

# AIRLINK

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AVITATE

RASP NATURE

ING OF THE HILL



# MORE THAN AN ISLAND, A GATEWAY TO LEGENDARY TREASURES.

LANGKAWI INTERNATIONAL AIRPORT, THE GATEWAY TO GETAWAYS

It all begins at Langkawi International Airport (LGK). Journey into the laidback archipelago of 99 islands and get lost in the wonders of Langkawi UNESCO Global Geopark. Plan your route to a world of rich experiences and natural splendour.

## Airport GCEO Speaks

**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 enthuses about KL International Airport's (KLIA) emergence as one of the world's top 10 airports in the Airports Council International's (ACI) global Airport Service Quality survey for the over 40 million passengers per annum (mppa) category in 2020, thanks to the continuous digitalisation measures undertaken by the airport operator. Istanbul Sabiha Gokcen International Airport's (ISGIA) was also recognised by ACI in the Best Airport Award 2020 for the 25 to 40 mppa category. Its robotic pilot project Aerobot has also taken off ground.**

**Dato' Mohd Shukrie Mohd Salleh**  
Group Chief Executive Officer (GCEO) of  
Malaysia Airports Holdings Berhad



**D**riven by our passengers' confidence and satisfaction in our facilities and services, I am elated to announce that KLIA has achieved an annual score of 4.98 over 5.00 in 2020 compared to its previous year's 4.76 score, to be now placed among the world's top 10 airports.

Our passengers can look forward to shorter wait times and facial recognition technology this year, which are all part of our digital transformation. We are using a new 3D sensor technology for the automated queue management system (AQMS) at KLIA to cut queue-waiting-time to under 10 minutes.

The data on the wait times from the AQMS will be integrated into our Flight Information Display Screens and MYairports mobile app at a later stage to allow passengers to plan their journey at the airport better. Meanwhile, phase one of the AQMS has been completed for all security screening check points, including the boarding gates.

The system will be implemented at all critical touchpoints with phase two, now

in progress for check-in, immigration and customs, targeted to complete by June. We hope to create strategic value to all the relevant partners and government agencies by leveraging data captured from the AQMS to be more efficient and effective in resource planning and allocation. This distribution of analytics is a concerted effort for the airport community to work together in enhancing the passenger journey.

We have also planned to introduce private health safety screening services for passengers and the Covid-19 swab test to be done swiftly within comfortable surroundings for them to enjoy faster clearance upon arrival. Our ultimate goal is to remain focus on our Airports 4.0 journey in future-proofing our services and heightening the passenger experience.

We are piloting robotic technology at ISGIA, our emerging city airport in Turkey as it has shown better traffic movement recovery from the Covid-19 travel bans compared to our flagship KL International Airport (KLIA). The first two months of 2021 saw ISGIA

registering 1.3 million passenger traffic movements or 60% of our Group's total.

ISGIA was not only awarded by ACI as a "Highly Commended" airport recently but was also certified with an Airport Health Accreditation in recognition of its efforts to deliver a safe airport experience during the pandemic. The mobile robot Aerobot has been programmed to assist passengers in wayfinding and remind them of the new travel practices in our efforts to promote safe and contactless engagement as part of our Airports 4.0 initiative under the new norms.

Aerobot is a marvel with the ability to communicate in more than 20 international languages, including English, Arabic, Spanish, Russian and French. Equipped with artificial intelligence, it can do many wonders such as reading barcodes, answering flight inquiries and accompanying passengers to their boarding gates. As a Group, we are always actively finding technology solutions that can enhance our safety and service levels for the guests to our airports.





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## Asia Pacific Airlines Not Out of the Woods Yet

Caught in the worst crisis ever in the world aviation industry due to devastating impact created by the unprecedented Covid-19 pandemic and resulting lockdowns, commercial airlines hoping to recover soon following more vaccination rollout in countries might not be able to see light at the end of the tunnel yet this year.

Their recovery is more likely to slip towards 2022 and beyond, according to aviation experts. According to Moody's Investor Service, demand for commercial flights will not see a substantial recovery before 2023 due to health concerns, changes in corporate travel policies, potential restrictions on international arrivals and lower discretionary spending.

