

AIRLINK

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It all begins at Kuching International Airport (KCH). Rainforest millions of years old, wildlife in its true element, 240 ancient caves, and a culture preserved in time. Plan your route to a legendary site like nowhere else on the planet.

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 is elated as passenger and aircraft movements grow further in Malaysia alongside the increase in cargo capacity. Following the recent complete rehabilitation of its third runway, he shares the airport operator will proceed next with works being carried out on Runway 1 soon in its efforts to maintain continuous safety of flight operations at its flagship airport. Domestic tourism promotions have also been initiated while aggressive cost containment measures continue to be adopted to combat the new coronavirus (Covid-19) at its airports.



Airport GCEO Speaks

I am happy to report that the steady growth of our passenger and aircraft traffic reflects the confidence both local and international airlines have in increasing and recommencing their flights, especially at KL International Airport (KUL). Currently, we have 27 airline companies operating global routes to 30 cities in 20 countries, with 14 of them making at least one weekly flight for repatriation purposes. These flights, including transit flight connections, translate to about 149 weekly flight frequencies at KUL.

We have also witnessed an increase in cargo capacity by airlines. Besides the 20 freighter airlines operating in Malaysia that deliver cargo, our local carriers have converted the use of some of their passenger aircraft into cargo flights. We are optimistic that air travel will gradually regain its lost grounds as more than 30 foreign airlines have indicated

they are keen to resume operations once the borders fully reopen.

Civil Aviation Authority of Malaysia recently conducted calibration and inspection works to assess Runway 3's infrastructure readiness and ensured that it met the international safety and regulatory guidelines for flight operations after we completed its rehabilitation works. Under phase two of our Runway Sustainability Master Plan, we will embark on the rehabilitation works for Runway 1 in November. I would like to emphasise that we do not compromise the safety and service delivery of our airport operations as we rehabilitate our runways or replace our assets.

As movement across international borders are still restricted, Malaysia Airports will continue and intensify efforts to promote domestic tourism in Malaysia, where we have seen a

three-fold increase based on our latest July statistics. In this respect, in conjunction with the first-ever KLIA Crazy Sale held at our flagship airport, we and Tourism Malaysia had jointly organised the recent Cuti-Cuti Malaysia Mini Travel Fair aimed at boosting the demand for domestic travel and helping both the industry and retail partners overcome Covid-19's impact.

Our subsidiary Sama-Sama Hotel KLIA also joined in to offer guests to enjoy exclusive and unique airport experiences through their Airport Staycation package. I am proud that we are all doing our part to help revive the local businesses and have the airlines resuming more flights and routes to transport passengers and goods. Let us keep the Malaysia Boleh spirit flying high as we celebrate Malaysia Day on 16 September.



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Domestic Tourism Moves into Gear to Lead in the Sector's Recovery

Amidst fears that the reopening of our borders will bring about another wave of the new coronavirus (Covid-19) hitting us, Malaysia has turned its attention to focus on strengthening its economy from within first.

In fact, Malaysia Airports' latest statistics for July shows that the domestic sector continuing to take the lead in the recovery in passenger movements, with 1.2 million passengers registered for the month for network of airports in the country.

With the average daily passengers jumping by more than two-fold over June's daily passenger movements, the airport operator sees this growing demand trend as offering some optimism to the air travel industry after the Malaysian government lifted interstate and domestic travel restrictions on 10 June.

With the latest filing by our local airlines showing flights resuming to Singapore from 17 August and coupled with seasonal rise in passenger traffic movements expected to be repeated over the two long weekend breaks in the second half of August in conjunction with the Awal Muharam's public holiday and Merdeka Day's celebration, this will augur well for the passenger movements in August.

AirAsia, which provides travel for essential business and official purpose between Malaysia and Singapore from August 17, was

recently offering extremely low fare bookings for its BIG members to destinations such as Penang, Johor Bahru and Kuala Terengganu for travel from 24 August until 6 December.

Based on a recent survey conducted on domestic travel in Malaysia, 71.3% of the respondents say they strongly agree to prefer to travel locally than overseas while 50.9% of them opine that travelling within Malaysia is safe.

According to the Department of Statistics Malaysia, domestic tourism has stood the country in good stead in 2019 whereby Malaysia's domestic visitors grew 8.1% to 239.1 million while domestic tourism expenditure rose 11.5% to RM103.2 billion, enjoying its fourth year running of double-digit growth.

Selangor was the most popular state, accounting for 33.6 million domestic visitors. This was followed by Kuala Lumpur (22.6 million), Sabah (22 million), Perak (21.1 million) and Sarawak (19.8 million).

