfill Malaysia's commitment as a member of the International Civil Aviation Organisation (ICAO) to adopt and employ the Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA), Primary Industries Minister Teresa Kok said the ministry is planning to produce aviation biofuel using palm oil. "The usage of palm oil biofuel has been accepted by CORSIA as one of the initiatives to reduce carbon emissions," said the Minister.

On the other hand, Director General of the Malaysian Palm Oil Board (MPOB), Datuk Dr. Ahmad Kushairi Din said that the board has conducted a collaborative study with an American company to identify and screen the suitable feedstock from palm for biojet fuel production, to the production of aviation biofuel.

The Director General is advocating for another form of pathway production via conversion of biological resources such as oil, fats, palm fatty acid distillate (PFAD), algae and biomass. He stated, "PFAD and palm oil have been tested under this study in Chicago, US, for pilot plant trials. Based on the study, both have shown good conversion into aviation biofuel with



by-products such as diesel, naphtha, propane and others".

He further added, "But what we can affirm is that Malaysian palm oil industry's commitment in participating in the CORSIA implementation, by developing sustainable aviation fuel using PFAD, used cooking oil, oil palm biomass and algae". In addition, the MPOB is currently conducting a separate feasibility study on aviation fuel for the economy and its impact to airline operators, bearing in mind that any effort to protect the environment comes with a cost. "For example, a Malaysian-based airline would require 60,000 tonnes per year of aviation biofuel to meet the 2% blending ratio requirement. Currently, the ASEAN region has no aviation biofuel plant".

### Malaysia Airports poised to capitalise on biofuel opportunities

Currently, there are only five airports regularly distributing biofuel, those are Bergen Airport, Brisbane Airport, Los Angeles International Airport, Oslo Airport and Stockholm Arlanda Airport. While the first aviation biofuel hub in Asia-Pacific is found wanting, there is a lot of significant potential for the Malaysian stakeholders to capitalise on the large resource of palm.

In 2010, Malaysia Airports initiated the Environmental Masterplan outlining the strategy in reducing Malaysia Airports' carbon emission level towards the commitment made by the key players of the aviation industry. Some of the initiatives included Environmental Management, Climate Change/Energy Management and Water Management.

It is also the same year Malaysia Airports passed the requirements to be recognised as an Earth Check Benchmarked Airport for the sixth year in a row. In addition, Malaysia Airports (Sepang) was also recertified for the second year for EMS ISO 4001:2004 for its environmental management system.

Since then, Malaysia Airports have implemented measures to achieve 'carbon neutral growth' by 2020 in KL International Airport and all four of its Regional International Airports (RIAs) namely Kota Kinabalu International Airport, Kuching International Airport, Penang International Airport and Langkawi International Airport. It is clear that Malaysia Airports has an abundance of resources, historical competency, and an extensive network to carry out measures to distribute biofuel and become one of the first aviation biofuel hub in the Asia-Pacific region.

With recent developments in Malaysian aviation stakeholder as well as the urgency to adhere to the guidelines and emission levels outlined by ICAO, Malaysia stands a likely chance of investing in biofuels as the vast expanse of palm plantations and other farms can be well capitalised. Adoption of the biofuel will bring advantages to the sector and the country at large.

By bridging the price gap between jet fuel and biofuel, it is expected that environmental pollution, water requirements, deforestation and food competition with food production will be significantly reduced. Thus, the actualisation of these measures will place the country and Malaysia Airports at the centre of one of Asia's first aviation biofuel hub.



## Qatar Airways Operates New Service to Langkawi



### Qatar Airways' new service to Langkawi marks the airline's third destination in Malaysia after Kuala Lumpur and Penang.

Operating from Doha, the airline will initially start with four-time weekly Langkawi tag services via Penang with an increase up to five-time weekly services from 27 October 2019 on its state-of-the-art Boeing 787 Dreamliner aircraft, featuring 22 seats in Business class and 232 seats in Economy class, with spacious cabins and specially-designed interiors.

