

AIRLINK

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A Strong Year-End Close to 2025

With the fourth quarter set to be the busiest period for 2025, Malaysia Airports, which has so far welcomed 86 million passengers, expects its passenger traffic to continue rising, supported by growing connectivity, the ongoing school holiday break and festive season.

Managing Director Dato' Mohd Izani Ghani said its flagship KL International Airport (KLIA) is on track to receive more than 64 million arrivals by year-end, citing the recent arrival of Spring Airlines' inaugural Shanghai (PVG) to Kuala Lumpur (KUL) daily flight, as one of the contributing factors.

Coming soon will be Hainan Airlines' twice-weekly flights from Qionghai (BAR) in the China's Hainan province to KUL, beginning on 7 December 2025 using the 179-seat Boeing 737 MAX aircraft. This follows the successful reintroduction of its Haikou (HAK) service last May.

Malaysia welcomed 3.3 million Chinese visitors between January and August 2025, a 27.5% increase year-on-year, which is close to the 3.7 million Chinese visitors received in 2024.

Reflecting the country's continued strong appeal among Chinese travellers, data from the International Air Transport Association and mIndset's Business Intelligence Service shows that China is the top nationality visiting Malaysia in 2025.

This is followed by India, Singapore, Indonesia, Bangladesh, Thailand, Hong Kong, Taiwan, South Korea and Australia.

Gearing up for Visit Malaysia Year 2026

With Malaysia's Association of Southeast Asia Nations (ASEAN) Chairmanship concluded, the country's industry players, including Malaysia Airports are now turning its attention towards the promotion of Visit Malaysia 2026 (VM2026).



The recent launch of the Monopoly Kuala Lumpur (KL) edition at KLIA's marks one of the initiatives of the VM2026 campaign to position the country's capital city as a must-visit destination for travellers globally.

Showcasing the city's vibrant landmarks and attractions, this limited travel-sized board game has been specially designed for globetrotters to easily bring home this souvenir.

Travellers can take home this exclusive Monopoly KL edition by spending a minimum RM800 in up to two receipts at participating outlets in KLIA Terminals 1 and 2.

Malaysia Airports also launched a special festive month-long collaboration entitled, 'Christmas with Monopoly: Don't Pass GO on the Festive Magic', lighting up KLIA and its other international airports in Penang (PEN), Langkawi (LGK), Kota Kinabalu (BKI) and Kuching (KCH) this December 2025.

These include a range of activities, captivating performances, and a festive Christmas pop-up store for travellers to enjoy.



Hani Ezra Hussin, its Senior General Manager of Commercial Services said, "Through this collaboration, we are not only celebrating the festive season but also creating a lively sense of place at our airports, where travellers can immerse themselves in the joy and charm of KL during this magical time of year."

A series of initiatives has also been rolled out at KLIA to keep pace with growing traffic, including improving kerbside flow, enhancing wayfinding, and refreshing key passenger touchpoints.

Entering the year-end travel peak season ahead of VM2026, Malaysia Airports fully enforced its Vehicle Access Management System (VAMS) on 1 December 2025 at KLIA Terminal 1, offering a 10-minute grace period for quick drop-offs and pick-ups.

Targeted to ensure the overall safety and security of travellers, the VAMS was completed after a three-month trial to keep kerbside traffic smooth, reduce congestion and curb touting.

Digital screens on-site display the license plates of vehicles that exceed the 10-minute limit. Upon exit, the system automatically calculates the total duration of stay.



Vehicles exceeding the limit will be charged a penalty, up to a maximum of RM100 to ensure the lanes remain continuously available for passengers and to maintain orderly terminal access.

Alternative waiting areas are available for drivers requiring more waiting time at the Short-Term Car Park (STCP) of free parking and the Long-Term Car Park (LTCP) which offers 15 and 30 minutes of free parking respectively.

The KLIA Public Waiting Area at Jalan KLIA 1 in Sepang, Selangor is another designated free waiting zone, aimed at providing better customer journey.