With the reopening of domestic tourism after four months of lockdown since 18 March, the Selangor state government, through Tourism Selangor, has reset its target to six million tourist arrivals in 2020 after being affected by Covid-19. Last year, Selangor welcomed 7.7 million tourists.





Tourism Selangor also recently launched its “Nak Bercuti? Pusing Selangor Dulu!” campaign, working closely with organisations such as Malaysian Inbound Tourism Association (MITA) and Persatuan Agensi Pelancongan Malaysia to come up with attractive domestic tourism packages for the state.

Promotions for Sepang

MITA deputy president Mint Leong, who kick-started the first visit to Sepang from 23-24 July for its members, plans to launch the domestic packages for this district by the first week of September.

Located to the south of Selangor, Sepang is one of the state’s nine districts. It is also where both the KL International Airport (KLIA Main and klia2 terminal), the main gateway to Malaysia, are located.

The fast-developing Selangor has another airport, the Sultan Abdul Aziz Shah Airport, which is popularly referred to as Subang Airport or Subang Skypark. These airports, serving both international and local tourists, are managed by Malaysia Airports.

Leong, who is also Sunflower Holidays Sdn Bhd managing director, will be launching packages that its MITA members have come up with after their Sepang visit to attractions such as Malaysia Exposition Park Serdang (MAEPS), Sirip Biru, HL Eco Farm and Restaurant and Banghunis Homestay with its many activities.

Joint promotion with Tourism Malaysia

Malaysia Airports, meanwhile, has teamed up with Tourism Malaysia in organising a Cuti-Cuti Malaysia Mini Travel Fair in conjunction with the KLIA Crazy Sale from 26-31 August. This in line with the domestic tactical push strategy to induce the recovery of domestic travel and economy and was participated by our local airline partners, travel agents, product owners and hotels.

Malaysia Airports Group Chief Executive Officer Dato’ Mohd Shukrie Mohd Salleh says, “As travel restrictions are steadily easing, we hope Malaysians can once again look forward to travelling locally through this event.”

He adds that this event has been organised for the first time to also provide its airport retailers with additional venue to market their offerings. At the same time, the non-travelling public can also have access to a wide range of heavily discounted travel exclusives and products offered by duty-free players such as Eraman, Valiram, Heinemann and Lagardere.

In conjunction with this event, the airport operators’ very own Sama Sama Hotel KLIA also promoted its Airport Staycation package to families, whereby they can experience an exclusive tour and exciting fire-fighting simulation activities at the airport’s fire station on the airside.

Recovery initiatives

Helping the local destinations and businesses that were badly hit by those few months of lockdown as a result of the Covid-19 pandemic, several authorities have come up with various initiatives to boost the economy.

Among them is Langkawi Development Authority’s (LADA) Tourism Department, which is conducting business-to-consumer (B2C) roadshows in various parts of the country to woo tourists to visit this resort island, which has been labelled a “green zone” and safe destination. After its first roadshow in Sunway Pyramid Mall, Selangor from 21-23 August, it is heading to IOI City Mall in Putrajaya (4-6 September) and thereafter to Penang and Johor Bahru.

Sabah Tourism Board (STB), on the other hand, joined forces with the Malaysian Association of Hotels Sabah and Labuan Chapter as well as the Malaysian Association of Tour and Travel Agents Sabah Chapter in a digital sales campaign focused on the domestic market. The initiative was carried out in July and August using Facebook, Instagram, YouTube and Google AdWords.

Both LADA and STB subsidised the industry players to encourage them to participate in the roadshows and digital sales campaign respectively. STB general manager Noredah Othman quips, “We subsidised the cost of the digital advertisements,” adding that they also had a two-month long dedicated domestic campaign #BahMariLah up to 31 August.

Here, the tourism industry players could list their travel promotions complimentary on its website, www.sabahtourism.com/deals while the purchasers are eligible for a lucky draw entry.

With Malaysia into the Recovery MCO, interstate travel and the opening up of flights between Singapore and Malaysia on 17 August, this is the ideal time for the local attraction operators, hoteliers and airlines to encourage more people to discover their attractive offerings and promotions.

Turkish Airlines Resumes Istanbul-Kuala Lumpur Route

Turkish Airlines is delighted to announce that the airline has resumed their Kuala Lumpur- Istanbul route starting from 18 July with their brand-new aircraft, the B787-9 Dreamliner. The airline operated twice weekly in July, three flights weekly in August and has planned three flights weekly in September. They also planned to operate daily flights at soonest date.

To provide a one-of-a-kind business experience, the Business Class of Turkish Airlines' B787-9 Dreamliner is equipped with 111 cm legroom and 1-2-1 arrangement. At the press of a button, chairs can turn into 193 cm long beds. This is complimented with 18-inch screens that play the best selection of movies, tv series and music.