An industry observer describes the prevailing mood as one of cautious pessimism where air travel is concerned as the spread of Covid-19 variants has resulted in tighter border restrictions in international and domestic markets worldwide.

The Association of Asia Pacific Airlines (AAPA), whose secretariat is headquartered in Kuala Lumpur, says airline operations from this region have remained depressed. They carried a combined total of 1.3 million international passengers in January, just 3.9% of the 33.5 million passengers for the same month last year.

Offered seat capacity was 12.1% of January 2020 volume while international passenger load factor averaged 27% for the month, representing a 54-percentage point drop from 81% achieved in the corresponding month last year when traffic volumes were still relatively unaffected by the Covid-19 pandemic.

AAPA Director General Subhas Menon says, "Renewed efforts to contain Covid-19 through lockdowns and border restrictions have again affected international passenger demand, which remains close to a standstill.

"The uneven rollouts of vaccinations across the world will only delay the full reopening of borders. In this extremely challenging operating environment, airlines are struggling to survive."

Many of them are just hanging on although government and shareholders' support have been forthcoming. Menon believes, "While some airlines are receiving financial support, further assistance would be needed for most airlines to stay afloat, given that international borders remain largely shut."

The near-term outlook remains very challenging as forward bookings point to increasing weakness in demand. Sustainability and safety issues are going to be the cornerstone for the recovery of the aviation sector.

Menon says the industry is working with several stakeholders to prepare the ground for the sustained resumption of air travel, notably on contactless digitalised tools and passenger facilitation protocols to ensure a safe and seamless journey for travellers.

Safety and smart travel solutions are certainly what modern consumers are looking for. Indeed, the Covid-19 pandemic has changed the playing field for Asia Pacific airlines, pivoting them to seek out new opportunities and to innovate themselves.

#### Optimistic air cargo outlook

Responding to the pandemic, some airlines have expanded their freight capacity by converting their passenger aircraft into cargo carriers. Menon notices that airlines with freighters have been supplementing capacity to keep the global economy kicking. Airlines with higher reliance on cargo are faring better.

With air cargo on the uptrend and demand improving as world trade starts to gain renewed momentum, AAPA says growth in the e-commerce sector in the midst of further



recovery in the global manufacturing sector has also lent its support to air cargo markets.

In its preliminary traffic update on international scheduled services of Asia Pacific airlines, the trade association says air cargo demand as measured in freight tonne kilometres recorded 0.3% increase to 5,361 million in January, the first year-on-year (yoy) growth in many months. This was partly boosted by higher demand for air shipments ahead of the Lunar New Year celebrations.

Offered freight capacity, however, fell by 25% yoy, reflecting the prevailing capacity crunch due to the drop in passenger bellyhold space while international freight load factor averaged 71.6%, representing 18 percentage point increase compared to the same month last year.

Menon says the Asia Pacific aviation industry will remain committed to play its part in the Covid-19 pandemic via the carriage of time-sensitive cargo supplies, in particular vaccines, and to provide the safe repatriation of residents.

Expecting leisure travel to pick up once travel restrictions are eased, he believes the pent-up demand will be reflected in the surge in bookings. This includes for hotel accommodations and air tickets.

### The Way Forward for Asean Tourism

With the Covid-19 pandemic having put an abrupt end to the sustainable growth of travel and tourism in the Association of Southeast Asian Nations (Asean) region, Eddy Krismeidi Soemawilagi, deputy president of Asean Tourism Association (Aseanta) sees an urgent need for fair and equitable government support to restart the industry in order to ensure its survival and recovery.

He says the incentives required for the industry are funding, tax reliefs, subsidies, allowances and rebates. The funding could be soft loans from banks or government guaranteed loans to these industry players with more flexible repayment terms.

Meanwhile, the tax reliefs could be a cut in the excise tax rates for jet fuel for airlines. The government can also consider subsidising the environmental cleaning or disinfection costs incurred by these players such as the hotels and airlines. This includes the purchase of sanitisers for frontline workers who are in close contact with customers.