TransNusa's New Jakarta to Penang Route to Sustain Tourist Flows

Penang's air connectivity with Indonesia received a boost with TransNusa's (8B) recent launch of its inaugural Jakarta (CGK) to Penang (PEN) flight using the Airbus A320 aircraft with a 174-seat configuration.

The new direct service was greeted with a traditional water salute and cake cutting ceremony by Tourism Malaysia and Malaysia Airports.

“With Visit Malaysia 2026 just weeks away, better connectivity like this will help sustain tourist flows from Indonesia, especially those coming for leisure, medical treatment and business events.”

SAMUEL LEE THAI HUNG

Deputy Director General (Promotion II)
of Tourism Malaysia



According to the Malaysia Healthcare Travel Council, Indonesia remains Malaysia's largest source of medical tourists, accounting for 65.8% of the latter's medical tourism revenue and up to 90% of the healthcare travel receipts from the northern states of Peninsular Malaysia.

Data from the Immigration Department showed that PEN welcomed 284,364 Indonesian visitors from January to September 2025, up 2.5% year-on-year, driven by healthcare tourism, cultural attractions and improved connectivity.

The Indonesian premium service carrier increased its thrice weekly CGK to KUL service to daily flights effective 1 December 2025, offering passengers more flexibility and travel options. Plans are afoot to increase its frequency in 2026 as part of 8B's broader network growth roadmap.

Its Group Chief Executive Officer, Dato' Bernard Francis remarked, "PEN is Malaysia's second busiest airport, providing access to more than 20 international and domestic destinations.

"This route came together in under six months, thanks to strong support from Tourism Malaysia and PEN, which offered a long-term incentive programme."

The airline brought in more than 30 Jakarta-based travel agents for a familiarisation trip, with the initiative backed by Penang Global Tourism and Malaysia Airports.

Describing 2025 as an "exciting year", he said 8B became the first Indonesian airline and second airline in the world to launch scheduled flights from Manado to Guangzhou in China in October 2025.

In line with its international growth strategy, 8B added three more flights between Perth (PER) and Bali (DPS) on 3 December 2025, bringing the total to 17 weekly flights after commencing this route earlier this year on 20 March.

Strengthening its DPS hub, the three-year old airline launched six times weekly DPS to Singapore flights on 17 November 2025 and increased them to daily flights by the end of the month.

For more information, visit www.transnusa.co.id



Malaysia Aviation Group Strengthens Key Partnership for China Market

With China being a cornerstone of Malaysia Aviation Group's (MAG) international strategy, several key partnerships were recently signed to strengthen its connectivity, collaboration and services for both inbound and outbound travellers.

MAG Chief Commercial Officer of Airlines, Dersensih Aresandiran said, "In the first half of 2025, we carried close to 250,000 passengers from China with load factors (LF) above 80%, underscoring the strong demand for our premium services."

China's Golden Week holiday between 1 and 8 October saw its flagship carrier, Malaysia Airlines (MH), achieving over 95% load factor across its China network and carrying more than 6,000 outbound passengers to Malaysia and key destinations.

MH, which increased its Kuala Lumpur (KUL) to Xiamen (XMN) flights to four times weekly in November 2025, will resume its daily service from KUL to Chengdu (TFU) using the Boeing 737-8 aircraft on 9 January 2026, bringing its network to seven gateways and up to 60 weekly flights across China.

MH also formalised four key Memoranda of Understanding (MoUs) with leading partners in the China market, underscoring its long-term commitment to deepen collaboration across travel distribution, digital payments and innovation.

The MoUs were with Trip.Biz, Ant International (Alipay+), UnionPay International and Chengdu Spring Travel.

Trip.Biz, a top travel management company in China headquartered in Singapore, will integrate the MHcorporate portal with its global platform and collaborate on joint initiatives such as corporate seminars

to support business travel solutions for small and medium enterprises as well as corporate clients.



MH will collaborate on travel-related products and services within Alipay+'s digital wallet ecosystem, focusing on payment and financial technology solutions to enhance the customer payment experience.

The partnership also covers joint marketing campaigns, content strategies to promote destinations and data insights to inform strategic decisions and personalise services for customers.