In addition, the cabin features the finest features, such as touch control, a light intensity adjustable reading light, a storage unit, a power unit and USB charging ports, as well as specially designed "Cappadocia Sunrise" lighting cabin facilities.

The Economy Class cabin, on the other hand, is arranged by 3-3-3, with comfortable 44 cm wide seats as well as 78 cm legroom between seats. In addition to this, Turkish Airlines has also added "Turquoise Waves" color lighting for added ambience.

With the reopening of the Istanbul-Kuala Lumpur route, Turkish Airlines emphasised the importance of maintaining essential connectivity between Malaysia and Turkey



as well as continuing a strong working relationship with Malaysia Airports in its global network.

Muhammed Hamza Arslan, Country Manager of Turkish Airlines in Malaysia proudly stated, "We are delighted to reconnect Kuala Lumpur with Istanbul and our broad network beyond with the resumption of Turkish Airlines' operation into KLIA. Furthermore, we are confident that the service will help to strengthen the connectivity between both nations amid the current outbreak of Covid-19 disease, while providing our customers with a great option to travel between both countries and beyond. We thank Malaysia Airports for their warm welcome and continuous support."

The Country Manager added, "For long the Turkish flag carrier has proudly called itself the airline that flies to most countries in the planet, with 324 destinations in 127 countries. By October 2020, Turkish Airlines plans to get closer to its original 324 destinations

worldwide."

Along with in-depth training, all flight crew who fly internationally will be offered the opportunity to have medical examinations where needed. Before each flight, the cabin crew will take a temperature check, and are provided with masks, glasses, gloves and personal protective equipment for in-flight use. For all passengers, wearing a mask, covering the mouth and nose during the flight is mandatory.

As is the case on most modern aircraft, Turkish Airlines uses advanced High-Efficiency Particulate Air (HEPA) filters, the same equipment used in hospital environments. These remove 99.97% of airborne particles from the air and completely renew the air in the cabin between 15 and 30 times per hour.

For more information, please call 03 – 2163 0849



KUL Has Connection to 30 Cities in 20 Countries



Malaysia Airports is seeing yet another big leap in passenger and aircraft traffic movements in July 2020 when compared to the preceding month with the total passenger traffic numbers in Malaysia increasing more than three-fold to 1.3 million and aircraft movements doubling to 22,600.

Presently 27 airline companies are operating global flight routes to 30 cities in 20 countries with 14 of these airlines making at least one weekly flight, to cater to the demand for repatriation, which also include transit for flights connecting at KUL. As of 11 August, active operations and routes have translated to approximately 149 weekly flight frequencies at KUL. On top of this, there has also been an increase in cargo capacity offered by airlines which resulted in higher aircraft movements.

According to Malaysia Airports Group Chief Executive Officer (CEO), Dato' Mohd Shukrie Mohd Salleh, "The positive recovery rate has reinforced our optimism that the air travel industry will gradually return to normalcy. On top of the current ones operating from KUL right now, more than 30 other foreign airlines have indicated that they will resume operations once borders fully reopen. In fact, Turkish Airlines (TK) recently resumed operations at KUL on 18 July with their brand-new B787-9 Dreamliner fleet."

On top of TK, Starlux Airlines and Scoot (TR) have resumed their operations to Penang International Airport. TR also resumed their flight operations to Kuching International Airport and Ipoh Airport.

Dato' Mohd Shukrie stressed that the airport is vested and committed in ensuring

a safe airport experience, "Our recent announcement on the full rehabilitation of the third runway is a manifestation of our commitment that we will not compromise on safety. Despite aggressive cost containment measures, we will continue to invest in areas where passenger safety can be enhanced. Our latest safety measure at the airport is the installation of UV handrail sterilisers at our escalators and walkalators which are expected to eliminate 99.9% unwanted microorganisms from the handrails."

Apart from safety measures at the airport, airlines also ensure that their aircraft undergo regular disinfection and use High Efficiency Particulate Air (HEPA) filtration system to ensure the highest quality of in-flight cabin air.

For more information, please visit www.malaysiaairports.com.my

EgyptAir Announced International Return in July

EgyptAir has officially announced its return to the public starting on 1 July 2020.

EgyptAir's flights began in the first week of July for the following destinations: Abu Dhabi, Addis Ababa, Amsterdam, Athens, Beirut, Berlin, Brussels, Budapest, Copenhagen, Dubai, Erbil, Frankfurt, Istanbul, London, Milan, Munich, New York, Paris, Rome, Sharjah, Toronto, Vienna and Washington. From 8 July to 18 July, flights have also resumed to Baghdad, Dar es Salaam, Guangzhou and Geneva.