The press conference held in Langkawi on October was hosted by Qatar Airways Group Chief Executive, His Excellency Akbar Al Baker, and attended by the Qatari Ambassador to Malaysia, His Excellency Fahad Mohammed Kafoud; Charge d'Affaires of the Embassy of Malaysia in Qatar, Mohamad Shahr Sabarudin; General Manager, Airline Marketing of Malaysia Airports, Mohamed Sallauddin Md Sah; and Chief Executive Officer of Langkawi Development Authority (LADA), Dr Hezri Adnan.

His Excellency Akbar Al Baker said, "We are very pleased to launch our new direct service to Langkawi, our third gateway into Malaysia. Langkawi is both an important tourist destination and a growing conference and exhibition centre which is becoming increasingly popular with international visitors. This new gateway will offer our Malaysian passengers even more convenience and enhanced connectivity to an extensive choice of destinations on our global route network. We invite all our global passengers to experience the 'Jewel of Kedah', and we look forward to welcoming you all on board".

Also at the press conference, General Manager, Airline Marketing of Malaysia Airports, Mohamed Sallauddin Md Sah said, "We take immense pleasure in welcoming Qatar Airways to Langkawi International Airport (LGK) who has been our airline partner at the Kuala Lumpur International Airport for the past 18 years. Early last year, Qatar Airways began flying direct to Penang International Airport from Doha. This new flight to LGK, which is an extended route via Penang, will definitely be a great addition to the international airlines operating at LGK. Being the first Middle Eastern carrier to operate

at LGK, this long-haul flight will expand the tourism opportunities in Malaysia, particularly in Langkawi, The Jewel of Kedah. We look forward to creating many more memorable moments with Qatar Airways".

Chief Executive Officer of Langkawi Development Authority (LADA), Dr Hezri Adnan said: "We are thrilled to welcome Qatar Airways' direct flights to Langkawi, which will surely become a game changer to position Langkawi as one of the preferred tourist destinations in the world. It will definitely mark Langkawi as an important air connectivity hub to more than 160 international destinations world-wide. We look forward to offer an amazing, natural and luxurious experience for all visitors in Langkawi".

Qatar Airways began direct services to Kuala Lumpur in 2001, and launched its Penang service in 2018. The airline currently provides more than 25 flights per week to Malaysia. In October 2001, Qatar Airways announced its codeshare agreement with Malaysia Airlines, and expanded it in 2018.

For more information, please call 03 – 2118 6100



## IndiGo Receives 1000<sup>th</sup> A320neo Family Aircraft



**IndiGo is the world's largest customer for the A320neo Family with orders totalling 430 aircraft. Since its first NEO was delivered just a few years ago in 2016, its fleet of A320neo Family has grown into the world's largest with 96 aircraft operating alongside 129 A320s. In a competitive aviation industry, IndiGo has chosen the A320 Family as an essential aircraft for fuel efficiency as the airline has risen to become India's largest airline in terms of fleet size and passenger numbers.**

According to CAPA Centre for Aviation, IndiGo has now overtaken Air India to become the largest single international airline operating to/from India in terms of seats deployed, accounting for 11.7% of total capacity and now the leader in both the domestic and international markets in India.

With almost half of the market share of India's domestic market within their grasp and climbing, IndiGo is certainly not resting on its laurels. Capacity on international routes has risen by 60%, compared with 24% domestic growth, to about a fifth of the total. In 2014, IndiGo held just less than 30% of the country's domestic market and has risen steadily since. Now, the carrier seeks to expand their dominance beyond their home country's borders.

Thus, the reception of the A320neo aircraft signals IndiGo's plans to fly medium-haul routes, placing regions such as the Middle East and East Asia as well as some parts of Europe within reach. Furthermore, steep fuel taxes levied only on domestic flights and short-haul tickets that sell for just a few rupees make overseas routes a relatively attractive option for the airline as most domestic LCCs are cautious when it comes to expanding their international presence. As IndiGo has a fleet of single-aisle planes and no-frills services, their prices for future routes would certainly be very attractive for low-cost travellers.



