



Media Release

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For immediate release

AVIATION INDUSTRY HIGH ACHIEVERS AWARDED AT KLIA AWARDS 2010

SEPANG – 17 awards were lined up for all airlines and service providers operating at the KL International Airport (KLIA), honouring partners with exceptional performance for the year 2010. The sixth edition of KLIA Awards was special, as it coincides with the nation's centennial celebration of aviation.

KLIA Awards is the ideal platform to reward its partners that have capitalized on the strong recovery of the global aviation industry last year by further enhancing their performance and services. The presentation of the KLIA Awards is aimed at recognizing and motivating all KLIA business partners that relentlessly push the boundaries of distinction in their fields, enabling KLIA to further advance in service excellence.

KLIA Awards offers recognition to different categories of airlines and service providers at KLIA. The winners are chosen based on their 2010 feat in sectors such as passenger movement, growth factor, sales performance, international recognition as well as their service performance. The awardees receive a custom-made trophy bearing their winning categories.

KLIA Awards was first introduced in 2006. It is the only award ceremony in the country that pays tribute to the best performers in aviation industry and has gained reputation as one of the most important events in the calendar of the nation's aviation industry.

YB Dato' Seri Kong Cho Ha, Minister of Transport expressed his confidence that KLIA will continue to be a major force in the aviation industry, "Malaysia's aviation industry is expected to undergo rapid growth and KLIA will become an important air transport hub for Asia by 2020. KLIA passenger movements continue to indicate growth that outpaces its closest rival. At the end of 2010, KLIA is leading the competition with 14.8% growth, ahead of Changi and Jakarta. If the momentum continues, Malaysia is on its way to be a prominent hub of the region."

He also commended Malaysia Airports in its effort to value and rewards its business partners: "I also applaud Malaysia Airports for organising the annual KLIA Awards as a platform to recognise excellent performance of all partners at KLIA. I would like to call for the community at KLIA to continue forging a solid teamwork so that KLIA will once again achieve the recognition as the

‘World’s Best Airport’ soon.”

Tan Sri Bashir Ahmad highlighted KLIA’s fine performance last year, “In 2010, KLIA served as a gateway to 34.1 million passengers and an entry point to 58 airlines flying to 123 destinations around the globe. KLIA also welcomed three new airlines in 2010 – Mahan Air, Royal Jordanian and Oman Air as a result of Malaysia Airports’ relentless marketing effort and strong Government support.”

“2011 has also seen promising expansion with Air Koryo, Lion Air and Kalstar starting their operations to Malaysia. In addition Cebu Pacific, Cathay Pacific Airways, Hong Kong Express Airways, Vietnam Airlines and Firefly have added routes and frequencies to their current flight operations” he added.

He also revealed on the new flavours added for this year's event, in making KLIA Awards more memorable, “This year we introduce a new award category ‘Service Excellence Award’ – in line with our emphasis to enhance the service excellence culture at KLIA. The award criteria is based on the highest score in the Airport Service Quality (ASQ) elements – for agencies. We are also giving ‘Appreciation’ plaques to Government agencies – a way to express our thanks & gratitude to Government agencies at KLIA.”

Tan Sri Bashir also shared his aspiration for KLIA to again claim the World’s Best Airport title. He said, “To be the World’s Best Airport is a reflection of not only KLIA’s superiority, but also of its people, all agencies at KLIA. Together we have achieved this before, by being awarded the World’s Best Airport title (15-25 million passengers per annum category) for three consecutive years from 2005 to 2007. Due to KLIA’s rapid growth, KLIA is now competing in the 25-40 million passengers per annum, competing against other giant rivals. But we believe with everyone’s effort and cooperation, KLIA can rise to the occasion and be on top of the world again.”

Ending his speech, Tan Sri Bashir expressed his gratitude to all within the KLIA community for their continuous support towards the management of KLIA and Malaysia Airports throughout the years, which has been the driving force to elevate KLIA to greater heights.

The year 2010 has been a very fruitful year for KLIA. KLIA was ranked 5th worldwide in ASQ benchmark for the 25-40 million passengers per annum category. KLIA also won two awards from Skytrax World Airport Awards 2010 for Best Immigration Service and Staff Service Excellence in the South East Asia category. Another notable achievement was to be named “Asia Pacific Airport Of The Year” in the 2010 by Frost & Sullivan at the Asia Pacific Aerospace & Defence Awards.

Another aviation industry landmark is Klia2, the new mega terminal dedicated to low cost carriers, which is slated for completion in 2012. It will further add the element of flexibility to KLIA’s overall operations as it will allow the airport to combine short and long haul connections, serving both full service and low cost carriers with multiple international arrivals and

destinations. Klia2 will be a catalyst for innovative new offerings, including an air-ground multi-modal interchange and a suite of airport city facility.

In order for the KLIA community to head towards more fruitful years, the KLIA community will need to continuously enhance their efforts to reap more successes, not only for KLIA, but for Malaysia as a whole. The year 2011 marks the centennial celebration of aviation in Malaysia, and having had a solid foundation and strong potential together with KLIA as an icon; Malaysia's aviation industry is destined for more success in the future.

Also present at the Awards dinner is the Chairman of Malaysia Airports, Y.Bhg. Tan Sri Datuk Dr. Aris Othman. The grand event is attended by approximately 400 guests at the Pan Pacific Kuala Lumpur International Airport.

Attached Photos Captions:

- *DCA klia awards 10 - Datuk Azharuddin A. Rahman, Director General DCA receiving the Special Award (In Commemoration of 100 Years Of Aviation) from the Minister of Transport, while Tan Sri Aris Othman, Chairman of Malaysia Airports (second from right) and Tan Sri Bashir Ahmad (far right) look on*
- *Oman Air klia awards 10 - Kathleen Leong (District Manager, Oman Air) receiving the Promising New Foreign Airline of the Year from the Minister of Transport, while Tan Sri Aris Othman, Chairman of Malaysia Airports (second from right) and Tan Sri Bashir Ahmad (far right) look on*
- *MASKargo klia awards 10 - Anita Kushairy Ahmad Kushairy (Manager, Corporate Communications MASKargo) receiving the Airline of the Year-Cargo from the Minister of Transport, while Tan Sri Aris Othman, Chairman of Malaysia Airports (second from right) and Tan Sri Bashir Ahmad (far right) look on*

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