For all bookings done before 15 June, the airline recommended that all passengers reconfirm their bookings for flights running from 1 July to 15 September.

EgyptAir President Roshdy Zakaria assured earlier this month that there will be no increase in airline ticket prices once air traffic resumes. In a statement at the press conference held at the Ministry of Civil Aviation (Egypt) recently, Zakaria announced a package of discounts to encourage tourism and to help reduce ticket prices.

He added that in the event of low attendance, some flights will be merged depending on the reservation percentage, but it is still too early to tell, and the company is currently observing the turnout rate after allowing passengers to buy tickets. Moreover, passengers can now book tickets to European destinations, the US, Middle Eastern countries and the Gulf states, he said.

On the other hand, the Minister of Civil Aviation Mohammad Manar Enab

announced on 7 June that air traffic in all Egyptian airports would resume on 1 July, in accordance with preventive and precautionary measures to coexist with the coronavirus outbreak, while flight reservations have reopened in all airline offices.

The Ministry of Civil Aviation announced the suspension of civil aviation traffic in Egypt since 19 March, excluding air cargo flights, repatriation flights, international medical flights and domestic flights.

The airline assured it remained committed to delivering a safe travel experience, and guided customers to its Coronavirus Precautionary Measures page on the measures it is now taking against the disease.

For more information, please visit www.egyptair.com



KLM Resumes Flights to China After Five Months

KLM Royal Dutch Airlines resumed passenger flights from Amsterdam Airport Schiphol to Shanghai on 21 July due to the relaxation of travel restrictions by the Chinese government. These flights are in addition to the cargo airlift that started on 20 April for the transport of medical supplies.

Flights to mainland China were suspended at the beginning of February in connection with Covid-19. KLM now operates one flight a week to Shanghai, which is operated with a Boeing 777-300 and makes a stop in Seoul (South Korea) on both outbound and inbound flights.

With the reopening of the Amsterdam-Shanghai route, KLM emphasised the importance of the Chinese market in its network. The warm ties were the reason for Economic Counselor Chinese Embassy Zhang Guosheng and KLM's CEO Pieter Elbers that saw the first flight off.

KLM President & CEO Pieter Elbers said, "The resumption of flights to Shanghai is a cautious but positive sign of recovery and illustrates our good relationship with China and our partners there. KLM is carefully expanding its network to make sure our customers have as much choice of destinations as possible. The fact that we can now offer Shanghai again is an important milestone in the laborious reconstruction of the KLM route network at a difficult time."

Naturally, KLM has taken measures to ensure that the flight is safe for both passengers and crew. For example, face masks are mandatory when boarding and during the flight, there is extra hygiene equipment on board, such as hand sanitisers; KLM's aircraft are thoroughly cleaned. The air on board is quickly refreshed using HEPA filters.



KLM naturally complies with the strict requirements set by the Chinese government for the resumption of international flights. This means that passengers must complete a health declaration form online and that the temperature of passengers is checked. The toilets, for example, are also inspected extra frequently during the flight. Furthermore,

there are as few contact moments as possible between crew and passengers, which means there is limited catering available on these flights.

For more information, please visit www.klm.com or call 03 – 7931 2822

Qatar Becomes the Only Gulf Carrier to Serve Four Nordic Capitals



Qatar Airways is delighted to have resumed three weekly flights to Helsinki on 29 July, becoming the only Gulf carrier to serve four Nordic capitals. The resumption of Helsinki flights will see the national carrier of the State of Qatar operate 22 weekly flights to the Nordics, with daily flights to Oslo and Stockholm and five weekly flights to Copenhagen.

The airline's mix of modern fuel-efficient aircraft has meant its network has never fallen below 30 destinations throughout this crisis and has enabled the airline to adapt its plans and quickly resume routes to rebuild its global network. By optimising its mix of aircraft and grounding its A380 fleet, the airline continues to fly only the right sized aircraft on all routes to the Nordics, reducing its environmental impact by offering sensible and responsible capacity to meet both passenger and cargo demand.

Qatar Airways Group Chief Executive, Akbar Al Baker said: "We are glad to see Helsinki return to our network, a significant indicator of the recovery of the Nordic travel market. With a total of 22 weekly flights to the region we are delighted to be the first Gulf carrier to offer flights to the four Nordic capitals of Copenhagen, Helsinki, Oslo and Stockholm. While the drop in air travel demand due to Covid-19 forced us to temporarily suspend services to Helsinki, we are proud to have never stopped flying to Copenhagen, Oslo and Stockholm. As we pass the worst of the crisis, we look forward to increasing our services to the Nordic region to support the recovery of tourism and trade in the region."