The A320neo Family is assembled at Airbus' four global sites: Toulouse, France; Hamburg, Germany; Tianjin China, and Mobile, USA. The A320neo programme was designed with fuel efficiency in mind. Building on the A320neo's popularity, the aircraft delivers 20% reduced fuel burn as well as 50% less noise compared to previous generation aircraft. With seating up to 240 passengers, depending on cabin configuration, the A320neo Family features the widest single aisle cabin in the sky and incorporates the very latest technologies, including new generation engines and Sharklets.



## Citilink's Introduces New Denpasar-Kuala Lumpur Route



**Denpasar-Perth and Denpasar-Kuala Lumpur have become the 7<sup>th</sup> and 8<sup>th</sup> international flight routes of Citilink Indonesia alongside Jakarta-Penang, Jakarta-Kuala Lumpur, Surabaya-Kuala Lumpur, Jakarta-Phnom Penh, Denpasar-Dili and Denpasar-Kunming.**

At the launch in November, Citilink's CEO Juliandra Nurtjahjo said that the routes were considered strategic and expected to attract the millennial travellers. He continued, "In addition to Australia, the route from Denpasar to Kuala Lumpur also has quite a promising market, especially foreign tourists from Kuala Lumpur who want to take a vacation to Bali".

Juliandra also explained that Citilink Indonesia is optimistic of reaching its Seat Load Factor (SLF) target of 75% in Denpasar-Perth and 77% on the Denpasar-Kuala Lumpur route considering that Bali is Indonesia's most well-known tourist destination.

Group chief executive officer of Malaysia Airports, Raja Azmi Raja Nazuddin said, "Citilink Indonesia is one of the airlines that has been actively opening new routes from Indonesia to KL International Airport and Penang International Airport.



Denpasar-Kuala Lumpur is the airline's fourth international route between Indonesia and Malaysia after Jakarta-Penang, Surabaya-Kuala Lumpur and Jakarta-Kuala Lumpur".

He continued, "At present, there are five other airlines that are operating this route from Kuala Lumpur. The total passenger movement for the Indonesia-Malaysia route has seen an increase of 4.9% from January to October 2019 as compared to the same period last year".

According to Indonesia Central Statistics Agency (BPS), foreign tourists from Malaysia and Australia has the highest number of visits to Indonesia during January-September 2019

period. Malaysian tourists rank first place with the highest number of visits, reaching 2.34 million visits and Australian tourists rank fourth with 1.02 million visits.

Citilink operates Denpasar-Perth and Denpasar-Kuala Lumpur flights daily, both using the Airbus A320 aircraft with a capacity of 180 seats. Additionally, Citilink also operates flights to Jakarta and Surabaya at 11 times weekly and daily respectively from KUA.

MS Elite Global is the appointed GSA for Citilink Indonesia in Malaysia.

For more information, please email to [gsa.malaysia@citilink.co.id](mailto:gsa.malaysia@citilink.co.id)

## Vietnam Airlines' 100<sup>th</sup> Aircraft

**With the delivery of its 100<sup>th</sup> aircraft at a ceremony in October in Hanoi, Vietnam Airlines affirmed its position as among the leading airlines in the Asia-Pacific region.**

The aircraft is the third out of eight Boeing 787-10's to be delivered between August 2019 to March 2021. The airline's first two aircraft were lauded for their efficiency by operating more than 140 flights, with approximately 83,000 passengers on the Hanoi - Ho Chi Minh City and Vietnam - Korea routes.