MH's partnership with UnionPay, which enhances payment accessibility for customers using UnionPay cards across Malaysia Airlines' channels, also includes joint marketing initiatives.

Additionally, MAG's renewed agreement with Chengdu Spring Travel, covering scheduled services operated by Firefly (FZ) from Chongqing (CKG) and Macau (MFM) to KUL, will be supported by joint marketing initiatives to raise awareness and drive inbound travel in conjunction with Visit Malaysia 2026.

For more information, visit www.malaysiaaviationgroup.com.my



MJets Air’s First Freighter Service from Kuala Lumpur to Sandakan to Hong Kong

MAG Aviation Consortium Sdn Bhd’s (MAC) subsidiary, MJets Air Sdn Bhd, recently launched its maiden four times weekly direct freighter service between Kuala Lumpur (KUL) and Sandakan (SDK) in Sabah, marking a key milestone in Malaysia’s air cargo connectivity.

MAC is a leading commercial air cargo operator and the aviation arm of MMAG Holdings Berhad (MMAG).

Formerly known as MJets International Sdn Bhd, MJets Air’s new direct link eliminates the need for transits through Kota Kinabalu (BKI), thus improving logistics efficiency between Peninsular Malaysia and East Sabah.

“With this direct route, delivery times to East Sabah will be faster, while exporters gain a more efficient channel to regional markets through our continuing service to Hong Kong.”

AHMAD LUQMAN MOHD AZMI
Executive Director of MMAG
Chief Executive Officer of MJets Air

The inbound cargo into Sandakan includes e-commerce shipments, spare parts and general freight, while the outbound shipments of seafood, bird’s nest and other produce are bound for Hong Kong and the China market.

Vivian Wong Shir Yee, Sandakan Member of Parliament, who was the guest of honour at MJets’ maiden flight to Sandakan, said it was also the first freighter flight service to Sandakan and the first direct cargo flight from Sandakan to Hong Kong.

She congratulated MJets, Menteiz Aviation Services and IPOSB Logistics Sdn Bhd for embarking on this important milestone for SDK.

With SDK at the centre of Brunei Darussalam, Indonesia, Malaysia, the Philippines-East ASEAN Growth Area (BIMP-EAGA), Wong said, “This represents a great potential logistic hub for the east coast of Sabah and the region.”

MJets Air’s direct KUL–SDK service marks another step in MMAG Group’s strategy to strengthen its integrated logistics ecosystem encompassing aviation, warehousing and technology, providing faster and smarter cargo solutions across Malaysia and the region.



Plans are afoot to expand this service, introduced in collaboration with Malaysia Airports, Menteiz Aviation Services and the Ministry of Transport, to daily flights as demand grows.

It is also expected to accelerate trade and delivery for businesses and consumers in SDK, Tawau (TWU) and Lahad Datu (LDU), bringing faster and more reliable air cargo connectivity to this part of the world.

For more information, call **+603-5525 9555** or visit **www.mjets.com**



Qatar Airways’ Six Wins at Business Traveller Awards 2025

Qatar’s national carrier, Qatar Airways (QR), swept multiple awards at the recent Business Traveller Awards (BTA) 2025, including being named the ‘Best Airline in the World’, reaffirming its position as a global leader in aviation.

The airline was also awarded the ‘Best Business Class in the World’, ‘Best Economy Class in the World’ and ‘Best Frequent Flyer Programme in the World’.

QR also received the ‘Best Airline Lounge in the World’ for the Al Mourjan Lounges in Doha (DOH) and the ‘Best

Airline Between Europe and the Middle East’ recognitions, highlighting its continued pursuit of excellence, innovation and world-class services.

Its Chief Commercial Officer, Thierry Antinori received the accolades from Ink Global Chief Executive Officer, Michael Keating, who said, “QR performed outstandingly well in this year’s BTA, winning five of the seven global airline categories, and six awards in total.”

Following the acceleration of its Starlink installation programme to deliver the fastest, gate-to-gate Wi-Fi rollout on a widebody fleet, the airline is now ahead of schedule, operating the largest number of Starlink-equipped widebody aircraft totalling over 100 in the sky.