During the pandemic, in addition to scheduled passenger services, Qatar Airways Cargo have also operated a large number of scheduled freighters, charters and freight-only passenger aircraft to Oslo, Stockholm, Copenhagen, Gothenburg and Helsinki to support Nordic exporters and transport essential medical supplies and PPE to the region. With the resumption of passenger flights to Helsinki, the airline will operate 39 weekly flights to the Nordic region, providing more than 1400 tonnes of weekly cargo capacity each way.

Qatar Airways continues to lead the recovery of international air travel. By the start of August, the airline's network will expand to close to 500 weekly flights to over 75 destinations. Passengers from the Nordics can connect via the Best Airport in the Middle East, Hamad International Airport to the largest and broadest network in the region with over 30 destinations across Africa, Asia and the Middle East

Qatar Airways' onboard safety measures for passengers and cabin crew include the provision of Personal Protective Equipment (PPE) for cabin crew and a complimentary protective kit and disposable face shields for passengers. Business Class passengers on aircraft equipped with Qsuite can enjoy the enhanced privacy this award-winning business seat provides, including sliding privacy partitions and the option to use a 'Do Not Disturb (DND)' indicator. Qsuite is available on flights to more than 30 destinations including London, Paris, and Frankfurt.

For more information, please visit www.qatarairways.com or call 03 – 2118 6100



oneworld, Skyteam, and Star Alliance Highlight Hygiene Measures



STAR ALLIANCE
THE WAY THE EARTH CONNECTS



The three global airline alliances, collectively representing over fifty percent of the world's air traffic, have come together to highlight the measures airlines are adopting to assure the well-being of customers while travelling. 'Dear Travellers', a video by the three alliances, provides a look at what customers can expect on their journeys over the coming months as travel restrictions are slowly eased and the world starts to reopen.

Once customers are ready to fly, they can do so with confidence, assured that airlines and airports around the world are implementing enhanced hygiene and personal safety standards to mitigate risks to health.

oneworld CEO Rob Gurney said: "Safety has always been at the core of our member airlines' operations and this will continue to be the case. With the additional health and well-being measures that have been implemented by our member airlines, and across the industry, customers can embark on their travel with confidence."

Included in the measures that travellers will experience during their journey from check-in to their chosen destination are a requirement or recommendation for passengers and airline staff to wear face masks both at the airport and onboard, consistent with applicable public health guidelines. Secondly,



a safe airport environment with physical distancing in all required areas increased and intensified sanitation with a focus on high-touch areas, both on the ground and in the aircraft cabin. Not to mention, hospital-grade high-efficiency air filters on board modern aircraft. Known as HEPA (High-Efficiency Particulate Air), these filters extract 99.99% of particles and airborne contaminants.

Kristin Colville, SkyTeam's CEO, said: "The safety and well-being of passengers and employees have always been our members' number one priority. We have seen an incredible level of cooperation within the entire aviation community to implement multiple layers of protection around health and hygiene. Passengers can be assured that when they travel many actions have been

taken to enhance their personal safety in the airport, and the air."

"We are pleased to have had the opportunity to work with multiple stakeholders (2) in the industry to deliver, in unison, a message to provide peace of mind to customers that health and hygiene safety in air travel is front and centre in the industry's agenda", Jeffrey Goh, CEO of Star Alliance, emphasised. He added, "we are facing the biggest challenge in the history of our industry but we are equally determined to overcome it through measures that restore confidence in air travel, so that we can connect people and cultures across the world once again."

For more information, please visit oneworld.com, skyteam.com or staralliance.com

Malaysia Airlines' Enrich Collaborates with Trip.com

Malaysia Airlines' frequent flyer programme Enrich has partnered with the leading international travel services provider Trip.com to maximise rewards for its members when making hotel reservations.

As part of the partnership, Enrich members will earn three (3) Enrich Miles per US\$1 spent when they book their stay with Trip.com and have access to some of the best deals on over 1.4 million properties in over 200 countries, including from business hotels, airport hotels, train station hotels, luxury hotels and resorts.

Malaysia Airlines' Group Chief Customer Experience and Marketing Officer Lau Yin May said, "We are pleased to introduce this timely partnership with Trip.com as we see our members are getting anxious to start travelling again, with more countries beginning to open up and revive their travel and tourism industries. This partnership's objective is to spur tourism and bring more benefits for Enrich members around the world to conveniently earn Enrich Miles by booking any of Trip.com's extensive properties be it for business travel, staycations, city breaks, beach holidays, in addition to Miles accrual via flights."

On top of that, with 24/7 English speaking customer service support and booking platform supported on desktop, app and mobile websites, Enrich members can rest assured that their journeys are well taken care of at all times.

