

# AIRLINK

## CONTENTS - March 2020

### Airport Talk

Acting Group CEO Speaks	<b>53</b>
MAVCOM's Economic Way Forward for Malaysia's Civil Aviation Industry	<b>54</b>

### Aviation News

Qatar Airways Celebrate a Successful 2019	<b>56</b>
---	-----------

STARLUX Airlines Debuts in Penang	<b>57</b>
Air France plans for its A350	<b>58</b>
Air Arabia Named Best Low-Cost Airline in Middle East & Africa	<b>58</b>
Penang Becomes Emirates' Second Destination in Malaysia	<b>59</b>
New Innovation by British Airways	<b>60</b>
ANA Expands Fleet for Narita-Honolulu Route	<b>61</b>

Malaysia Airlines and Japan Airlines Approved for Joint Business Agreement	<b>63</b>
--	-----------

AnadolJet Goes Global with New International Destinations	<b>63</b>
---	-----------

KLIA Pilots Facial Recognition Technology	<b>64</b>
---	-----------

### Aviation Shopping

Avantgarde CNY Celebration Held in KLIA	<b>65</b>
---	-----------





**A corporate leader with diverse experience, he is harnessing the latest technological advances to spur Malaysia Airports to greater heights as a smart aviation regional hub.**

**This month, Dato' Mohd Shukrie Mohd Salleh assures that as a caring and responsible custodian of the main entry points into Malaysia, the airport operator has been making the necessary changes to improve passenger experience besides increasing preventive measures to ensure that the process is hygienic and safe amidst fears of the coronavirus infection from Wuhan, China.**

## Acting Group CEO Speaks

Living up to our service transformation as a Caring Host, I am elated to share the changes we have made, especially at our flagship KL International Airport (KLIA) and klia2 terminal. We have embarked on a three-month pilot on the single token journey concept with Malaysia Airlines Berhad and SITA, an aviation information technology company on the airline's two daily flights to Narita International Airport in Tokyo and Kansai International Airport in Osaka.

Leveraging on facial recognition, this single identification verification used at KLIA touchpoints from check-in to the boarding gate will dispense with the tedious need to present passports or boarding passes. This pilot, together with the use of body scanners for domestic departures at KLIA, forms part of the Airports 4.0 initiative to transform KLIA into a smart airport using big data analytics. This is timely in view of the Visit Malaysia 2020 campaign to promote additional movements within and into the country.

At the immigration arrival processing area of about 1,400 sqm in our busy klia2 terminal, we have almost doubled its capacity to accommodate 1,000 people comfortably after relocating the immigration counters. Our revamped immigration arrival hall here is passenger friendly as we have introduced priority lanes for disabled passengers and family with small children in addition to the 10 auto-gates for Malaysian passport holders.

Ensuring smoother passenger flow and joyful experiences have always been our top priority. Hence, the introduction of the snake queueing system instead of separate lines at the check-in and immigration counters to shorten the average wait time at KUL. In the wake of the novel coronavirus outbreak, we have been working closely with the Health Ministry on mitigation measures such as screening by thermal scanners. At the same time, we have heightened measures to sanitise handrails of the escalators, trolleys and other common areas in order to ensure a hygienic

environment at our airports for our staff, stakeholders and passengers. Safety has always been our concern.

Our recently released January statistics show that there is still underlying demand for air travel at MAHB airports as our total passenger movements registered 6.5% growth to 11.9 million passengers compared to the previous corresponding period. Our international sector also rose by 8.2% to 5.9 million passenger movements while the domestic sector grew by 4.9% to 6 million passenger movements. Overall, our aircraft movements also increased by 7.4% over January 2019, mainly driven by the Lunar New Year festive season. While closely monitoring the coronavirus situation, we are working hand-in-gloves with our stakeholders, including the airlines, to impart the correct message and awareness programme out there to ensure confidence in air travel remains high.



[www.malaysia.travel](http://www.malaysia.travel)

Follow us:





A Monthly Publication Of MALAYSIA AIRPORTS © Airline Marketing Division

**Advisor**

Dato' Mohd Shukrie Mohd Salleh

**Managing Editor**

Mohamed Sallauddin Hj. Mat Sah

**Editorial & Concept**

Octagon Creative  
melisa.fly@octagon.com.my

**Advertising & Production**

Noor Hafiza Ruslan  
hafiza@malaysiaairports.com.my

Mohd Faizal Md Haris

faizalmd@malaysiaairports.com.my

**Design & Distribution**

Mediate Communications Sdn. Bhd.