Pham Ngoc Minh, Chairman of the Board of Directors, Vietnam Airlines said at the ceremony, "Delivery of our 100th aircraft has affirmed our leading position coupled with owning the largest fleet in Vietnam and ranking among the top Asia-Pacific airlines. This opens up new development opportunities for Vietnam Airlines on its quest to leverage Vietnam's aviation industry among leading airlines in the region and the world".



Vietnam Airlines operates the second-largest wide-body fleet of Airbus A350 and Boeing 787 in Southeast Asia and ranks among the top airlines in Asia-Pacific, comprising 14 Airbus A350-900s, 11 Boeing 787-9 and 3 Boeing 787-10 Dreamliners.

While the wide-body fleet plays a crucial role in domestic and international routes, the narrow-body fleet of 52 Airbus A321, 14 Airbus A321 neo, and 6 ATR-72 have

been effectively utilized on low-capacity and short distance routes or at airports with limited infrastructure.

Vietnam Airlines currently operates the Airbus A321 on the Kuala Lumpur-Hanoi and Kuala Lumpur-Ho Chi Minh City routes.

For more information, please call 03 - 2031 1555

## Turkish Cargo Adds Kuala Lumpur to Flight Network

**As the world's fastest growing air cargo brand, Turkish Cargo continues to expand its cargo flight network and has added Kuala Lumpur (KUL) among its new direct flight destinations.**

With Kuala Lumpur regarded as a destination with considerable import and export potential, Turkish Cargo's aim is to carry electronic products, medical products, and spare parts to various cities around the world, especially cities like Frankfurt and Amsterdam in Europe and Chicago, Atlanta, and Houston in the United States.

Turkish Cargo's Kuala Lumpur flights will be operated with Boeing 777F cargo aircraft, on the Istanbul-Kuala Lumpur-Ho Chi Minh-Istanbul route, thus creating a strong import-export line in the region.



With a flight network of over 319 destinations in 126 countries, Turkish Cargo is growing steadily, supported by its infrastructure, operational capabilities, fleet, and specialist teams.

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



## STARLUX Airlines Receives A321neo for 2020 Take Off

**STARLUX Airlines, a start-up carrier from Taiwan is due to be launched in January 2020. The new airline has taken its first delivery of A321neo at a ceremony in Hamburg in October.**

STARLUX Chairman K.W. Chang was at the ceremony together with Airbus Chief Commercial Officer Christian Scherer and GECAS Executive Vice President & Regional Manager Commercial, Greater China, Li Liu.

Chang said, "This exciting day has finally come. From the examination and test flight over the past few days, I am once again very confident that STARLUX has made the right choice in selecting the A321neo as the first member of our fleet. I am sure that with the outstanding performance and the cabin configuration, it can provide the safest journey to our passengers, giving rise to new vitality to the airline industry in Taiwan".

Christian Scherer said, "Congratulations to STARLUX Airlines on their first ever aircraft delivery! We are thrilled that STARLUX has selected the most efficient A321neo to start operations in Asia. Our best seller will bring the highest levels of efficiency to the airline's operations with no compromise on comfort. And with the A350 joining the fleet in 2021, STARLUX will benefit from the commonality of operating single aisle and widebody aircraft together offering a seamless experience for both passengers and crew. Thank you STARLUX for aligning these two stars – the A321neo and the A350".

Li Liu said, "We are privileged to support the launch of STARLUX Airlines' operations with new technology aircraft. As the airline's first A321neo, it will showcase STARLUX Airlines' luxury travel experience, while providing the fuel efficiency and technology enhancements of CFM's LEAP-1A engines".

STARLUX will complete delivery of its ten A321neos in 2021, expanding its network to more major cities within Asia, aiming at providing convenient services in regional tourist and transfer markets with its high flight frequency. The seventeen A350 XWBs that were ordered in March this year will begin to be delivered in the second



half of 2021. STARLUX will then continue adding destinations to North America and Europe.

STARLUX Airlines plans to commence a service to Penang in 2020, subject to the approval of its Air Operator's Certificate (AOC).