Understanding that flexibility during these times is important, Trip.com has made updates on its reservation policies. In the part



of hotel booking services, the Flexibooking guarantee gives customers access to exclusive discounts of up to 60% on flexible advance reservations with over 30,000 hotels situated in more than 180 countries. It also allows customers to reschedule or cancel their hotel bookings before 72 hours before check-in time without being charged the fee. All they need to do is apply the Flexibooking filter or Free Cancellation label on the site to identify eligible offers.

"It has been a long time since our last trip, and we know travellers can't wait to travel on," said Trip.com Group Chief Marketing Officer, Bo Sun. "We are delighted to collaborate with Enrich by Malaysia Airlines to enhance Enrich members' travel experience and prepare for the travel recovery in Southeast Asia."

"We have always focused on driving greater value and choices to reward our customers' loyalty, and we look forward to collaborating with Trip.com to create more amazing travel experiences for our Enrich members," Lau Yin

May ended.

To take advantage of this launch offer and start earning Enrich Miles with Trip.com, Enrich members must book a hotel stay via the dedicated landing page at www.trip.com/t/enrich-en. The Enrich Miles earned are valid for 3 years and can be redeemed for future travel or other exclusive lifestyle privileges.

For more information, please visit www.enrich.malaysiaairlines.com

Enrich
malaysia airlines

Trip.com

Mitsui Outlet Park KLIA Rewards Customers for Its 5th Anniversary Celebration

Mitsui Outlet Park KLIA Sepang (MOP KLIA), Japan's branded factory outlet shopping mall celebrated their 5th Anniversary by rewarding its customers with RM350,000 worth of shopping vouchers and more than 5,000 prizes. Apart from that, there were fantastic offers and lots of fun activities that happened between 24 July to 31 August 2020 in conjunction with the anniversary celebration.

In 'Pick & Win', shoppers stood a chance to win a RM500 shopping voucher with more than 50 shopping vouchers given away as well as 450 gifts that were up for grabs in a day. There were guaranteed rewards ranging from branded luggage, backpacks, exclusive vouchers by selected brands to other novelties just by picking an envelope at the 'Pick & Win' corner.

In conjunction with this celebration, MOP KLIA was adorned with summer-themed decorations, making it a delightful place for taking Instagram-worthy photos. To make

photo taking more rewarding, MOP KLIA also organised photo contests via its social media platform i.e "Hi FIVE! Happy Birthday, MOP KLIA!" at its summer-themed backdrop at Sunshine Square and "I Love MOP KLIA" structure located just outside of Entrance 5 of the mall. In addition, there was the 'Count the 5' contest located at Sunshine Square that required participants to count the number 5s around the 5th Anniversary pop up area and on the backdrop.

"We are celebrating this 5th Anniversary milestone by rewarding our customers for their support in making MOP KLIA a success and also to help them weather the difficult times caused by the pandemic", said TJ Cheah, Deputy Managing Director of MFMA Development Sdn Bhd.

Patrons who spend a minimum of RM50 at any F&B outlet at MOP KLIA on Fridays, Saturdays and Sundays, Public Holiday during the celebratory period also enjoyed free 2-hour parking.

"As we enter the Recovery Movement Control Order phase, the footfall at MOP KLIA has improved and business is picking up again. With business operations returning to normal, MOP KLIA still adheres to strict health and safety guidelines. We have implemented physical distancing measures, disinfect touchpoints regularly, placed hand sanitisers at all entrances and run temperature checks for staff and customers upon entry. All customers are urged to register their details before entering the premises in compliance with the guidelines set by the Ministry of Health," Cheah added.

Shoppers can also look forward to new store openings by popular brands such as Adidas shoes, Furla, Aprilia, Nautica, Crocodile, Ralph Lauren Children, MC Vogue, Khaskha, Vans and Herschel Supply Company.

For more information on upcoming offers, promotions and happenings at MOP KLIA, please visit www.mitsuioutletparkklia.com.my



AVIATION INTERVIEW WITH WALTER CULAS

Chairman of Airfreight Forwarders Association of Malaysia (AFAM)

After being in the airfreight industry for 48 years and chairman of AFAM for 28 years, he has seen it all and done it all. Despite achieving respectable veteran status in the industry, he still has no plans to rest on his laurels. Walter Culas shares with AIRLINK his steadfast and resolute approach to leadership in navigating the industry through the pandemic.

What is the background story of AFAM and its role as a mouthpiece of the airfreight forwarders industry in Malaysia?