**MALAYSIA AIRPORTS HOLDINGS BERHAD** (487092-W)

Airline Marketing Division  
Level 3, Arrival Hall (Domestic)  
Main Terminal Building  
KL International Airport  
64000 Sepang  
Selangor Darul Ehsan, Malaysia  
Tel : 603-8776 4949  
Fax : 603-8776 4040  
Email : marketing@malaysiaairports.com.my

## MAVCOM's Economic Way Forward for Malaysia's Civil Aviation Industry



As the Malaysian Aviation Commission (MAVCOM) prepares for its exit as the country's economic regulator of the aviation sector following the government's decision last December to disband it and for some of its functions to be transferred to the Civil Aviation Authority of Malaysia (CAAM), the Commission has recently published its recommendations for the sector for the benefit of the industry and public at large.

Entitled 'MAVCOM's Long-Term Recommendations For The Civil Aviation Industry In Malaysia 2021-2030', the Commission hopes the views it shares will help further the development of the country's civil aviation sector to become economically sustainable and resilient.

It says these long-term recommendations, which constitute the proposed Economic Master Plan (EMP) to the Ministry of Transport (MoT) as strategic directions for the sector, are envisaged to be implemented in two phases.

Phase 1 (2019-2020) will be foundation-setting years with the proposed EMP's implementation requiring several enabling measures to be undertaken. They include the establishment of new policies as well as accompanying strategies and plans.

Meanwhile, Phase 2 (2021-2030) will be carried out over three periods: Short, Medium and Long and will be completed by

2022, 2025 and 2030 respectively. It will coincide with the implementation period of the National Transport Policy (NTP), launched on 17 October 2019, as well as the 12th and 13th Malaysia Plans.

MAVCOM says the aim is for Malaysia to evolve to become a top destination for global economic activity by 2030. This is in line with the NTP's Thrust 5, which involves expanding the global footprint and promoting internationalisation of transport services.

Describing the civil aviation industry, MAVCOM Executive Chairman Dr Nungsari Ahmad Radhi says it "has been mired by many challenges recently, including air traffic incidents, CAAM's downgrade, the COVID-19, and allegations of improper conduct".

Nevertheless, the Commission is hopeful the right steps will be taken by the industry, in particular the MoT and CAAM, "to return Malaysia to its rightful position as a resilient aviation hub that is respected globally. We trust the recommendations we publish today will contribute towards making that objective a reality."

In the publication, he says MAVCOM has identified the maximisation of air connectivity as the primary goal for Malaysia with airports playing a major role and it has outlined three strategic pillars in order to achieve it. They are:

- the establishment and maintenance of a fair and competitive commercial environment,
- the availability of appropriate airports infrastructure that is efficient and effective in terms of service delivery and financial performance and lastly,
- the establishment of a strong civil aviation-related human capital base to support the sector's development.

For its first strategic pillar, MAVCOM advocates for a robust, competitive environment among the industry players that is facilitated by the country's legal framework.

"The need to minimise government interference in favour of any particular industry player is essential, while sound competition laws are in place to ensure a level-playing field for industry players," it adds.

For its second strategic pillar, MAVCOM calls for greater commercialisation of the airports industry and the granting of full capital expenditure responsibility to its operators. In order to improve the service levels, it recommends full implementation of the Quality of Service framework for all airports and reforming or liberalising the ground-handling sub-sector.

In the case of the latter, MAVCOM is suggesting the implementation of linking ground handling services to airport performance via strengthening the conditions of use in the medium to long-term, which would involve stakeholders such as Malaysia Airports, MoT and the Finance Ministry.

MAVCOM also suggests a policy commitment towards integrated airport terminals for more operational efficiency, which will enhance connectivity. This falls into the medium to long-term goals of its recommendations.



It also takes cognisance that KUL's two existing terminals do not have airside connectivity. This has increased travel time and costs for passengers who have to obtain temporary visas to enter Malaysia in order to access landside transport to move between the terminals, observes MAVCOM in its publication.

