

# WINGS CHAMBER

★ VOLUME-7

ISSUE-10

★ THANE

★ APRIL 2014

★ PAGE 04



## ROYAL CARIBBEAN INTERNATIONAL RETURNS TO GULF FOR FIFTH SEASON

*Splendour of the Seas to deploy to Middle East in winter 2015/16*  
GCC Ports eagerly await adding Splendour of the Seas to the region's burgeoning cruise market

DUBAI, March 23, 2014 Royal Caribbean International, the largest global cruise line, today announced its return to the Gulf in winter 2015-16. The fifth seasonal sailings will comprise 16 roundtrip sailings from December 2015 through March 2016, visiting some of the Arabian coast's most intriguing destinations on a seven-night itinerary. Royal Caribbean International's *Splendour of the Seas* is scheduled to dock in its home port of Dubai, UAE followed by calls to Oman's capital of Muscat and Khasab along with Abu Dhabi in United Arab Emirates.

"Following on from positive and collaborative discussions with our key partners in the region, we are pleased to announce our return to cruising in the Arabian Gulf

for the winter of 2015 / 2016. We are looking forward to deploying *Splendour of the Seas*, one of our Vision-class vessels to the region for the first time and to welcoming guests from all over the world. I would like to express our thanks to the cruise tourism officials from the DTCM, TCA Abu Dhabi and Oman's Ministry of Tourism for their support and congratulate them on the formation of the Cruise Arabia alliance. This is a welcome step in continuing to promote the economic and touristic benefits of cruising and I'm sure the season will be very successful," said Helen Beck, Regional Director, International Representatives, EMEA, Royal Caribbean International.



## Marshall Aviation Services Broughton affirms its paint capabilities

The Centrum onboard *Splendour of the Seas* with its sweeping views and central location is a chic and sophisticated venue featuring enriching daytime activities, dazzling nightly entertainment and jaw-dropping aerial spectacles. The Centrum's R Bar features a sophisticated 1960s vibe, complete with iconic furnishings and signature cocktails mixed by a savvy and personable mixologist. Bringing the Centrum's entertainment offerings to life is the latest in sound and light technology. During the entertainment, which takes place throughout the cruise, the soaring space comes alive with a series of aerial acrobatic vignettes blurring the lines between choreography and technology.

More..pg 2







**BGAD**  
CAMBRIDGE

**CAMBRIDGE**  
INTERNATIONAL AIRPORT

## Key industry anniversaries to be embraced at BGAD Cambridge - the UK's leading business and general aviation show

The UK's 10<sup>th</sup> Business and General Aviation Day (BGAD) will once again be hosted by Cambridge International Airport on Tuesday, September 23, 2014 in association with *European Business Air News* - which marks a significant (25<sup>th</sup>) anniversary this year. New for this year, Marshall Aviation Services, the business aviation arm of Cambridge-based Marshall Aerospace and Defence Group, will be fully exploiting the relaxed networking opportunities with the launch of an after-show dinner for visiting delegates and exhibitors in one of the famous Cambridge University dining halls.

The Marshall Group is celebrating its own 105<sup>th</sup> anniversary this summer and Marshall Aviation Services is duly planning a significant presence at the Show. As the exclusive sales distributor for the UK and Ireland for all Beechcraft piston and turboprop models MAS looks forward to show casing several aircraft models both for sale and charter. It has also invited Beechcraft to optimise the day and make it a UK celebration of 50 years of Beechcraft production. James Dillon-Godfray, Vice President, Marshall Aviation Services noted: "With several anniversaries this year, coupled with our own significant growth in the business aviation arena with the acquisition of Hawker Beechcraft's

UK MRO and charter operator FlairJet in 2013, we hope to make the event even bigger and better than before." The relaxed format for BGAD, which over the past couple of years has become increasingly popular among trade visitors from Europe, remains unchanged for 2014. Complementing the exhibition area, a range of topical seminars and panel discussions supported by BBGA and BACA, will run during the morning. There will be a static display of diverse aircraft - business jets, turboprops and helicopters and luxury motor cars - available for charter, or for sale and available for potential buyers to view. There are no handling or landing fees to present an aircraft on the static and fees are just £595 to showcase an aircraft. Exhibitors pay £795 for a fully carpeted booth, three metres by two metres with electrical power, lighting, table, chairs and wifi. The floor plan and sponsorship offers can now be viewed at the BGAD website. A strong supporter of BGAD Adam Twidell, CEO of Privatefly said: "We have been exhibiting now for four years and it has become one of our annual industry highlights. A chance to meet with business aviation colleagues from the UK and overseas and to share ideas and experiences. It's always been very worthwhile for us." [Http://www.bgad.aero/](http://www.bgad.aero/)

