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Khiri Travel Opens in Indonesia

Khiri Travel has announced the launch of Khiri Travel Indonesia. Khiri Travel will partner with Sunda Trails and open with offices in Lombok and Flores with dedicated English and Dutch speaking teams in place

Sunda Trails has 12 years of inbound tourism operations experience in Indonesia, focusing mostly on eco-tourism and rural community exploration, all with an emphasis on responsible travel. The founder of Sunda Trails, Anita Verhoeven, a Dutch national who has been living and working in Indonesia for 20 years and speaks fluent Bahasa Indonesia, will continue to play a key leadership role in Khiri Travel Indonesia, focusing mostly on product development. Willem Niemeijer, CEO of Khiri Travel, said that the merger was made possible due to shared values held by both companies. "We both have a passion for sustainable tourism operations, innovative programs and immersive travel experiences for all budget levels," he said

Sunda Trails was founded in 2002. Besides cultural and natural highlights in Java, Bali and Sumatra, the company offers hiking, bicycle tours, diving, marine expeditions and anthropological trips throughout the Indonesian archipelago. Initially, the islands east of Bali (Lombok, Sumbawa, Sumba and Flores), also known as the Lesser Sunda Islands (Nusa Tenggara Timur or East Nusa Tenggara) will remain as the cornerstone of the new Khiri Indonesia tours, with all trips there being personally selected by Verhoeven. "Indonesia is mind boggling," she said. "Even after all these years, I feel I've just scraped the surface. With Khiri onboard we can now share our existing tours and new discoveries with a wider audience." Niemeijer said that the deep expertise of Sunda Trails, combined with the professional business systems that Khiri employs and exposure to a wider travel agent base will bring efficiencies of scale and fast client response times.



WETEX sees four-fold rise in exhibitors in 16 years

The 2014 edition is expected to attract over 20,000 visitors



Renowned Pan-Arab singer Cheb Mami to celebrate month of love at Mazagan Beach & Golf Resort



The new Khiri Indonesia team on location



Navasana Spa Opens at Outrigger Mauritius



PremiAir International appoints new CEO.

Company poised to build up its capabilities in aerospace systems.

PremiAir International Group, UK, announced today the appointment of Keith Marshall as Chief Executive. Keith, who embarked on an aerospace career after serving 24 years in the British Army as a helicopter pilot and instructor, brings a strong background and complementary skillset in aerospace and defence systems to a growing and diversifying company which is best known for its three decades of expertise in the business aviation sector. Keith is a former senior Executive VP with Northrop Grumman where he worked on internationally renowned programmes including Joint Strike Fighter and the F16 and Homeland Security. After Northrop Grumman,

where he progressed to Managing Director of NGISC Toulouse, Keith became Executive VP at Selex Galileo (formerly GEC-Marconi) in their electronic warfare and battle space divisions.

Reporting to PremiAir owner and Chairman Graham Avery and based out of the company's Blackbushe, Surrey HQ, Keith will head up the Group's business activities, where his responsibilities will include overseeing a newly agreed Joint Venture/MoU with AVIC International and also a project with Cranfield Aerospace, where he has served as a business advisor. The new project focuses on platform and sensor integration and

UAV applications.

In joining PremiAir he also brings to the company Aviation Specialities Unlimited (ASU) a US specialist in night vision systems integration for fixed wing aircraft and helicopters. PremiAir plans to show case this technology aboard a recently acquired AS 355 helicopter, now under going refurbishment at Blackbushe.

In addition, Trevor Jenkins has been promoted to lead the newly formed PremiAir Aerospace team as Managing Director, furthering bolstering the group. Trevor, an accomplished senior engineering executive, joined PremiAir last year from his own consultancy practice. Previously Trevor was Technical Director of B/E Aerospace, Director and General Manager of Koito Aerospace Europe, Head of Composite Materials and Processes at Airbus UK and Head of Engineering for Slingsby Advanced Composites. He started his aerospace career in the stress office at BAE Military Aircraft, Warton.

Of late Trevor has been responsible for widening PremiAir's approvals and capabilities as an approved Design Organisation, approved Production Organisation and a Part 145 Maintenance Organisation. The company retains its Part M approval along with its EASA Part 21 subpart J Design Organisation approval and Part 21 subpart G Production Organisation approval.

"The new PremiAir Aviation International Ltd, is now led by a strong management team with a superb selection of aviation knowledge and skills that will help deliver revenue to the Group and significantly enhance our competitive advantage in the core businesses," said Chairman Graham Avery.