Among other things, the Commission also proposes for the decentralisation of Malaysia Airports whereby its major airports such as Penang, Kota Kinabalu and Kuching should be run by fully autonomous subsidiaries.

Latest discussions on the extension of the operating agreement shows that Malaysia Airports is "amenable to the concept of breaking-up the current network into separate clusters," the publication says.

For its third strategic pillar, MAVCOM has proposed strategies such as setting up a pool training fund in the short to medium-term to nurture more talents for the country's civil aviation sector. Developing industry training modules involving partnerships between the industry and academia can also be considered in the medium-term.

Besides human capital, the Commission believes that a strong institutional framework is essential for the development of the sector, with the MoT as its policy-maker and the CAAM as the regulator of technical matters and in future economic matters as well.

### Strengthening CAAM's Internal Capacity

"CAAM, in resolving its recent downgrade to Category 2 by the United States' (US) Federal Aviation Administration, should

be made genuinely independent for it to maximise the effectiveness of its role," it suggests.

MAVCOM's paper on "The Economic Impact and Implications of the Civil Aviation Authority of Malaysia's Rating Downgrade", released in February, estimates the revenue-at-risk for the Malaysian aviation sector at RM371.6 million, of which RM360.8 million is for Malaysian carriers and RM10.8 million for aerodrome operators.

While it expects CAAM's downgrade to have a minimal direct impact on passenger growth and Malaysian carriers' profitability in the foreseeable future due to the low volume of passengers between the US and Malaysia, it fears Malaysia will be vulnerable to follow-on action from various parties like the International Civil Aviation Organization (ICAO) and other national civil aviation authorities such as the European Aviation Safety Agency.

With CAAM's downgrade announced a month after Malaysia's re-election as an ICAO Council member from 2019-2022, it may damage the country's influence and reputation in the international body for the rest of the Council's term.

MAVCOM adds, "Restrictions imposed by these parties, especially from countries with substantial passenger traffic to and from Malaysia, may amplify the impact of CAAM's downgrade on Malaysian carriers and the broader aviation industry value chain."

As such, it urges the MOT to prioritise strengthening CAAM's internal capacity to undertake its existing functions effectively before considering further steps that may compromise its primary objective.



## Qatar Airways Celebrate a Successful 2019

Qatar Airways proudly celebrates a successful year of strong network expansion, new aircraft deliveries and the unique achievement as the only airline to win the Skytrax Award for the World's Best Airline for a fifth time.

Qatar Airways Group Chief Executive, His Excellence Akbar Al Baker, said: "2019 was another year of great achievement for Qatar Airways. There have been many highlights during the last 12 months, in particular receiving the highly prized 'Best Airline in the World' award from Skytrax at last year's Paris Air Show. To have won the accolade for a record fifth time for my country and our airline was a truly special moment.

"Our many achievements in 2019 are proof of one immutable fact - that Qatar Airways will never deviate from our commitment to provide our millions of passengers with the very best onboard experience every time they travel with us. Our growth over the last 12 months, in the face of adversity, has been impressive and going forward we will look to continue to prosper.

"As 2019 comes to an end, on behalf of our management and staff, I give our passengers our absolute guarantee that we will strive to continue delivering the very highest standards of quality and excellence in the industry. I look forward to yet another year of success in 2020".

Highlights throughout 2019 include the airline's strategy of investing in the world's most technologically advanced aircraft to drive its

ambitious route network growth. Through the course of the year, 32 aircraft were delivered to its Doha headquarters, including its 250<sup>th</sup>, an Airbus A350-900 in March.

Continuing its proud record of being one of the world's fastest-growing airlines, Qatar Airways launched a range of new destinations in 2019 as part of its route expansion and partnerships plan, namely: Davao, Philippines; Gaborone, Botswana; Izmir, Turkey; Langkawi, Malaysia; Lisbon, Portugal; Mogadishu, Somalia; Rabat, Morocco; and Valletta, Malta, increasing the carrier's network to over 160 destinations.

Qatar's national carrier also continued its enviable record of winning awards with a host of accolades during the year. Along with the 'World's Best Airline' prize - for a record fifth time - it also won 'World's Best Business Class', 'Best Business Class Seat', and 'Best Airline in the Middle East' at the 2019 World Airline Awards, managed by international air transport rating organisation Skytrax.