Additionally, a special monthly allowance can be provided for frontliners such as airport ground employees, airline cabin crew and hotel staff. Besides providing rebates and exemptions on landing and parking charges to airlines, reducing air navigation facility or overflight charges for airlines would be another incentive welcomed by the industry. The rebates have been implemented among some of the Asean countries, including Malaysia.

With the different vaccination plans and timelines among the 10 Asean members, he believes this could hinder the resumption in travel. To facilitate the smooth process of international travel once the borders are open, he believes that certain requirements must be agreed upon by all.

They include the acceptance and recognition of vaccines used in a country, a standardised certification to prove the traveller has been vaccinated and the acceptability of such certification for all modes of international transport.

“

We are also expecting common testing and quarantine procedures to be also harmonised for unvaccinated travellers at least among countries that are having travel bubbles.

”

### EDDY KRISMEIDI SOEMAWILAGI

*Deputy president of Asean Tourism Association (Aseanta)*

During a recent Asean ministerial meeting, it was recommended that the preparation for the reopening of borders by laying down a framework for cross-border travel, standard operating procedures for the whole tourism ecosystem and guidelines for testing and vaccination be completed by the first or second quarter of 2021.

The next phase, facilitating the resumption of all types of travel within the Asean Travel Corridor framework, which will probably include the use of electronic health passport or travel pass, was recommended to be completed by the second or third quarter of this year, he adds.





# Private Health Safety Screening Services at KUL will Help Restore Passenger Confidence in Air Travel

**K**L International Airport (KLIA) is looking to upgrade its offerings by providing private health safety screening services for passengers to enjoy faster clearance upon arrival at the airport. This move is expected to enhance passenger experience as passengers can undergo the test and wait for their results in comfortable surroundings. This service is also expected to restore passenger confidence in air travel and aid in its gradual recovery.

“Adoption of passenger centric improvement initiatives by airport operators is crucial. In December last year, MAVCOM’s forecast was that passenger traffic would rebound in 2021 by between 94.2 percent and 100.3 percent year-on-year. Good public health safety measures will have a positive effect on these numbers. Based on what we have seen at our own airports and others around the world, additional safety measures can result in long queues and waiting times. This will have a detrimental effect on passenger experience, and we are anxious to avoid this.”

**DATO’ SERI DIRAJA  
DR. ZAMBRY ABD KADIR**  
*Chairman of Malaysia Airports*

Malaysia Airports will be engaging with partners to provide these services and has obtained the necessary approval from the relevant authorities to implement such services. All procedures under this service will be guided by the Ministry of Health to ensure that health safety will remain paramount.

He added that, “As we race to restore confidence in the safety of air travel, cooperation between countries such as a globally-recognised standard of health reporting will also have a positive impact towards the recovery of the aviation industry. The introduction of the International Air Transport Association (IATA) Travel Pass is a good example as it will manage and verify testing or vaccine information between governments, airlines, laboratories and travellers. Last month, our national flag carrier, Malaysia Airlines had incorporated this digital health pass into their app. Other

carriers that have done so include Singapore Airlines and Qatar Airways.”

A critical feature of the IATA Travel Pass is that travellers are in control of their personal information as it stores encrypted data on mobile devices of travellers. No central database or data repository is storing information as the app was built on the highest standards of data protection laws.

Dato’ Seri Dr. Zambry had also expressed his optimism on the gradual but ultimate recovery of the aviation industry, “Governments and industries across the globe are doing their utmost to adjust to the requirements of the new normal so that the global economy can recover. As a public listed company, we are also glad to see we still retain the confidence of the financial markets due to strong company fundamentals.”



# IATA Travel Pass Successfully Trialed on First International Flight

The International Air Transport Association (IATA) announced on 17 March the arrival at London's Heathrow Airport of the first traveler using the IATA Travel Pass app to manage their travel health credentials.

"The successful implementation of IATA Travel Pass in this trial with Singapore Airlines passengers demonstrates that technology can securely, conveniently and efficiently help travelers and governments to manage travel health credentials. The significance of this to re-starting international aviation cannot be overstated," said Alexandre de Juniac, IATA's Director General and CEO.