Graham Avery and Keith Marshall will both be visiting HAI Heli Expo in Anaheim, California next week February 24th-27th

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International Data Corporation (IDC): Middle East IT spending to exceed \$32 billion in 2014

iMall, region's first one-stop dedicated destination for technology products, launched in Sharjah, as tech gadgets record high demand due to Expo 2020 and "Smart" initiatives

Dubai, UAE, March 2014: Nice Home Real Estate, one of the best real estate developers in the emirate of Sharjah, unveiled iMall, the region's first dedicated one-stop destination for technology products, offering the latest in electronics and advanced ICT solutions. This new iconic mall was launched against the backdrop of a rising demand for consumer technology gadgets in the UAE, driven by the Expo 2020 buzz and the "Smart" initiatives of the government as well as the private sector. The new mall, based in Sharjah, is spread over an area of 60,000 sq. ft. and features shops, showrooms and unique business centres, bringing together the largest assemblage of leading international and regional technology brands. The iMall concept seeks to meet the growing demand from consumers in Abu Dhabi, Dubai, Sharjah and the Northern Emirates, for IT and communication-related products in both retail and wholesale segments. Being the region's first dedicated mall for technology products, iMall represents an ideal investment opportunity for companies and businesses in the field of IT and communication.

Mr. Mounir Lutfy, Director, Nice Home Real Estate, said: "iMall is strategically located on Al Ittihad Road. It will cater to the needs of consumers from Abu Dhabi, Dubai and the markets of Northern Emirates, including Sharjah, Ajman, Ras Al Khaimah, Fujairah and Umm Al Quwain." The new mall is located close to the border between Dubai and Sharjah, and accessible from Dubai International Airport and Sharjah International Airport, in addition to being easily accessible from the main road. Lutfy added: "The new mall features more than 100 showrooms backed by well-planned infrastructure across three levels. Leasing is in full swing and we expect a huge response from prominent names in the IT industry." "The UAE lies at the crossroads of international trade. In 2020, as hosts to the World Expo, the UAE will become the centre of the world. Local sales as well as tourist arrivals will dramatically rise. Technology products will be one of the biggest beneficiaries of this boom," said Lutfy. A recent study for International Data Corporation (IDC) projects that Middle

East IT spending will exceed USD32 billion in 2014, with the UAE serving as a hub for the fast growing MENA markets. Nice Home Real Estate will equip iMall with amenities that will benefit both visitors and tenants, including Wi-Fi connectivity across the mall, state-of-the-art IT infrastructure, a Business Centre, a sophisticated sound system and other essential facilities needed to complete the ideal shopping experience. Lutfy said: "Our leisure and entertainment facilities are designed to make iMall a family destination where parents can indulge in retail therapy while the kids will be entertained and well taken care of." "iMall is a friendly place where customers can shop, play and dine. Our goal is to make this mall No. 1 hub for sales, promotions, and re-export of technology products and a business facilitator by delivering services that simplify transactions, and boost customer confidence," added Lutfy. Nice Home Real Estate, established in 2003, is one of the best real estate developers in the emirate of Sharjah. The company offers clients the best of both worlds in terms of a pleasing architectural design and a quality shopper-friendly ambience.



2014





Value of UAE clothing imports was US\$ 960 million, less than China's, according to 'International trade statistics 2013'

Abughazaleh: "We anticipate steady growth in GCC clothing trading sector during 2014"

Dubai, UAE, 26 February 2014: The value of UAE clothing imports was US\$ 960 million, less than China's, according to the "International trade statistics 2013" report published by World Trade Organization (WTO). The figure was highlighted by Mr. Midhat M. Abu Ghazaleh, CEO, Abughazaleh Trading Company, (ABCO) and regional expert in trade and franchise, who added: "This figure shows the UAE's rising position as a re-export centre, thanks to its strategic trading location and ease of doing business. It also reflects the UAE's re-export operations to neighbouring Middle East countries and the wider North African and Asian markets." He added: "We anticipate steady growth in the GCC clothing trading sector in 2014. We have begun the new year with the launch of a new outlet for SOMBRA brand in the UAE and we plan to expand its presence all over the region."

Commenting on the local sector in Dubai, Abu Ghazaleh said: "The Government of Dubai vision to attract 20 million tourists by 2020 and the preparations for hosting Expo 2020 are clear indicators of a re-

bound in the retail sector which is expected to grow to touch AED 151 billion in two years' time."

Abu Ghazaleh revealed that ABCO, like many other retail companies in the UAE, is expanding operations by seeking new franchise opportunities in the region. "We have seen tremendous interest from international brands that are keen to be part of the UAE's market, especially after the successful bid for Expo 2020. The event has bolstered confidence of international companies which spiced up opportunities in the local market. In addition, the government's recent decrees to ease investments and boost incentives to businesses promise more robust growth that could surpass expectations of the most optimistic investors." Abughazaleh Trading Company (ABCO) is one of the leading general trading companies in the UAE since 1975. It is a wholesale distributor and manufacturer of all types of apparel, footwear, luggage, hand bags and house hold products. Their line of business also covers services in real estate, logistics and franchising. The company operates in GCC countries, MENA, South Africa, South East Asia, East Europe and Russia.



Bronwyn White: The days of 'gaming' search results are all but over

Travel Companies Must Adapt to Google's Semantic Search to Survive and Thrive



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