From .pg 1

Guests sailing aboard *Splendour of the Seas* have a variety of restaurants, both fine-dining and casual, to choose from providing them with an exceptional and customizable vacation experience. Among the highly-acclaimed dining concepts onboard *Splendour of the Seas*, guests will find the Asian Izumi restaurant; the line's signature steakhouse, Chops Grille; as well as the Boardwalk Dog House hotdog counter; the Park Café deli-style restaurant and the exclusive Chef's Table dining experience. The line also offers a à la carte menu in the Viking Crown Lounge, which giving guests the opportunity to enjoy bite-sized portions of their favorite classics. Younger cruisers will laugh and learn in scheduled activities throughout the day in the line's award-winning Adventure Ocean youth program. Teens 12 and older can enjoy spending time with peers in the teen-only hangout and disco, and join enrichment classes such as mixing music like a DJ or learning hip-hop dance moves. Throughout the day, youth program activities are always led and supervised by Royal Caribbean's exceptional, energetic and college educated youth program

counselors. *Splendour of the Seas* will add more than 32,000 guests in her first four-month season to the region's burgeoning cruise sector and the new sailings will be going on sale as of 10 April 2014. All the Gulf region's ports are gearing themselves up for the arrival of *Splendour of the Seas* from Royal Caribbean International. Hamad M Bin Mejrren, Executive Director, Business Tourism, Dubai Department of Tourism and Commerce Marketing, stated: "We are absolutely delighted to welcome Royal Caribbean International back to the Gulf with Dubai as its home port for the 2015-2016 season. The return of Royal Caribbean comes at an opportune time, with Dubai's Department of Tourism and Commerce Marketing, Oman's Ministry of Tourism and Abu Dhabi Tourism & Culture Authority all working together to transform the Gulf into a leading cruise destination globally. Cruise is going to play an increasingly important role in Dubai's tourism sector in the future. Almost one year ago, HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, endorsed Dubai's Tourism Vision for 2020: to double the number of tourists coming to Dubai to 20 million by 2020. Much of its success will depend on evolving our tourism offer. We already have world-class infrastructure, continuous investment from the government and an unrivalled destination offering. With the further development of our cruise industry, Dubai can truly become a global cruise destination."

Khalid Al Zadjali, Director of Tourism Events at the Oman Ministry of Tourism, said: "We are delighted to learn that the luxurious Royal Caribbean International cruises will be returning to the region. We look forward to welcoming all tourists who





## ATLANTIS, THE PALM LAUNCHES THREE NEW DIVING EXPERIENCES AT DUBAI INTERNATIONAL BOAT SHOW

Dubai, United Arab Emirates, Atlantis, The Palm launched three thrilling, new diving activities at the Dubai International Boat Show starting 4<sup>th</sup> March. In addition to the launch of the new diving experiences Atlantis is also running two competitions for guests to the show to win a spectacular diving experience in The Ambassador Lagoon.

The new diving activities include: **Atlantis Dive Discovery** an introductory diving experience which gives new divers a basic skill session before a 20 minute dive in The Ambassador Lagoon and a great jumping off point to the full PADI diving certification. The new **Atlantis Dive Explorer** a 30 minute dive session in the majestic Ambassador Lagoon, where divers will come face to face with sharks, fish and rays. **And the Royal Dive** which gives guests the entire majestic Ambassador Lagoon to themselves. They will also receive a take home mask, fish ID booklet, free video of their experience on a flash drive and up to 3 guests can join them for a complimentary dinner after the dive.

Visitors to the Atlantis stand at the show will also have the opportunity to purchase diving experiences with incredible savings **The Ultimate Dive** for AED 2000 (usually AED 2500), the **NEW Atlantis Dive Discovery** for AED 600 (usually AED1150) The Atlantis, The Palm stand is located in the diving section of The International Boat Show.

The Ambassador Lagoon Home to over 65,000 marine animals, including sharks, fish and many species of rays, The Ambassador Lagoon at Atlantis, The Palm is the perfect place for diving. During diving activities experienced marine experts guide guests on a journey through this 11 million litre, 10 metre deep, marine habitat and underwater exhibit. This habitat focuses on marine life found in the local waters of the Arabian Gulf, including Golden Trevallies, Cobias, Crescent Angel fish and a variety of sharks and rays. Here, guests can watch the sea life peace fully, learn about fish species and ocean preservation and even fed some of the hungry rays and sharks.

From .pg 2

want to explore the beauty of Oman and discover its history. There are numerous activities to enjoy in our country, and limitless places to visit, including Muscat and Khasab, which will be included in the itinerary of the cruises. This is definitely a welcomed development for Oman as our country steps up its efforts to strengthen its presence in the lucrative global cruise industry in the GCC and internationally. We anticipate hosting more cruise ships in the future."