JoAnn Tan, Acting Senior Vice President, Marketing Planning, Singapore Airlines, said: "Digital health credentials will be essential as borders reopen and travel restrictions get progressively lifted worldwide. The successful implementation of the IATA Travel Pass reflects Singapore Airlines' goal of using secure digital solutions to verify health credentials and support a safe and seamless travel experience for our customers."

Passengers on Singapore Airlines flights from Singapore to London during the trial could use IATA Travel Pass to create a secure digital version of their passport on their mobile device, input their flight details to learn of travel restrictions and requirements and to receive verified test results and a confirmation that they meet all travel requirements.



“Today's success is a big win for many parties. It gives travelers a one-stop-shop to help them comply with the new rules for travel. It shows that governments can efficiently manage these travel requirements with complete confidence in the identity of the passenger and the veracity of the travel credentials—importantly, avoiding long queues. And it's a purpose-built means for airlines to manage the new travel requirements without drowning in inefficient and ineffective paper processes”

**ALEXANDRE DE JUNIAC**  
IATA's Director General and CEO

"Airlines understand that their ground operations will grind to a halt if they have to manage Covid-19 travel requirements—with test results or vaccine certifications—with paper documentation. The same is true for border authorities. The UK is ahead of other governments in mapping a way to re-starting international travel at scale. This real-life proof of concept should give all governments confidence that industry has a workable digital solution that will ease the pressure of incorporating health certificate checks into the travel process, including at borders. This trial is an opportunity for us to

work with the UK government to demonstrate that the solution works and to share the results with others as we build a robust and efficient system that will help the world get moving again," said Nick Careen, IATA's Senior Vice President Airport, Passenger, Cargo and Security.

To gain maximum benefit from IATA Travel Pass and avoid confusion and inconvenience for passengers, the standardisation of test or vaccination certifications, and their acceptance by authorities is key. A recent IATA poll of travelers found that 89% agree with the need for global standards and 80% are keen to use a mobile app to manage their travel credentials.

On 12 March, ICAO moved the establishment of global standards for testing/vaccination certifications a step closer to reality. Next, governments need to provide a digital Covid-19 test/vaccination certificate when people are tested or vaccinated so they have a verifiable document on their mobile device. This will ensure equivalence, mutual recognition, and acceptance of Covid-19 certifications for passengers when they travel around the world.

For more information, please visit [www.iata.org](http://www.iata.org)



## Hawaiian Airlines Expands Pre-Clear Program to Japan and South Korea

**H**awaiian Airlines is expanding its pre-clearance program to Japan and South Korea, making it more convenient for international travelers to visit and safely enjoy Hawai'i, the airline announced on 15 March.

Hawaiian became the first airline flying between Japan and Hawai'i to offer its Pre-Clear Program when it launched the service at Narita International Airport (NRT) over the weekend. The program, which will expand to Kansai International Airport (KIX) on Thursday, allows guests who meet Hawai'i's pre-travel testing requirements to bypass the state's 10-day quarantine and additional airport screening in Honolulu by having their documents verified before boarding.

Pre-Clear starts Friday at Incheon International Airport (ICN) at an opportune time; Hawaiian recently added a second weekly flight between Honolulu (HNL) and ICN to meet increased demand.

“Expanding our Pre-Clear Program to Japan and South Korea simplifies the travel experience for our international guests so they can spend less time at the airport and more time vacationing or doing business in Hawai'i. We look forward to working with the State of Hawai'i to expand the program to more markets, and to continue building back travel to Hawai'i in a way that is safe for visitors and our community.”

**THEO PANAGIOTOULIAS**

*Senior vice president for global sales and alliances at Hawaiian Airlines*

Hawaiian's guests from Japan and South Korea who participate in the Pre-Clear Program will receive a Pre-Clear wristband from a Hawaiian Airlines guest service agent who will verify their documents prior to boarding. To qualify for pre-clearance, guests must complete steps such as to create

a Safe Travels account for every adult on the itinerary, to add all flight and lodging information to the account, to complete the mandatory health questionnaire within the account and to upload a negative test result (PDF format) from a state-approved testing partner to the Safe Travels account. Carrying a printed copy of the negative test results is also recommended.