QR currently flies to over 170 destinations worldwide through its DOH hub. With more than 50% of its widebody fleet now Starlink-connected, the world’s best airline has to date chalked up over 30,000 flights with high-speed, gate-to-gate connectivity.

Although the gate-to-gate access may be unavailable at certain airports due to local regulatory requirements, this pace cements QR’s position as the only carrier in the Middle East and North Africa region to offer Starlink onboard long-haul and ultra-long-haul connectivity.

Having completed its Boeing 777 rollout programme, the airline is now finalising its Starlink rollout across its Airbus A350 aircraft, set to be completed in record time.

For more information, visit **www.qatarairways.com**



LOT Polish Airlines’ Charter Flights from Warsaw to Langkawi for the Winter Season

Tourism Malaysia and the Langkawi Development Authority (LADA) recently welcomed LOT Polish Airlines’ (LO) inaugural charter flight by tour operator ITAKA under the JP Winter Charter 2025/2026 campaign that connects Warsaw (WAW) to Langkawi (LGK).

Using Boeing 787-9 Dreamliner aircraft, this marks the start of a weekly direct charter service until March 2026.

Supported under the International and Charter Flight Matching Grant initiative, this collaboration between Tourism Malaysia Frankfurt Office, Poland’s ITAKA and LOT Polish Airlines builds upon the successful 2024/2025 charter season, which recorded 5,345 passengers, surpassing its initial target by 33%

Datuk Manoharan Periasamy, Director General of Tourism Malaysia said, “The WAW to LGK charter flight marks a significant milestone that reinforces Malaysia’s appeal as a long-haul leisure destination.

With Visit Malaysia 2026 on the horizon, this initiative exemplifies our growing partnerships and strengthens our presence in Central and Eastern Europe.”

The welcoming ceremony featured a lively traditional kompang performance and captivating cultural showcases, symbolising Malaysia’s warmth and hospitality.



Tourism Malaysia also presented souvenirs and promotional materials to the arriving passengers.

From January to September 2025, Malaysia recorded 37,432 visitor arrivals from Poland, up 40.5% year-on-year, reflecting the positive growth of this emerging market.

With continued collaboration from LADA and key tourism industry partners, Tourism Malaysia remains committed to strengthening the long-haul charter segment as part of its broader strategy to achieve 47 million international arrivals in conjunction with Visit Malaysia Year 2026.

For more information, visit **www.lot.com**



Limited Edition of Business Class Amenity Kits for British Airways' London Gatwick Flights

British Airways (BA) has unveiled four new collectible amenity kits for its Club World passengers travelling long-haul in Business Class onboard its London Gatwick (LGW) flights from 26 October 2025.

Designed by British artists powered by art platform 'Rise Art', the airline has partnered with luxury British wellness brand, anatomē, to include ultra-hydrating and relaxing products in these limited-edition amenity kits.

Additionally, BA's anatomē products are made using recyclable aluminium packaging, removing 26.5 tonnes of single use plastic yearly, while the kits are made of fully recycled fabric.

Meanwhile, to boost the airline's connectivity between the United Kingdom (UK) and India, BA reaffirmed its commitment to this key global market during the recent 'Britain Means Business' trade mission.

About 130 top UK Chief Executive Officers (CEOs) and senior government ministers participated in this landmark trade mission, led by UK Prime Minister (PM) Keir Starmer, on a chartered BA flight to Mumbai (BOM).

This trip, which followed the signing of a Free Trade Agreement between the UK PM and his Indian counterpart, Narendra Modi, in July 2025, saw the return of the popular First Class cabins on flights from LHR to BOM in October 2025.

This will be followed by the latest Business Class Club Suite on select flights across five Indian routes by the end of 2026.

Subject to regulatory and capacity approval, BA plans to introduce a third daily flight between London Heathrow (LHR) and Delhi (DEL) in 2026.

“Our ties with India were established over 100 years ago and today we have around 2,500 colleagues based there.”