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

## Japan Airlines Collaborates to Bring 3 Michelin-Starred Chef to KL



**Japan Airlines (JAL) has been engaging master chefs to serve exquisite cuisines for its Business Class passengers, and for the first time the airline is collaborating with award-winning restaurant, Kampachi and Hotel Equatorial Kuala Lumpur (EQ) to bring Sushi Shin by 3 Michelin-starred Chef Miyakawa to the city.**

In October, Chef Miyakawa said at the launch, "We enjoyed a comfortable flight being served with quality dining and services and are very excited to have this opportunity to bring the authentic Sushi Shin dining experience directly to customers in Malaysia for the first time, in a lovely venue at the EQ Hotel".

Chef Miyakawa's team was led by Chef Kazuo Ogura from the acclaimed Sushi Shin in Hokkaido who will be presenting the same omakase menu offered at his restaurants in Japan.

From 1 – 10 November, the world-class sushi experience was limited in an exclusive pop-up style to just 8 seats at Kampachi's 200-year-old Hinoki wood sushi counter



during lunch and dinner for guests to watch as the chefs honed their knife skills and prepared dishes. An additional 12 persons can be accommodated in the private dining area just next to the sushi counter without compromising the exclusivity of the overall dining experience.

Chef Miyakawa said, "The innovative menu allows guests to experience unique, seasonal sushi and tsumami dishes (appetizers) packed with umami – their delicate flavours extracted precisely from each ingredient".

To celebrate the first ever gastronomic Michelin experience in Kampachi, JAL is extending an exclusive discount of 23 percent off for all

Business Class fares for the Malaysia-Japan route to all diners in Kampachi for the month of November for the travel period between 1 November 2019 and 31 March 2020. Passengers can pamper themselves with a delicious meal at Kampachi while enjoying premium travel experience and great value with JAL.

JAL operates daily non-stop flights between KLIA and Narita Airport, Tokyo. Travellers in Business Class can indulge in the creations by two Michelin-starred chefs Shinobu Namae and Jun Kurogi.

For more information, please contact 1 800 81 8674



## K-Pop Group SuperM Stars in Korean Air New Safety Video

Several airlines have introduced witty safety videos featuring national celebrities, however, Korean Air has introduced the first safety video in music video form that features influential K-pop artists. Korean Air's new safety video is unconventional, innovative and entertaining.

"Safety does not have to be serious or boring," said a Korean Air spokesperson who led the creation of the safety video. "We hope to deliver clear safety messages to our passengers through the brand-new safety video."

On November 4, the new safety video starring SuperM, a global K-pop group, was aired on all Korean Air flights, starting with KE621, which departed from Incheon at 7:45am to Manila.

In-flight safety videos are required to present necessary safety information such as luggage storage, items banned during the flight, electronic device restrictions, no-smoking regulations, seatbelt signs, emergency exits, actions to take when cabin pressure rises, and how to wear the life jacket.



Korean Air expects to deliver essential safety information more effectively by grabbing passengers' attention with its new safety video.

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

## Visit Malaysia 2020 Makes Presence at World Travel Market London

**At the World Travel Market (WTM) in London recently, Malaysia outlined more than 100 events for next year's celebrations to showcase Malaysia's diverse culture and traditions in promoting Visit Malaysia 2020.**

Chairman of Malaysia Tourism Promotion Board, Datuk Ahmad Shah Hussein Tombakau said, "This year's participation in WTM is significant as we promote the Visit Malaysia 2020 campaign with targets of 30 million tourists and RM100 billion or approximately 18 billion pounds in terms of tourist receipts. This campaign focuses on ecotourism, arts and culture, befitting with the National Ecotourism Plan 2016-2025 and the National Culture Policy".