**World's Best Airline**  
**World's Best Business Class**  
**Best Business Class Seat**  
**Best Airline in the Middle East**

For more information, please call 03 - 2118 6100

## STARLUX Airlines Debuts in Penang

After almost three years of preparation, STARLUX Airlines announced the launch of its inaugural flights on 23 January 2020, flying to three destinations - Macau, Da Nang and Penang.

"Finally, STARLUX officially launched today and is able to welcome passengers aboard to experience the meticulous service we've been curating for almost three years. I would like to give credit to my whole team and all the supervisors, and related departments. As a brand-new carrier, we will fulfill our responsibility to provide safe and high-quality service. At the same time, we will make every effort to make the airline industry in Taiwan better together with our government and other airlines," said STARLUX Chairman K.W. Chang.



According to Malaysia Airports' General Manager of Airline Marketing, Mohamed Sallauddin Hj Mat Sah, "We would like to welcome STARLUX Airlines to join the 17 foreign carriers that are currently operating at Penang International Airport. With daily flights from Taiwan, this new route will benefit our Malaysian tourism during Visit Malaysia 2020. Penang International Airport has handled more than 8 million passengers in 2019 and saw a 3.9% growth from the previous year for passengers from Taiwan alone. We hope to further strengthen the growing demands between these two destinations and further elevate the tourism industry for the state".



STARLUX operated the advanced A321neo aircraft on these three routes. The aircraft has 188 seats, including eight in business class and 180 in economy class. Each seat in business class is equipped with a 15.6-inch 1080p inflight entertainment system screen and can transform into an 82-inch fully flat bed.

Passengers sitting in economy class can stretch out with a generous 31-inches

of legroom and enjoy a personal entertainment system featuring a 10.1-inch 720p screen, which is the first on narrow-body aircraft in Taiwan. Moreover, Wi-Fi service is available in both classes. The inflight services have also been exquisitely prepared. From the playful 3D animated inflight safety video, the design and texture of the cabin seats, the exclusive cabin fragrance to the tailor-made boarding music by the famous jazz musician Peter White and the inflight meal concocted by Michelin-star chef Lam Ming Kin, STARLUX

has prepared a journey experience to satisfy all five senses of each passenger.

STARLUX will operate daily flights between Taipei and Penang. The outbound flights take off at 15:00 and arrive at Taoyuan International Airport at around 19:45. The inbound flights depart at 09:20 and land at Penang International Airport at 14:00.

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

## Air France plans for its A350

For the 2020 summer season between 29 March to 25 October 2020, Air France will serve six long-haul destinations by utilising its Airbus A350 on departure from Paris-Charles de Gaulle to Abidjan (Côte d'Ivoire), Bamako (Mali), Bangkok (Thailand), Atlanta, Boston and Washington (USA).



The Air France Airbus A350 will have 324 seats, with 34 in the Business cabin, 24 in the Premium Economy cabin and 266 in the Economy cabin. On board, customers will enjoy a spacious and quiet cabin, windows that are 30% larger, an optimised air pressure system providing a more comfortable cabin atmosphere with regularly renewed cabin air, lighting adapted to the different flight phases.

With the Airbus A350-900, Air France is accelerating the change towards more sustainable air transport, in line with its HORIZON 2030 commitments.

A latest-generation aircraft, the A350 consumes 25% less fuel (i.e. 2.5 litres per passenger per 100 kilometres) thanks to the use of 67% lighter materials: 53% composites and 14% titanium. Its noise footprint is also reduced by 40%.

Air France is a leading global player in its three main areas of activity: passenger transport, cargo transport and aircraft maintenance. From its hubs at Paris-Orly and Paris-Charles de Gaulle airports, the

airline operates flights to 195 destinations and 91 countries. Air France is a founding member of the SkyTeam global alliance, alongside Korean Air, Aeromexico and Delta. With the North American airline, Air France has also set up a joint venture dedicated to the joint operation of several hundred transatlantic flights every day.