SEAN DOYLE

Chairman and Chief Executive Officer of British Airways (BA)

Currently, BA operates 56 direct services weekly to five Indian cities.

This equates to almost 1.5 million seats between London and India yearly, making India its biggest market outside of the United States.

Since March 2025, BA has rolled out a Meet and Assist service for customers who require additional support travelling from India to the UK.

This complimentary service has been used by about 5,500 customers so far.

For more information, visit www.britishairways.com



Qingdao Airlines to Increase Flight Frequency in Mid-December 2025

Chinese carrier Qingdao Airlines (QW) will begin operating daily flights between Kuala Lumpur (KUL) and Qingdao (TAO), with double-daily service on selected days starting 15 December 2025.

Currently, the airline flies thrice weekly to the KL International Airport Terminal 2 utilising the A321 aircraft.

Operating from its hub at Qingdao Jiaodong International Airport with an all-Airbus fleet of 38 aircraft, it currently serves over 70 domestic routes across China and international routes that connect key destinations in Korea, Japan, Vietnam, Thailand and Malaysia.

QW, which appointed Discover the World Malaysia as its General Sales Agent effective November 2025, expects to strengthen its presence here as the gateway to Southeast Asia (SEA).

Its International Sales Manager Lin Yuan said, “As one of the key tourism

and business destinations in Southeast Asia, Malaysia holds significant market potential.

“Through this collaboration, QW aims to leverage Discover the World's extensive global distribution network and professional marketing expertise to further expand its presence in the Malaysian market, providing travellers with more convenient and high-quality travel options.”

Aiden Walsh, Head of Development of Global at Discover the World said, “With their boutique full-service offering, modern fleet of Airbus A320ceo, A320neo and A321neo aircraft, and commitment to premium passenger experiences, we are excited to get started.”

Discover the World has a global network in more than 60 countries and a portfolio of over 95 clients, including airlines, hotels, cruise lines and travel service providers.

Skytrax certified QW as a three-star airline for the quality of its airport and onboard product and staff service.

For more information, visit www.qdairlines.com



Vietnam Airlines Boosts European Network

Vietnam Airlines (VN) will begin its new thrice weekly service connecting Ho Chi Minh City (SGN) and Copenhagen (CPH) on 15 December 2025.

This first direct route between Vietnam and Denmark will establish an important air link between Southeast Asia and Northern Europe, and reducing travel time to approximately 12 hours on the Boeing 787-9 Dreamliner.

To strengthen VN's collaboration in tourism and aviation with Denmark and the Nordic region, the airline recently signed four strategic cooperation agreements.

Among them is a Memorandum of Understanding (MoU) on infrastructure coordination, enhancement of service quality and joint promotional activities with Copenhagen Airport to develop two-way tourism products of mutual benefits.

As Denmark's capital and a major economic and tourism hub in Northern Europe, CPH Copenhagen serves as a gateway to the broader Scandinavian region, including Norway, Sweden, Finland and Iceland.

VN, Saigontourist and Nordic Travel also signed a three-party cooperation agreement to expand package tour offerings and improve the overall customer experience.

Additionally, in collaboration with Vietnam's tourism promotion agencies and their Nordic partners, the airline hosted the recent Vietnam Europe Tourism Promotion Programme in CPH.

Meanwhile, in its ongoing commitment to enhancing its passenger experience on international flights and selected Lotus Lounges, VN has become the first airline in Vietnam to introduce its own signature fragrance, LotusScent.



Drawing inspiration from the lotus, a timeless emblem of purity and elegance, VN collaborated with Vietnamese fragrance artist Rei Nguyen to create this signature scent with the tagline, “A graceful scent accompanying every journey with VN.”

For more information, call +603-2031 1666 or visit www.vietnamairlines.com



10th Anniversary Celebration at Perth Airport by Batik Air Malaysia

Batik Air Malaysia (OD) recently celebrated a decade of connectivity from Kuala Lumpur (KUL) to Perth (PER), strengthening links between Malaysia and Western Australia (WA) as well as enabling smoother access for leisure travellers, students, and business communities across both markets.