To facilitate travel to Malaysia, Tourism Malaysia is working with international airlines to increase connectivity. Currently, the London-Kuala Lumpur route is served by Malaysia Airlines totalling 14 flights a week and British Airways with seven flights a week. Through the Joint International Tourism Development Programme (JITDP), Malaysia has signed an agreement with Etihad Airways to increase accessibility to Malaysia as well as the furthering of partnerships with other airlines which in the pipeline.



Similarly, Tourism Malaysia is engaged in discussions with key industry players including TUI, Kuoni and British Airways to develop more holiday packages and to drive more traffic into Malaysia.

For more information, please visit [www.malaysia.travel](http://www.malaysia.travel)

## Malaysia Airports Elevates Airport Shopping with #ShopLAH



**The 'Shop Like A Hero' campaign or #ShopLAH is spearheading Malaysia Airports' commercial reset strategy that envisions its airports as vibrant, luxurious, and exciting destinations.**

Launched in October, #ShopLAH reimagines the airport from a mere transportation hub into a shopping destination in its own right by crafting premium shopping and dining experiences that will encourage passengers to "arrive earlier at the airport so that they can shop like there's no tomorrow."

Malaysia Airports' senior general manager for commercial services, Nazli Aziz, said, "We have yet to realise the full potential of what our airports could be beyond our traditional revenue streams. Globally, retail concessions are the largest source of non-aero revenue and we aim to emulate that with our airports. The downtown retail sentiment is very sombre but travel retail at airports continue to go on an upwards trend. So, there is mass potential for us to leverage on this, while also addressing passenger behaviours that now



value shopping experiences with a sense of exclusivity and personalisation."

Nazli added, "Our focus is to provide a retail experience like no other by designing every part of their journey – evoking a sense of excitement and wonderment as they pass through our terminals. Hence, we are revamping the retail make-up of our locations to close the gap between what the consumer demands and what Malaysia Airports can offer."

Through the #ShopLAH campaign, passengers can expect more 'firsts', brands and offerings of luxury goods exclusively at its airports, as well as the convergence of online and offline retail experiences through the introduction of e-reward programmes, cashless payment solutions, and ensuring reliable, free internet access in all of its properties.

The revamp includes introducing new retail zones that simplify the shopping experience at the airports, where it will be divided into a fashion avenue; duty-free, retail-tainment and dining zones. Concurrently, Malaysia Airports will have its very own Sense of Place which will come to life once 'Sense of Malaysia' launches at all its international airports in the second quarter of 2020.

Already on the cards for this campaign is the establishment of new retail and dining options in Langkawi International Airport (LGK) and Kuala Lumpur International Airport (KUL), as well as retail-tainment attractions such as HIMPUN 2019, Hershey's Flotilla and Licence

to Win (LTW). There will be more planned in the following months in its other international airports including Kota Kinabalu International Airport (BKI), Kuching International Airport (KCH), and Penang International Airport (PEN).

Guided by its commercial reset strategy, Malaysia Airports has been steadily transforming how its international airports are perceived by repositioning itself as a premier retail destination.





# AVIATION INTERVIEW WITH SU-ANN LEE

Country Manager of Etihad Airways Malaysia

A driven and well-experienced woman in the world of commercial aviation, Su-Ann Lee has proven herself to be a successful leader for Etihad Airways. Interestingly, Su-Ann is among just a few Malaysian female country managers to helm an international airline in this part of the world and she recently shares with Airlink her unique perspective on the Malaysian aviation industry, Etihad's journey in Malaysia and what she loves about her job.

**In order to succeed, an airline must understand the culture of a country to which they service. What are some of the key characteristics of Malaysian travellers that are constantly in mind when Etihad implements key initiatives?**

Malaysian travellers are considerably mature travellers compared to neighbouring developing countries, with many travelling regularly to their preferred countries. The UK is one of the top destinations, while many others look to new destinations and experiences. Many of our travellers are also well versed with the different airlines and their offerings. Mainly seeking safety, comfort and affordability when choosing their airline. Etihad Airways is perfectly positioned as a safe, premium full-fledged serviced yet competitively priced airline and this has always been our key considerations.