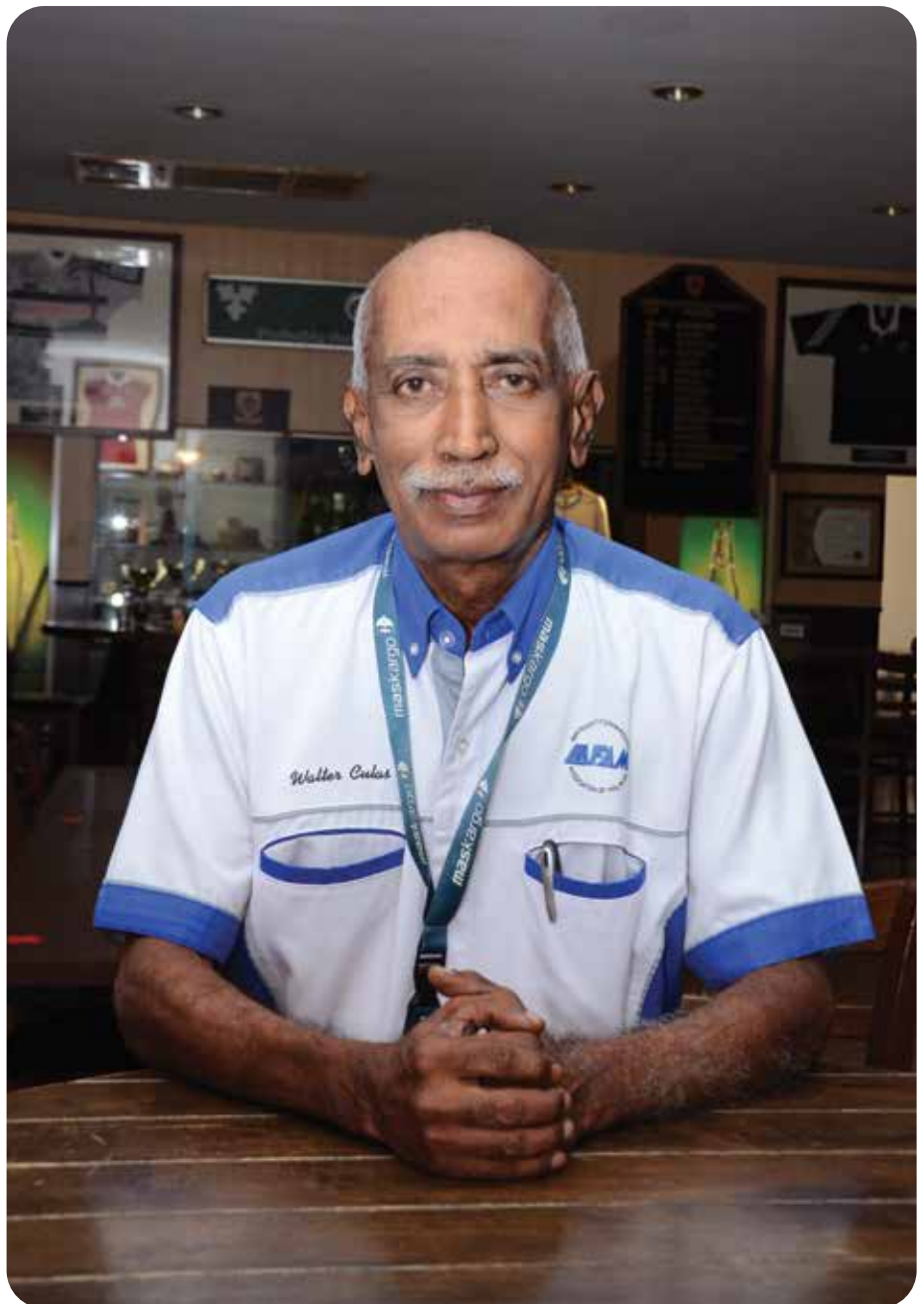
The main role of AFAM is to represent all the interests of the members and to articulate their problems to the relevant authorities. AFAM provides a platform for our members to discuss relevant issues and government policies, whereby we consolidate a commensurate voice to the government agencies. We deal directly with 28 government agencies and government bodies such as Royal Malaysian Customs (Putrajaya HQ), Ministry of International Trade and Industry (MITI) and the Ministry of Transport (MOT).

In the committee, we vet the requests of our members and then proceed to engage with the relevant parties when we have come to an agreement.

I've been chairman of AFAM since 1982, and a member of the association since 1982. I lead the organisation in requesting for facilities to the government on behalf of our members. For example, in 1996, AFAM was important in establishing POS Aviation as the second cargo terminal operator for the logistic industry in Malaysia after MAB Kargo.

What has been the growth of the air freight industry since the beginning of the pandemic? And what sorts of goods have increased during this time?