Travelers whose negative Covid-19 test results are not uploaded to the Safe Travels app prior to departure will be required to sign the state of Hawai'i's 10-day self-quarantine agreement upon arriving in the state.

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





# SriLankan Airlines Returns to Kuala Lumpur

**S**riLankan Airlines announced that it resumed its non-stop route from Colombo to Kuala Lumpur (KUL) from 5 March 2021 with one flight weekly on Fridays after a 11-month hiatus, capping off a tough year for the aviation industry with a celebratory return for Sri Lanka's premium flag carrier to KUL.

“2020 has turned out to be one of the most challenging years, if not the most challenging year, for SriLankan Airlines. Front and centre, the safety and well-being of our passengers and people will continue to be paramount to our operations, and we will not waiver on this commitment.”

**PRATHAP BALAKRISHNAN**  
Country Manager of  
SriLankan Airlines in Malaysia

The Country Manager added, “Our plan is to reconnect Malaysia and Sri Lanka again and facilitate the movement of passenger traffic and cargo between these two countries. Our long-term vision is to facilitate passenger traffic to destinations beyond Colombo and bring passengers to Malaysia. This will help to develop the markets post Covid-19”.

“At the moment, passenger load is low, but we hope it will pick up over the near-term as countries aim to open up their borders and the aviation industry can return to its glory days once again. For now, cargo contribution is significant for SriLankan's current flight operations”.

With the recently resumed passenger service to KUL from Colombo, the airline commends Malaysia Airports (MAHB) for being supportive of the efforts to resume this route. In addition, they are looking forward to welcoming new and returning passengers alike onboard again and are assured that MAHB will be there to back them up when the time is right to increase its flight frequencies again as the aviation industry is poised to recover.

SriLankan Airlines also announced in January that it was awarded the Platinum Standard status by APEX Health Safety powered by SimpliFlying following a full independent audit for their efforts in ensuring the highest standards for passenger safety and wellbeing during air travel, post-Covid. This status recognises airlines that go above and beyond minimum standards required to rebuild traveller confidence and confirms our commitment to the safety of both our passengers and staff.

The CEO of SriLankan Airlines Vipula Gunatilleka said, “From the onset of the Covid-19 pandemic, we have introduced the most rigorous and stringent hygiene and sanitisation procedures both on-board and on-the-ground that are on par with global aviation practices. As the national carrier, SriLankan Airlines is keen to lead the recovery of commercial airline operations and renew passenger confidence with passenger wellbeing as our priority.”

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



# Delta Debuts Latest Touchless Tech



**D**elta continues to invest in touchless and frictionless features in the air and on the ground. Starting 16 March, tap-to-pay technology will enable contactless payment for onboard purchases. Customers will be able to purchase earbuds on board using their mobile devices or contactless-enabled credit cards. Contactless payment will expand to all onboard sales as more food and beverage options return. The new system also allows for emailed receipts.

“

At Delta, we think big, start small and scale fast to improve the experience for our customers. Not only will these new features provide peace of mind in the pandemic era by reducing touchpoints, they're a key element of our vision for easing every step of the travel journey.

”

**BILL LENTSCH**

*Delta's Chief Customer Experience Officer*

“Not only will these new features provide peace of mind in the pandemic era by reducing touchpoints, they're a key element of our vision for easing every step of the travel journey.”

The global airline is also testing digital seatback menus on selected international flights with plans to expand the feature across its fleet. A new electronic Delta One menu, currently accessible via personal seatback screens on A330-operated flights between Boston and Amsterdam, will reduce waste, streamline service and allow flight attendants to connect with customers more safely.

Delta continues to expand touchless innovations throughout the travel journey. Customers can enjoy a touchless check-in experience using the Fly Delta App, with more features to take the guesswork out of travel coming soon. In onboard lavatories, touchless faucets, flush levers and waste lids reduce touchpoints on the highest-use surfaces while antimicrobial lighting for sinks and countertops provides added protection. These solutions are in place on many Delta aircraft, including the Airbus A350, Airbus A330-300, Boeing 767-400 and Boeing 757. Other aircraft types will be retrofitted with some of these features later this year.