To commemorate the milestone, OD hosted special festivities for passengers travelling from PER, featuring displays, exclusive giveaways and surprise activities throughout the day.

PER's Acting Chief Commercial and Aviation Officer James Gorton said the airline group's first entry-point into this Australian market in 2015 contributed to Malaysia becoming WA's fifth largest international visitor market, injecting A\$131 million into the WA economy in visitor expenditure in the financial year ending 2025.

“This milestone marks both a proud achievement and the beginning of a new chapter for the airline.”

DATUK CHANDRAN RAMA MUTHY

Chief Executive Officer
of Batik Air Malaysia (OD)

Meanwhile, on 15 December 2025, OD will be expecting the highly anticipated return of its thrice weekly direct service from KUL to Osaka (KIX) following the suspension of its service via Taipei (TPE) on 7 December 2024, which had been operated using the Boeing 737.

For its soon return, the airline will be deploying the larger wide-body Airbus A330 with 12 Business Class seats and 365 Economy Class seats.

Datuk Chandran said, “Japan continues to be a dream destination for many Malaysians, and Osaka holds a unique charm with its rich history, vibrant urban culture and extraordinary food scene.”

Travellers can immerse themselves in Osaka Castle's timeless beauty, shop and wander through the neon-lit Dōtonbori district, and experience Universal Studios Japan, one of Asia's most popular theme parks.



He added, “Alongside our existing daily KUL to Tokyo Narita (NRT) flights, travellers now have more flexibility, flying into KIX and returning from NRT or vice versa, both with direct connections to KUL.”

The return of the KUL to KIX service reflects OD's strategic growth in North Asia, strengthening Malaysia's aviation links and supporting two-way tourism.

This renewed connection is a timely moment as the country prepares for Visit Malaysia 2026.

For more information, visit www.batikair.com



Award-winning Emirates Remains Boeing's Largest Customer and Operator of the B777 Aircraft

Emirates (EK) has ordered 65 more Boeing 777-9 aircraft worth USD38 billion, bringing its total orderbook to 315 widebody aircraft, comprising 270 B777Xs, 10 B777 freighters and 35 B787s.

Its latest agreement with Boeing provides strong backing for American manufacturer's feasibility study to develop the B777-10, a larger variant of its 777X family.

The world's largest international airline also signed up on the opening day of the Dubai Airshow 2025 on 17 November for options to convert its latest B777-9 order, powered by GE 9X engines, into the B777-10 or B777-8 aircraft.

The airline's total orderbook with GE Aerospace for GE9X engines now stands at 540 units, including the 130 additional units signed at the Dubai Airshow.

This represents a massive long-term commitment to the United States' aerospace manufacturing, generating support for hundreds of thousands of high value manufacturing jobs.

“We look forward to continue working closely with Boeing to receive delivery of our first B777-9s from the second quarter of 2027 and to equip our latest aircraft with state-of-the-art, industry-leading onboard products.”

HIS HIGHNESS SHEIKH AHMED SAEED AL MAKTOUM

Chairman and Chief Executive Officer
of Emirates (EK)

EK will be expecting the Boeing aircraft deliveries up to 2038.

Russell Stokes, President and CEO of Commercial Engines and Services for GE Aerospace remarked, “Already the world's largest customer for GE90 and GP7200 engines, this additional GE9X order reflects EK's confidence in our technology and our team.”

Over its 40-year history, EK operated every model in the B777 family and today flies the world's largest B777 fleet powered by GE90 engines.

Its 119 B777-300ERs, 10 B777-200LRs and 11 B777 freighters connect Dubai to over 140 cities, facilitating trade, commerce and tourism traffic across six continents.

EK was recently voted the 'Best Airline in the World' for the eighth consecutive year at the ULTRAs travel awards in Dubai.



Based on votes from Ultratravel's global network of 1.2 million travellers, EK also scooped the 'Airline with the Best Premium Economy Class' award, while its President, Sir Tim Clark, was presented with the 'Lifetime Achievement Award for Services to Global Aviation' in recognition of his 43 years in this industry.