In terms of specific goods, pharmaceutical, medical, and rubber glove products as well as perishable cargo have increased. However, total cargo volume in terms of tonnage has reduced drastically in the second quarter of 2020 (2Q20).



How important is the role of technology for the airfreight logistics business and what steps are taken to advance this?

In our industry, it is indeed very important. However, we believe the level of technological integration for the government agencies is still found wanting. In 2013, the government had agreed to this, however no measures have come into fruition yet.

We believe that there is a need to integrate any system that is to be implemented; our biggest obstacle is that we have issues integrating our IT systems with theirs as well as that of other players in the value chain. We were fortunate that in the past, foreign-based companies such as UPS, DHL Express & DHL Global Forwarding, FedEx, KWE, Tasco, Kuehne Nagel, Bollore, and Nippon Express have brought their technology with them thus benefiting the industry.

One of the issues that I have previously alluded to the government regarding tech is that a modern IT system ought to be implemented for the Customs Information System. Unfortunately, at this point in time, the system is still paper-based and very much backwards in my opinion.

The government has provided some form of improvement to this, but there is still a lack of integration throughout the related industries and have instead cost us more time and expenses. For example, the sea freight industry also has a totally separate system in addition to the fact that they operate largely in silos.

At this point in time, it is certainly a tall order to consolidate all the stakeholders in the value chain to have a cohesive integrated system. Unfortunately, different players have different ideas with how they want to employ technology.

How has AFAM consolidated its members against the issues arising during this pandemic?

It is part of AFAM's duty to advise each of our members on an individual basis in accordance with their business models. As part of the essential services category, our operations have not been affected by the MCO, thus we have been quite busy with the airport and cargo side. We have been pushing for discussions with the MOT, Royal Malaysian Customs as well as MITI to further press our requests to the government.

At this moment, we have not come into a consensus. But you can trust me to keep pushing forward until they get sick of us!

What are the statistics in terms of cargo movements in Malaysia in the recent months?

Among the three cargo terminal operators (CTOs), MAB Kargo's tonnage has reduced by 24% in 2Q2020 quarter-on-quarter (q-o-q); POS Aviation recorded a reduction of 33.7% q-o-q and Ground Team Red (GTR) suffered a reduction of 87.6% q-o-q.

On the domestic front, cargo movement has not been good as exports, imports and transfers are generally on the downtrend at airports throughout the country. However, one of our CTOs, POS Aviation has experienced an uptrend at their East Malaysia stations, namely Kuching and Kota Kinabalu.

As long as the pandemic looms over the skies, it will be awhile until global trade returns to pre-pandemic levels.

What is your market outlook for the airfreight industry moving forward?

We would say the long-term market outlook is good. As we deal with international players, once the international market outlook recovers then we will likewise benefit accordingly. However, as of late, we are losing some investors to Indonesia. This is due to the incentives provided by their government for the industry.

In our opinion, the Malaysian government ought to go back to the 70's when they were giving out 'pioneer-status' to industry stakeholders and further incentives such as tax-free measures for more investors to invest directly into the airfreight industry.

What are your planned measures for AFAM and the industry moving forward?

We are in the midst of various discussions since the beginning of the pandemic. However, because of the changes in government over the past few years, it has resulted in many hurdles for us, whereby many policies and requests that we have put forward have not moved and there is a lack of cohesiveness within the governing bodies themselves.

Our stance is that working in terms of silos is not the way we should go, the way

forward is to be united and transparent. Moving forward, all measures taken by us will be based on statistics in the coming months.

You have been in the industry for quite some time. What has been your greatest achievement thus far and your ultimate vision for the industry in this region?

After being in the industry for 48 years, I have learnt that being a voice for the industry and getting policies approved is an achievement in itself for me. In AFAM, we believe in being good listeners and striving to resolve our member's issues. Whatever AFAM has achieved in the past and will achieve is through the participation of the committee and also the dedicated staff of the association; I would like to commend my Executive Secretary, Rosni Mohamed Rasul.

My vision is to attain mutual cooperation throughout the industry. I would like to commend the efforts of previous Minister of International Trade Tan Sri Rafidah Aziz, whom made decisions for the industry without fear of favour as well as former Transport Minister Tun Dr Ling Liong Sik, who was a guiding light in the industry during his tenure. From Malaysia Airports, I would like to commend former Managing Director Tan Sri Bashir Ahmad, former Senior General Manager (Operations Services) Dato' Azmi Murad, the current GCEO Dato' Mohd Shukrie Mohd Salleh, Acting SGM (MA Sepang) Mohd Arif Jaafar, and Head of Guest Advocacy Mohammad Suhaimi Abdul Mubin to whom in the past as well as in the present guided the industry in the right direction.



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