



Annex B

Changi Airline Awards 2018

Partner of the Year

The *Partner of the Year* award, launched in 2010, gives special recognition to a key partner who has collaborated with CAG over the past few years and made substantial contributions to the growth and development of Changi Airport as an air hub.

This year, the *Partner of the Year* award goes to **Singapore Airlines (SIA)** in view of its efforts in recent years to enhance Singapore's global air hub status and network connectivity, which included the more recent delivery of the Airbus A350-900, as well as the new A380 aircraft fitted with state-of-the-art cabin products. In conjunction with welcoming the new Boeing 787-10 aircraft to its fleet in March 2018, SIA also launched its new regional Business Class seats. By expanding its route network to include links to Canberra, Dusseldorf, Stockholm and Wellington and launching daily non-stop flights to San Francisco, Singapore Airlines further bolstered Changi Airport's position as a leading aviation hub.

CAG and SIA have worked hand-in-hand to boost passenger demand in Asia and beyond. In cultivating untapped markets and special passenger segments, CAG, SIA, together with various tourism bodies, jointly conducted B2B and B2C roadshows to bring about trade partnership in Eastern Europe, Japan and South-East Asia, to name a few. Moreover, CAG and SIA also jointly promoted the Changi Transit Programme, a popular campaign currently in its 6th year running, to reward passengers transiting in Singapore. Together with Singapore Tourism Board, Singapore Airlines and Changi Airport also jointly sponsored the Singapore Stopover Holidays and Free Singapore Tour, long-running programmes which give stopover or transit passengers a glimpse of Singapore's various tourism offerings.

To promote Singapore's pharmaceutical air cargo handling capabilities, CAG and SIA Cargo¹ co-exhibited at the recent Air Cargo India exhibition, and jointly held a roadshow in Jakarta, Indonesia. On October 2017, SIA Cargo became a key member of Pharma@Changi – a Changi initiative to pursue best standards in pharmaceutical air cargo handling. As strategic members of Pharma.Aero, both CAG and SIA Cargo are currently working on a new strategic initiative to enhance data visibility for the Pharma industry in the airport environment.

¹ As of 1 April 2018, SIA Cargo was re-integrated as a division within SIA.