For more information, please call 03 – 7724 8181

## Air Arabia Named Best Low-Cost Airline in Middle East & Africa

The Middle East and North Africa's first and largest low-cost carrier (LCC), Air Arabia has won another recognition in December 2019, winning the 'Best Low-Cost Airline' in Middle East/Africa at the AirlineRatings.com Airline Excellence Awards.

Adel Ali, Group Chief Executive Officer of Air Arabia said, "Being voted as the 'Best Low-Cost Airline' in Middle East and Africa is another testament to our focus on delivering excellent value for our customers backed by superior service standards. This recognition owes to the commitment and dedication of Air Arabia team, who are unwavering in delivering added value to our passengers".



Air Arabia won this global recognition across all the criteria evaluated, such as fleet age, profitability and product offering.

Currently, Air Arabia operates flights to over 170 global destinations in 50 countries from four hubs in the UAE, Morocco and

Egypt. To ramp up its fleet, the airline recently placed one of the region's largest single-aisle aircraft orders of 120 Airbus A320 Family aircraft that will drive Air Arabia's global expansion strategy.

Air Arabia flies daily between Sharjah and Kuala Lumpur by utilising the airline's Airbus A321neo aircraft.

Air Arabia is represented by Oscar Holidays as their General Sales Agent (GSA) in Malaysia.

For more information, please call 03 – 2694 4803

## Penang Becomes Emirates' Second Destination in Malaysia

Emirates announced its plan to launch a new daily service from Dubai (DXB) to Penang International Airport (PEN), via Singapore (SIN), from 9 April 2020.



Emirates' flight to Penang will be a linked service with Singapore, allowing passengers to travel easily between the two cities while enjoying the airline's award-winning service. Penang will become Emirates' second destination in Malaysia after its capital, Kuala Lumpur, which the airline currently serves with three flights a day and is a route that has been operating since 1996. The flight will be operated by an Emirates Boeing 777-300ER aircraft in a three-class configuration, offering eight private suites in First Class, 42 lie flat seats in Business Class and 304 spacious seats in Economy Class.

The new route enables travellers from the Northern cities of Malaysia to enjoy convenient onward connections from Dubai to destinations in Europe, North America and the Middle East.

"Penang is a major centre for tourism, business travel, as well as medical tourism and the increased levels of inbound travel is consistent with the growth in numbers of visitors to the country. We have been serving Malaysia through our flights to Kuala Lumpur for more than 20 years, with three-times daily service, and the introduction of flights to Penang will help us meet growing demand from leisure and business travellers, both to and from Malaysia. We are also pleased that the fifth freedom flights between Penang and Singapore will connect two sister cities and increase connectivity for passengers in South East Asia," said Adnan Kazim, Chief Commercial Officer at Emirates.

Mohammad Al Attar, Manager Malaysia said, "Malaysia is one of our strongest markets in the region. We are excited to be able to introduce new air connectivity between

Malaysia and Dubai in the UAE. This is a great opportunity for Malaysians from Penang and surrounding cities to experience Dubai and connect to other global destinations. It will also provide a great opportunity for Emirates to contribute to the growing inbound travel from Dubai to Malaysia. We have grown from strength to strength since our partnership with Malaysia began in 1996 and hope that we continue to serve Malaysians for many years to come".

The new service will also enable Emirates SkyCargo, the cargo division of Emirates, to offer up to 15 tonnes of cargo capacity on the flight, giving Malaysian businesses the opportunity to increase their exports such as electronic products and components including semiconductors, laptops, other consumer products; spare parts for other

industries including aviation, oil and gas as well as renewable energy. Frequently imported commodities to Malaysia include pharmaceuticals, fashion goods, perishable goods including food items and fresh flowers. The route will also support import and export opportunities for Singapore, connecting the world through Dubai and between Singapore and Penang.

Emirates SkyCargo has been facilitating trade between Malaysia and the rest of the world since 1996. During the last financial year the carrier transported close to 23,000 tonnes of cargo on the route to and from Kuala Lumpur, 17% up from the previous year.

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



## New Innovation by British Airways

British Airways announced that from 2020 it will trial AI-powered autonomous robots at Heathrow Airport - Terminal 5 to help some of the 90,000 customers who travel through the terminal each day to navigate through the airport. This increases the airline ground staff's efficiency as they are able to help customers with more complex queries.