He also recently received the 'Distinguished Achievement Award' from the Wings Club Foundation, a premier global society of Aviation professionals.

For more information, visit www.emirates.com



Roadmap for the Future of Airport Retail

With Malaysia Airports' international passenger traffic increasing at its group network of airports over the past 11 months due to factors such as the expansion of air connectivity, the airport operator recognises that rising passenger volume alone is not able to drive operational growth.

While retail demand is expected to pick up in tandem with the passenger movements at its airports, Malaysia Airports is eager to convert the untapped income per passenger (IPP) into more revenue for the Group and its retail partners.

At the recent Concessionaires Conference 2025 held at Sama-Sama Hotel KL International Airport, Dato' Mohd Izani Ghani, Managing Director of Malaysia Airports highlighted in his keynote address the central role that retail and service partners play in shaping the airport experience for travellers.

“As the region's aviation landscape expands and Malaysia prepares for Visit Malaysia 2026 (VM2026), our priority is to strengthen collaboration and elevate performance together, ensuring our airports remain competitive, memorable and truly reflective of Malaysia's identity.”

DATO' MOHD IZANI GHANI
Managing Director
of Malaysia Airports

Themed 'Elevating Performance, Driving Growth', the conference brought together over 300 industry players from the travel retail sector to gain insights from Dr. Peter Mohn, founder and Chief Executive Officer of m1ndset, who spoke on 'How the New Generation of Travelers are Shaping the Megatrends of Travel Retail'.

He discussed at length the consumer preferences of younger travellers, in particular the Gen Z, who are more likely to purchase after an experiential event besides being impulsive buyers.

Imparting his final calls to action on how to increase sales at the airport, Dr. Mohn advised, “Stop waiting for passengers to find you. Instead, use the power of unique and engaging experiments to make the Malaysian airports special for travellers.”

The conference also touched on global travel retail trends and strategies that will drive greater innovation, collaboration and operational excellence across the airport ecosystem.

Hani Ezra Hussin, Senior General Manager of Commercial Services, reflected on the collective achievements under the Commercial strategy and the refreshed retail mix across the network.

“Our reset is not a final destination but a continuous journey. We will keep building momentum by embracing new technologies, refreshing our brand mix and introducing innovative offerings that ensure our airports remain relevant and competitive globally.

“Looking ahead, VM2026 will also present a significant opportunity for concessionaires to build on our shared momentum and contribute to a more vibrant commercial landscape.”



The other two speakers from Malaysia Airports are Zulhikam Ahmad, General Manager of Commercial Business Performance and Growth and Feizal Mohd Nor, General Manager of Commercial Bussiness Improvement and Excellence.



Zulhikam, who spoke on 'Driving Growth: Commercial Strategy and Moving Forward', gave a glimpse of the amazing offers and gifts Malaysia Airports has prepared for VM2026, while Feizal called for more engagement between his team and the airport retailers as they gear towards another strong year ahead.

Gala Night of Awards



Later, at the Concessionaires Awards Night 2025, themed 'Mythical Malaysia: Where Legends Rise and Glory Reign', a total of 44 awards were presented, including two new categories under Entrepreneurial and Compliance Excellence, reflecting our commitment to encouraging innovation, agility and integrity within our retail ecosystem.

Inspired by Malaysian folklore, the gala night, featuring contemporary design interpretation of local legend, celebrated outstanding achievements in travel retail.

“We are in an era where the role of airports has expanded. Travellers now look for comfort, good choices and meaningful experiences from the moment they arrive.”

Thanks to your creativity and commitment, our airports have welcomed over 86 million passengers todate and are becoming places where people genuinely enjoy spending their time, not just passing through.

HANI EZRA HUSSIN
Senior General Manager
of Commercial Services



She added, “With more than 800 retail outlets and brands operating across Malaysia Airports, we have built a retail ecosystem that offers travellers greater choice, comfort and meaningful experiences, a strong foundation as we move towards VM2026.”

“Together, we will continue shaping airport retail that is sustainable, digital and experiential, a reflection of the Malaysia we want the world to see.”





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