The company is also expanding touchless features to help move customers through the



airport faster and more easily. In partnership with Transportation Security Administration, Delta recently launched its first facial recognition option for domestic travelers in Detroit to help move customers through the Edward H. McNamara Terminal's dedicated TSA PreCheck domestic checkpoint. This builds on Delta's existing facial recognition option for any customer traveling to an international destination from DTW.

Delta continues to ensure a safe experience for our customers and employees thanks to the more than 100 layers of protection which include blocking middle seats and limiting onboard capacity for flights departing through April 2021, requiring masks through the travel journey and replacing onboard industrial-grade HEPA filters twice as often as recommended.

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



# Qantas Trials Commonpass Digital Health Pass



**Q**antas ran its first customer trial of the CommonPass digital health app on its international repatriation flight from Frankfurt to Darwin in March 2021. This follows a successful trial with the crew in February and comes as the national carrier prepares to support the resumption of Covid-safe international travel from late October 2020.

The CommonPass smartphone app offers a convenient and secure method for verifying Covid-19 test results and vaccination information to border or health officials and airline staff.

The app connects customers to certified testing labs so that results can be uploaded to the platform and customers can show they have proof of a negative Covid-19 test result before their flight, which is a requirement on all repatriation flights Qantas is operating on behalf of the Australian Government.

“

A digital health pass would assist airlines and governments globally to facilitate safe international travel when borders reopen. We want to get our international flights back in the air and our people back to work and a digital health pass will be a key part of that.

”

**STEPHANIE TULLY**

*Qantas' Group Chief Customer Officer*

“Covid-19 test results and proof of vaccine will be required in many countries for quarantine-free travel, just as it has been for polio and yellow fever vaccinations in the past. Even if it wasn't a government requirement, Qantas has always been a leader in safety and we have a responsibility to our customers and crew.

“During the trial, customers travelling on our international repatriation flights are being invited to download the CommonPass app on their device. Longer term, we would like to integrate the technology with our existing Qantas app so that our customers can manage all parts of their journey in one place.

“Ultimately we're focused on ensuring that the process will be as seamless as possible for our customers to share this information so they can travel internationally again.”

The Commons Project Foundation CEO, Paul Meyer, said the CommonPass app enables travellers to access their test results and vaccination records from their healthcare provider.

“As we initiate the upcoming trials with Qantas, we aim to provide Australians with a secure, private and trusted experience as they return to their home country,” said Mr Meyer.

“We look forward to supporting the efforts of Qantas, the Australian government and the nation's healthcare system to safely reopen the country to international travel.”

CommonPass is one of two digital solutions that Qantas is assessing, alongside the IATA Travel Pass. Qantas recently announced it was planning to restart regular international passenger flights to most of its pre-Covid destinations from 31 October 2021.

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

# China Airlines Launches Ultra-Low Temperature Services with CEIV Pharma Certification

China Airlines is ranked among the top six cargo airlines in the world and is also the only airline in Taiwan to have obtained international pharmaceutical cold chain logistics certification, the airline announced on 1 February. A new ultra-low temperature delivery service has now been launched by China Airlines to take advantage of opportunities arising from Covid-19 vaccine delivery.

China Airlines has been actively expanding into the modern pharmaceutical cold chain logistics market since 2013 and applied for certification by the IATA Center of Excellence for Independent Validations in Pharmaceutical Logistics (CEIV Pharma). In April 2019, China Airlines became the first and only airline in Taiwan to pass the rigorous certification process.

Risk assessment and management during transportation is emphasised by the International Air Transport Association (IATA). Comprehensive measures were put in place by China Airlines for analysis of station capability before shipping and personnel training.

The airline also has extensive experience in cold chain logistics and their management. In addition to full-time monitoring during transportation and warehouse priority, owners can also monitor the temperature and battery level of temperature-controlled containers online. The high standard of service and attention to detail during transportation played a critical part in obtaining CEIV certification. Low-temperature cargoes are held in containers with active temperature control to shield them from changes in ambient temperature even if moving between the northern and southern hemispheres with their very different seasons. All goods that must be kept between +25°C and -20°C including flu vaccines, anti-cancer drugs, insulin and rapid test agents can all be transported in a secure and stable manner.