Robots are the latest innovation investment from British Airways; this year the airline also explored artificial intelligence, driverless baggage vehicles and 3D printing to further improve punctuality for customers.

The cutting-edge robots from tech company BotsAndUs are programmed to interact with passengers in multiple different languages using the latest translation technology to answer thousands of questions, including real-time flight information.

British Airways' Head of Innovation, Ricardo Vidal said the combination of automation and personalised customer service will define the airport of the future: "We are always looking for new and innovative ways to use automation to help our customers enjoy a faster and smoother journey through the airport and beyond. These smart robots are the latest innovation allowing us to free up our people to deal with immediate issues and offer that one-on-one service we know our customers appreciate. In the future,



I envisage a fleet of robots working side-by-side with our people offering a truly seamless travel experience".

Founder of BotsAndUs, Andrei Danescu added, "We are very excited to partner with British Airways. The trial will pave the way for other new and interesting services we can provide to improve the customer journey as we work together to re-imagine the airport experience".

The robots will be called 'Bill' as an ode to Lt E H "Bill" Lawford, the captain of the world's first scheduled international service by British Airways' predecessor Air Transport and Travel, which flew from Hounslow Heath, Middlesex to Paris on 25 August 1919.

The robots are part of British Airways' £6.5 billion investment for customers, 2019 saw the carrier install 80 brand-new automated check-in machines and 80 advanced automated bag-drop machines at Heathrow Terminal 5 and, with the airline's customer service agents always on hand to help, the airline has seen an

increase in customer satisfaction and a dramatic reduction in queues.

British Airways operates daily flights between London and Kuala Lumpur.

For more information, please call 03 – 7712 4747

## ANA Expands Fleet for Narita-Honolulu Route

All Nippon Airways (ANA), Japan's largest and 5-Star airline for seven consecutive years, will be launching the third of its specially designed "FLYING HONU" Airbus A380s, allowing for ANA to offer both daily flights between Narita and Honolulu on these unique aircraft. ANA currently provides two flights daily on the Narita-Honolulu route, with 10 flights served by Airbus A380s and four operated by Boeing 777s.

Starting 1 July 2020, ANA will begin simultaneously operating its three Airbus A380s to support the increase in round trips on these aircraft from 10 to 14 per week.

"We took great care in the design of our FLYING HONUs to add touches such as family-friendly seating and a custom interior that make it well suited to the Narita-Honolulu route," said Seiichi Takahashi, Senior Vice President of ANA. "Combined with design cues from Hawaiian culture, the unparalleled comfort and capacity of the FLYING HONUs will allow ANA to provide unrivaled service and efficiency on this increasingly prominent route. ANA's efforts to offer a unique flight experience for passengers traveling between Tokyo and Honolulu is just one of the steps that we have taken to ensure that we continue elevating our standards of service".

The first FLYING HONU entered service on the Narita-Honolulu route in May 2019, painted in blue to represent the Hawaiian blue sky. The second FLYING HONU is emerald green which is inspired by the crystal clear water of the Hawaiian ocean. Both aircraft and their unique livery were well received by passengers.

The third FLYING HONU features livery in orange inspired by the Hawaiian sunset. The final rollout of this plane will occur in late January 2020 and it is planned to be received in April 2020.



In addition to the sky, ocean, and sunset color schemes on the exterior of the aircraft, passengers can also get in the mood for their trip, with graphics and lighting reminiscent of Hawaiian scenery including the sunrise, starry skies, and rainbows.

ANA's A380 features 520 spacious seats across two decks, with the upper deck consisting of 8 first class seats, 56 business class seats and 73 premium economy seats; meanwhile, the main deck comprises 383 economy seats and the ANA COUCHii.

Upon accepting the third of its A380 aircraft from Airbus, ANA will work to integrate the

new plane to its flight schedule for passengers to experience the unique travel atmosphere of the FLYING HONU. ANA is constantly seeking to connect its customers with new destinations, while raising the bar for comfort, efficiency and service. The customized FLYING HONUs are a testament to ANA's commitment to Japanese hospitality and to strengthen its connections worldwide.

ANA operates two flights daily between Tokyo (Narita & Haneda) and Kuala Lumpur.