"Our collaborative approach, with Dubai and Oman partners, to developing the viability and appeal of Arabian Gulf cruising has clearly struck a chord with a recognised cruise sector innovator and Abu Dhabi will benefit from Royal Caribbean International's return to the region. Together we are cultivating development opportunities to attract visitors from a variety of new markets, including itinerary extension through inclusion of the region's only dedicated cruise beach stopover destination in our Western Region. By 2015, we anticipate a step change in our own shore excursion portfolio with the eagerly awaited opening of Louvre Abu Dhabi in our Saadiyat Island Cultural District, and Zayed Port's improved permanent terminal facilities - two significant milestones which also add depth of quality and diversity for the region," said Sultan Al Dhaheri, Acting Executive Director, Tourism, Abu Dhabi Tourism & Culture Authority (TCA Abu Dhabi). For business travellers, *Splendour of the Seas* also offers numerous conference and meeting facilities. State-of-the-art fully-equipped meeting rooms and Wi-Fi connections on board the vessel can accommodate big groups and charters too; whilst theatres and lounges are also available for corporate events with up to 800 people. Royal Caribbean International is an award-winning global cruise brand with a 45-year legacy of innovation and introducing industry "firsts" never before seen at sea. The cruise line features an expansive and unmatched array of features and amenities only found on Royal Caribbean including, jaw-dropping, Broadway-style entertainment and industry-acclaimed programming that appeals to families and adventurous vacationers alike. Owned by Royal Caribbean Cruises Ltd. (NYSE/OSE: RCL) and operated by RCL Cruises Ltd., the cruise line sails 21 of the world's most innovative cruise ships to the most popular destinations in the Caribbean, Europe, Alaska, South America, the Far East, and Australia and New Zealand. World renowned for its friendly and engaging Gold Anchor Service, delivered by every staff and crew member, Royal Caribbean has been voted "Best Cruise Line Overall" for 11 consecutive years in the *Travel Weekly* Readers Choice Awards.

**9<sup>th</sup> LAGOS MOTOR FAIR**  
May 1 -7, 2014

**3<sup>rd</sup> Autoparts Expo Nigeria**  
...Supplying Central & West Africa Market  
May 4 -7, 2014

**FEDERAL PALACE HOTEL**  
VICTORIA ISLAND, LAGOS





Company's third largest lubricant blending plant in the world is based in UAE

## TOTAL signs three strategic agreements with AW Rostamani Trading for Elf Lubricants

Dubai, UAE, 12<sup>th</sup> March 2014: In a strategic move that demonstrates the mutual commitment of both companies, Total Marketing Middle East (TMME), signed three strategic agreements with AW Rostamani Trading for its Elf brand. The first agreement aims to expand the scope of distribution of Elf lubricants in Dubai & Northern Emirates to cover both commercial and retail segment. The second agreement was signed to extend the Elf lubricants supply to Arabian Automobiles Nissan, Renault & Infinity Sharjah Service centers in addition to Northern Emirates authorized service centers. The third agreement signed was for "Elf Rapid Oil Change Centre" which will be launched in Arabian Automobiles Umm Al Quwain branch. TMME is highly committed to the UAE market according to officials present at the signing ceremony as the manufacturing of its products is done at Total Lubricants Blending UAE in Dubai which is the company's third largest lubricant blending plant within Total group globally. Elf Rapid Oil Change concept is dedicated for independent workshops specializing in quick oil changes and offering other services like car wash, tire change among others. The concept is open for all makes of cars and offers free 16 point safety checks.

Total and AWR Group are committed to provide quality products at affordable price and also ensure safety of customer's car engines by recommending apt products on the basis of customers driving conditions or make of vehicle. The contracts were signed by Mr. David Kalife Managing Director, Total Marketing Middle East and Mr. Michel Ayat CEO, AWR Automotive in the presence of senior delegates from both companies. During the signing ceremony, Mr. Kalife said, "We are proud of our association with AW Rostamani Trading and its professional team. Together we have taken strong initiatives to provide best service levels to our consumers with the Elf range of lubricants. He continued to mention "This renewed partnership would enable us to reach out to a larger consumer segment." Mr. Ayat added: "AW Rostamani Trading has made a strong foot hold in the market place in a very short span of time and we are committed to grow the business into the next level as the teams from both companies work with deep rooted passion and synergy". Mr. Ayat acknowledged the confidence bestowed by TMME on AW Rostamani Group and the strong partnership between both companies. [www.totalmarketingmiddleeast.com](http://www.totalmarketingmiddleeast.com)



**Bawadi Mall attracted 709,416 visitors in February 2014, up 7% from February 2013**

*Khalid Shraim: "We created the 'infotainment' approach mixing shopping with education"*



## TOP AUTHORS VISIT THE LOST CHAMBERS AQUARIUM FOR INTERNATIONAL CHILDREN'S BOOK DAY



**Central Bank of Jordan authorizes integration of Middle East Payment Services (MEPS) cashless payment services within its platform via**

**MOBIBucks**



A check for half a million baht (USD16,000) was donated by Khiri Travel and partners to Operation Smile Thailand on 20 March in Bangkok, Thailand