An agreement has also been signed between China Airlines and international passive

temperature-controlled container suppliers to expand the service portfolio to include ultra-low temperature delivery. Temperature-controlled containers are used to maintain the quality of goods during transportation.

Unlike conventional cold chain logistics in which temperature-controlled containers utilise battery-powered active-cooling, passive ultra-low temperature containers require no batteries. A combination of patented vacuum insulated panels and phase change materials effectively maintain the specified temperature for up to 5 days. A storage temperature as low as -80°C can even be achieved with the addition of dry ice. This provides certain vaccines with the stable and safe temperature they need to maintain their efficacy, quality during transport, and cost-effective delivery.

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





# Malaysia Airlines Brings Premium Cabin Experience to your Home



Malaysia Airlines fans can now enjoy the much-missed inflight cabin experience and get hold of its premium inflight products via the airline's flagship e-retail store, Temptations. Exclusive signature items such as pyjamas set, amenity kit and duvet, that were only available to its premium passengers onboard are now available for sale with the convenience of delivery right to customers' doorstep.

The airline's exclusive Business Suite amenity kit which is made in partnership with London-based handcrafted luxury leather goods brand, Aspinal of London contains the impressive array of travel essentials such as PAYOT's skin and body range which includes the Lip Balm and the luxe Hand and Body Lotion, specially designed to pamper customers throughout their journey. The iconic amenity kit is now available on sale for only RM99.

The dual-tone Business Class duvet, which is selling at RM110, is made from a blend of cotton and polyester featuring the airline's iconic Wau Bulan, making it a perfect snuggle buddy as customers dream of their next

travels with Malaysia Airlines. Meanwhile, the airline's premium and comfortable limited-edition Business Suite Pyjamas Set is available for purchase from the convenience of your own home for only RM119. With your comfort in mind, the set comes with a zip-up top, pants, eye mask, as well as socks and slippers thoughtfully packed in a reusable tote bag.

Temptations, the airline's flagship e-retail store, offers customers the flexibility to shop for their favourite MH merchandise and duty-free items conveniently at their fingertips right from the comfort of their homes. With the ease of delivery to all corners around the world, it makes it so convenient for anyone to get their hands of these highly sought-after exclusive merchandise.

Following the overwhelming response to Malaysia Airlines' signature salted peanuts recently, this latest initiative offers customers a taste of the premium Malaysian Hospitality inflight experience especially to those who miss flying with the airline.

“

We are delighted to offer our exclusive Malaysia Airlines' Business Suite and Business Class merchandise online in the pursuit of bringing the Malaysian Hospitality experience closer to our customers. Everyone from all walks of life who miss flying with us will now have a chance to re-create their flying experience with our best cabin merchandise at home. Rest assured that these items are all new and ready stocks. We hope that by making these signature items available, our customers can reminisce their happy memories of flying with us as we look forward to welcoming them onboard for their Fly Malaysia experience again soon.

”

**LAU YIN MAY**

*Group Chief Marketing and  
Customer Experience Officer of  
Malaysia Airlines*

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





## Aviation Interview with Dr Mario Hardy

Chief Executive Officer of Pacific Asia Travel Association (PATA)



Armed with over 30 years of experience in corporate development and investment in technology, Dr Mario Hardy also helms leadership roles with other non-profit organisations (NGOs). Besides being the Managing Director of Private Family Office MAP2 | Ventures, an investment fund with a wide portfolio of technology-centric businesses in fintech, artificial intelligence and greentech, he also holds several part-time board advisory roles with Vynn Capital, Global Chamber of Business Leaders and Cirium, which provides big data analytics solutions and machine

learning capabilities to the aviation and aerospace industry.

The man has lived and worked on three continents and six countries. Engaging himself in philanthropic work in Cambodia, he helped develop a school for underprivileged children and also supported a community-based tourism project in Vietnam. He received an Honorary Doctorate of Letters from Canada's Capilano University in 2016 in recognition of his efforts. A graduate of Singularity University's Executive Programme in Exponential Technologies in 2017,

Dr Hardy was honoured as Global Ambassador of Peace Through Tourism by the International Institute for Peace Through Tourism that same year.