For more information, please call 03 – 2032 1331



LAY

XPLORE

IBBLE

# 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.

## Malaysia Airlines and Japan Airlines Approved for Joint Business Agreement

Following a decision from the Malaysian Aviation Commission (MAVCOM) to grant an individual exemption, and Japan's Ministry of Land, Infrastructure, Transport and Tourism to grant antitrust immunity (ATI), Malaysia Airlines and Japan Airlines are set to launch a joint business structure in 2020.

The agreement will allow the two carriers to cooperate commercially on flights between Malaysia and Japan and aims to deliver customers with more benefits by providing additional flight choices, a larger network, better connections, and an enhanced frequent flyer program.

Chief Executive Officer of Malaysia Airlines, Captain Izham Ismail said, "We are excited for the opportunities the Joint Business provides for both airlines. We are confident that with this partnership, we will be able to deliver important benefits to our customers and to grow the business between our countries. We thank MAVCOM for their extensive review and trust in both Malaysia Airlines and Japan Airlines".

President of Japan Airlines, Yuji Akasaka said, "We would like to thank the regulators for approving our ATI application with Malaysia Airlines.



We anticipate launching this joint business relationship in 2020 to provide additional travel benefits for our mutual customers".

For more information, please call 1-300-88-3000 (Malaysia Airlines) or 03 - 2287 6888 (Japan Airlines)

## AnadoluJet Goes Global with New International Destinations

AnadoluJet, a brand under Turkey's national flag carrier Turkish Airlines, will be a global carrier by launching several new international flights from Istanbul Sabiha Gokcen International Airport (ISGIA) starting 29 March 2020.

Since its inception in 2008, AnadoluJet has carried over 100 million passengers and is now set to go abroad. The airline will add international flights to its global network covering 26 destinations in 16 countries from Turkey.

Sharing his views on the new planning, Turkish Airlines Chairman of the Board and the Executive Committee, M. Iker Ayci stated; "To this day, we carried millions of passengers to four corners of the world with our brand Turkish Airlines. From 29



March onwards, AnadoluJet will continue the example of Turkish Airlines and open its doors to the world, allowing us to carry more passengers with the Turkish hospitality. We wish to make AnadoluJet the airline that becomes the meeting point of the world just as its namesake Anatolia, the land that was and is the connecting point of numerous civilisations throughout history. I believe that after connecting Anatolia from one corner to another, AnadoluJet will successfully connect

cities of the world with its affordable flights". With their aircraft consisting solely of economy class, AnadoluJet will increase passenger capacity by 22% and will offer their services to more passengers at a lower cost. With this new strategy, the number of additional seats will be 1.2 million. The new network will offer 30% better connectivity for domestic and international flights.

AnadoluJet, which will carry the unique service provided by Turkish Airlines with its experienced cabin and cockpit teams, will fly to new destinations such as Brussels, Berlin, Frankfurt, Barcelona and Amsterdam from ISGIA.

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

## KLIA Pilots Facial Recognition Technology



Passengers travelling to Japan were pleasantly surprised to be the first to experience the Single Token Journey concept at KL International Airport on 29 January 2020. The single token journey concept utilises facial recognition technology providing passengers with one single identification verification that will take them through the entire airport touchpoints from check-in to the boarding gate. It is part of the Airports 4.0 initiative that aims to transform KUL into a smart airport through the use of big data analytics (BDA).

The concept is being piloted for a period of three months in collaboration with Malaysia Airlines and SITA, the world leading air transport specialist in communications and information technology. During this period, passengers on two daily Malaysia Airlines flights to Narita International Airport, Tokyo and Kansai International Airport, Osaka will get to enjoy this convenience.

Facial recognition scanners have been placed at check-in counters H5 to H8, and e-gates have been placed at the security screening touchpoints and at the boarding

gates. Passengers on these flights will only need to scan their faces to verify their 'token' at all the touchpoints. They no longer need to present their passports or boarding passes when going through these checkpoints.

According to the Acting Group Chief Executive Officer (AGCEO) of Malaysia Airports, Dato' Mohd Shukrie Mohd Salleh, the single token journey concept is a testament of the organisation's continuous commitment in improving services at the airports, "Our main focus in moving forward is to strengthen Malaysia's position as an aviation hub. We will ensure that services at our airports are at par with other mega hubs around the world. Harnessing technology for this purpose is one way we can simplify airport processes for our guests. This initiative is especially timely in view of Visit Malaysia 2020. We expect to have a successful pilot so that we can implement this in totality at KUL," he said.