Our fleet is the youngest in the industry with an average age of 5.6 years and having achieved the ICAO Safety Audit, Etihad Airways consistently ranks as one of the safest airlines globally. Our Guest Service team are relentlessly improving and exceeding guest expectations throughout their journey with Etihad Airways.

**What sets Etihad Airways apart from its competitors?**

I strongly believe our people sets us apart from our competitors. At merely 16 years old our team is seen to consistently go above and beyond, ensuring our guests are prioritized at all times.

The loyalty of our people has to be admired. Our company is transforming and our employees have come together under the direction of our CEO and the Senior Management, setting our heads and hearts in unity to rebuild Etihad Airways. With the strategies in place, we have positioned the airline in an upward trend.



**How has Etihad Airways been performing for the past few years?**

Since we started our service into Malaysia 13 years ago, Etihad Airways has come a long way. We have trialled strategies over the years, yielded positive results and learning from the rest. In Malaysia, we are performing very well. Ultimately, it is crucial to understand our position in the market and where there are areas to improve and to stay focused.

Over the years, we have built great business partnerships with the trade, corporate and direct customers. Through these partnerships, we have evolved and constantly seek new avenues to explore. This is especially true as we are in an ever-changing dynamic environment. In order to be sustainable, we need to learn and collaborate even more with one another.

**The Airport Council International predicts that by 2040, the Asia-Pacific region will contribute more than 42% of all international air travellers. What are Etihad's future plans for Malaysia?**

Like all airlines, Etihad constantly assesses its network and makes informed adjustments to meet passenger demand and commercial opportunities. Right now and for the foreseeable future, we will continue to focus on our key Asian gateways, while leveraging the expanded network provided by key partnerships like our codeshare to connect people from across the region to the global Etihad network.

And we will see more opportunities for Malaysian travellers as we look to the future. Though I can't go into specifics now, we'll continue to evolve and build our network to create more choice and opportunity to connect Malaysia with the world, via our hub Abu Dhabi.

**In 2017, Etihad launched a five-year restructuring process for the purpose of strengthening their balance sheet and streamlining the cost base. Has this initiative managed to offset the recent tough market conditions?**

Indeed we underwent a difficult period and in order to turn things around, the airline had to make some drastic changes. A lot went into ensuring the sustainability of Etihad Airways



and thanks to the leadership of our CEO and his Senior Management, the airline is on the right track. The mantra within the company "One team. One direction" is the essence of our goal to rebuild Etihad Airways.

Personally, I am very proud to be part of this company. Each employee has a role to play and it is amazing to see the culture we have, to stand and fight to achieve that one goal.

**You have worked in the industry for almost 15 years now, please tell us more about your experience in the aviation industry and what drives your passion for it?**

I started my career with Qatar Airways in Abu Dhabi for 2 years before returning to Malaysia to resume my role in the industry. Having the opportunity to be part of Pricing, Revenue Management, Reservation & Ticketing, Sales, Marketing and later in People Management, I was privileged to get an understanding and a feel into the different areas of the Commercial department.

This industry is extremely dynamic and the ever-changing environment thrills me. There is a paradigm shift in the aviation industry as many other industries today. What worked before doesn't necessarily work today and we have to sometimes take a step back and digest what's required before taking a leap of faith. Never be afraid to take chances and never be afraid to get your hands dirty. People play such a huge part in the success and sustainability of the business.

I am passionate about people; my team, partners and customers alike, are the most important make-up to the business.

**What are your favourite destinations to go for a holiday and why?**

Italy. Italy is rich in history and culture and every place has its distinct character. Rome, Florence, Vatican City, Lake Como, Tuscany, Naples, Amalfi Coast and Positano are simply magnificent. Jon (my husband) and I enjoy the cuisine, architecture and the feeling of being transported to the ancient Roman Empire and Renaissance era is priceless.





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