He has been with PATA for a decade, having started as its Industry Council board member in April 2011. Besides being the past chairman of PATA Foundation for two years, which empowers most youth through education and skills training for a career in tourism and hospitality, he was 10 months as PATA Chief Operations Officer prior to his current position.



**As PATA CEO since November 2014, what are the highlights during your time with the association whose objective is to promote responsible development of travel and tourism in the region?**

Over the past seven years, there were many moments where I felt proud of being associated with PATA. For instance, when PATA was advocating for tourism boards to address some critical issues such as the dispersal of tourists across a destination. Another highlight was our BUFFET initiative which stood for building an understanding for food excess in tourism. It highlighted the need to reduce food waste.

Our highly successful youth initiative, which grew from a few hundred students to a network of thousands of them across the globe, was also gratifying. In the human capital development training programmes held in various destinations, I had the opportunity to be seated in a classroom with other tourism professionals and learn at their side the best tourism development practices.

**In the course of your duties, what was your most memorable moment working with PATA Malaysia Chapter?**

I have been to Malaysia many times. The most memorable for me was when we organised PATA Travel Mart 2018 in Langkawi. I was extremely pleased to hear from all the participants how much they enjoyed the event. We even had a delegate asking us to have the event held there every year after that. The Langkawi Development Authority and PATA Malaysia Chapter were extremely helpful in making this a highly successful event for all.

**PATA's maiden virtual event, Dream to Travel Festival, was successfully executed last year. What can we expect this year apart from the regular monthly webinars?**

We are constantly looking for new innovative concepts to engage with our members and the industry at large. The Dream to Travel Festival 2020 has become a source of inspiration for PATA Marketplace, now a permanent feature that serves as a vehicle for our members and the industry to discover new products and services. Do register for the virtual PATA Annual Summit 2021 from 27-29 April, which provides the latest insights, trends and outlook of the industry. Keep abreast with PATA website as it will be launching more new events.

**Moving forward, what can be done to resuscitate the travel and tourism industry in Asia Pacific which has been ravaged by the Covid-19 pandemic?**

The first step to recovery is ensuring that each destination has a good handle of the pandemic and the health of its citizens. The next thing is to have clear border crossing protocols in place. As I have stated in a recent PATA press release announcing our annual forecast, the recovery will be slow and uneven. It means that that certain destinations will recover faster than others. I believe it is also important at this time for destinations to continue to market themselves to those who dream to travel. However, the message needs to be adapted as the situation evolves.

**Tell us more about PATA's enhanced Crisis Resource Centre, which offers best practices and resources to help the industry in recovery planning.**

It was launched in 2020 in response to the needs from both the public and private sector for reliable sources of information and guidance for crisis communications. Contents are regularly added to the platform. Although the present focus is on Covid-19, we plan to add resources to deal with other type of crisis in the future.

**Besides being 'grounded', how has the Covid-19 crisis impacted you?**

I do not know anyone who has not been impacted either directly or indirectly by the pandemic. I have lost family members and dear friends to Covid-19. I have also been unable to see my children and other family members for over a year. Lastly, the pandemic has affected my post-PATA plans in more ways than I had imagined.

**What lessons have you learnt from this pandemic?**

Agility and resilience are critically important. To always be prepared for unforeseen situations and having good cash reserve are an absolute necessity for both your business and personal finance.

**What are your future plans when your term with PATA ends on 31 May?**

I have really enjoyed my time leading the association and engaging with its members from both the public and private tourism sectors across the globe despite it being a very demanding position. I look forward to enjoying a few months of rest and staying healthy, which includes my daily 10+ km of running and cycling. I plan to return to active life at a later stage but have yet decided if it will be in tourism or back to technology and investment.

**Any advice or tips for the new CEO who is coming onboard?**

Some may say this is the worst time to join an association and leading a sector which has been brought to its knees. I say this is the best time. The next CEO will have the opportunity to be part of rebuilding the industry from the ground up to become more resilient, sustainable and stronger than it was before.



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