Malaysia Airlines Group Chief Executive Officer (CEO) Captain Izhah Ismail said, "The single-token journey concept is a collaboration with Malaysia Airports, which will allow our passengers to enjoy reduced

check-in time and identity verification within seconds. As this is the trial period, we will make this option available first to passengers flying into Tokyo and Osaka to gather feedback and monitor their acceptance rate. The single-token will also help manage the queue at our check-in counters, especially during peak periods, and we hope to fully adopt this system by quarter four of 2020".

Sumesh Patel, SITA President for Asia Pacific, said: "SITA is delighted to be a partner of Malaysia Airports for its Airports 4.0 digital transformation initiative. With SITA Smart Path™, your face becomes your boarding pass and passport, eliminating the need for passengers to provide travel documents repeatedly throughout the airport. We look forward to working with Malaysia Airports and Malaysia Airlines to deliver an elevated customer experience through this new biometric technology for ID management".

The single-token biometric ID approach no longer requires checking of any physical identity at the various multiple checkpoints because all data have been disseminated to all relevant parties such as the airlines, immigration and customs.

## Avantgarde CNY Celebration Held in KLIA



Malaysia Airports kicked off its Chinese New Year festive campaign with a thrilling line-up of activities and performances at the KLIA Main Terminal on the 17 January. This included an award-winning dragon and lion dance performance and lou sang; a popular tradition in Malaysia where communities gathered to toss a dish of shredded vegetables, symbolising prosperity and success for the year ahead. During the festive campaign launch, the senior management team led by Acting Group Chief Executive Officer (AGCEO), Dato' Mohd Shukrie Mohd Salleh distributed special festive goodies and mandarin oranges to passengers.

Nazli Aziz, Senior General Manager of Commercial Services, said, "The festive season is a special one for us because Malaysia is diverse in its culture and festive celebrations. Therefore, we are continuously looking for ways on how we can enhance the passenger experience at our airports to commemorate these festive seasons and make them meaningful for both the local community as well as those coming to Malaysia for the first time".

"This year, we are incorporating digital technology into our festive set-up by leveraging on AR technology which is a first for us. All passengers need to do is to scan the marker logo to receive a virtual greeting card and they can then take a picture with the God of Prosperity that will appear in front of them. They can send a greeting card to their loved ones via social media. We hope that through

these initiatives, passengers can enjoy a more immersive experience at the airport".

During this campaign, Malaysia Airports also rewarded travelers and airport patrons who shopped at its international airports in Malaysia. Those that spent a minimum of RM288 at any of the retail and F&B outlets at MAHB's international airports to redeem one pack of Malaysia Airports limited edition Ang Pow packets or two packs of Ang Pow packets for UnionPay cardholders with a minimum expenditure of RM188 in a single receipt. To redeem even more exclusive premium Ang Pow packets, encased in a luxurious velvet box, shoppers only needed to spend a minimum of RM2888 or RM2388 for UnionPay cardholders in a single receipt.

Meanwhile, shoppers who spent a minimum of RM3388 by using UnionPay card or RM3888 via other payment services in a single receipt at KUL may also redeem a limited-edition Royal Selangor Bespoke Koi Fish Pewter Charm, which was exclusively made available for this campaign. The charm was limited to 2,000 pieces.

On 25 and 26 January at KUL, those who spent a minimum of RM5888 in a single receipt also got to redeem a special hand-painted artisanal floral tiffin.



REATHE EASY



ISS THE SKY



NDULGE



# MORE THAN NATURAL WONDERS, A GATEWAY TO EPIC EXPEDITIONS.

**KOTA KINABALU INTERNATIONAL AIRPORT, THE GATEWAY TO GETAWAYS**

It all begins at Kota Kinabalu International Airport (BKI). Make an aquatic friend, conquer Mount Kinabalu, and discover a world so exotic with more than 6,000 plant species, even the first season of reality TV show Survivor was filmed there. Plan your route to countless new adventures.



Powered by

