CHANGI airport group

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PARTNERING XIAMEN AIRLINES TO GROW SINGAPORE-CHINA TRAFFIC

Changi Airport Group (CAG) has signed a memorandum of understanding (MOU) with Xiamen Airlines to jointly collaborate on initiatives to grow connectivity and passenger traffic between Singapore and China. The MOU, effective until 31 March 2018, formalises the partnership to increase air services between the two countries, and to grow transit and transfer traffic from Southeast Asia, Southwest Pacific to and from China, via Singapore. CAG will also be working closely with Xiamen Airlines on exclusive offers and shopping promotions to enhance the retail and dining experience for its passengers at Changi Airport.

Mr Lee Seow Hiang, CEO of CAG said, "The China market holds enormous potential and in terms of passenger traffic, Xiamen is currently the fourth largest Chinese city for Changi Airport, just behind the key metros of Beijing, Shanghai and Guangzhou. CAG values the deep partnership we have established with Xiamen Airlines, who has been a supportive and active partner in joint marketing activities in and outside of China. The signing of this MOU is a strategic step to enhance our connectivity through the establishment of



XIAMEN AIRLINES' CHIEF OPERATING OFFICER AND EXECUTIVE VICE PRESIDENT, MR ZHAO DONG (LEFT) AND CAG EXECUTIVE VICE PRESIDENT, AIR HUB & DEVELOPMENT, MR YAM KUM WENG, MARKING A MILESTONE IN COLLABORATION BETWEEN CAG AND XIAMEN AIRLINES AT THE MOU SIGNING CEREMONY HELD IN XIAMEN, CHINA

more direct air services to new secondary and thirdtier cities in China."

Over the past few years, Xiamen Airlines has achieved healthy growth at Changi Airport, registering a compounded annual growth rate of 9% in passenger traffic since 2009. Despite the decline in tourist arrivals from China to Singapore last year, Xiamen Airlines achieved positive growth of 5% in its passenger traffic between Singapore and China. For the first five months in 2015 compared to the same period last year, the airline saw strong traffic growth of 28% at Changi Airport.

As at 1 July 2015, Xiamen Airlines operates 28 weekly services from Singapore to seven cities in China – Dalian, Fuzhou, Hangzhou, Tianjin, Xiamen, Xi'an and Zhengzhou. Of the above seven points, Xiamen Airlines is the only carrier operating flights to and from Dalian, Fuzhou and Zhengzhou. - EUGENE WONG

A NEW FACELIFT FOR CHANGIAIRPORT.COM!

Changi Airport's website has recently undergone a revamp! Sporting a refreshed design and new browsing features, online users will now be able to find useful information more easily and quickly. Here's what's new:

AN ENHANCED USER EXPERIENCE

- No more pinching on your mobile devices to read the content. The new website responds and displays content according to the device you are using.
- Geographic targeting of content. This means that overseas users will be shown specific content relevant to them on the homepage.
- New airport maps. Searching for attractions or your favourite shopping and dining outlets has never been easier!

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- QUEK HUI MIN

CAG AND KOPITIAM JOIN HANDS TO DRIVE GRACIOUSNESS AND PRODUCTIVITY

Have you heard of Kopitiam's latest *Return Tray for Reward* campaign at Changi Airport? A pilot campaign aimed at encouraging social consciousness and driving manpower productivity, patrons at the Kopitiam Food Court at Terminal 3 can now earn redemption points when they return their trays.

Kopitiam currently employs 25 cleaners at Changi Airport, whose main job function is to clear its 174 tables at the dining hall. Besides speeding up the turnover of tables and seats, an increased rate of tray return by patrons will help to alleviate the cleaners' workload and relieve the stress they face, especially during peak meal periods. In the long run, everyone gets to enjoy a more pleasant dining-out experience!

The Return Tray for Reward campaign, held with the support of Singapore Kindness Movement and National Environment Agency, will run till 31 December 2015. - LAM MEI LAN







HOT MEALS ON WHEELS

The welfare of the airport community is important to us and to ensure that our workers and contractors are well taken care of, CAG recently launched its food kiosk initiative to provide fast, affordable and accessible food options to those working on the airside.

From breakfast to supper, hot meals are served at just \$2.80, four times a day. Staff can choose from halal, oriental or Indian options, and to top it off, selections of food are different for every meal – and they're rotated every two weeks. The kiosks, which are parked at three locations during meal times, also offer combo meals (including a slice of cake) for only \$3.30.

A joint effort by CAG, NTUC, Singapore Airport Terminal Services Workers' Union (SATSWU) and key airside partners including SATS, dnata and SIA Engineering Company, free meals were also distributed to staff members from 8 to 10 June. Airside colleagues have welcomed the increased convenience with open arms as this gives them more meal time since they no longer need to travel to canteens or eateries in the terminals.

Bon appetit! - LAM MEI LAN





FAST TAKING SHAPE: CHANGI'S NEW TERMINAL 4

New facial recognition technology will be introduced as part of FAST

In less than two years since Terminal 4 (T4) broke ground, development works for the new terminal has been progressing well, with the main terminal building more than 70% currently completed. The biggest game changer at T4 resides in the extensive use of technology to improve the passenger experience, enhance operational efficiency and raise manpower productivity.

Scheduled to open in 2017, T4 will see the terminal-wide implementation of fast and seamless travel (FAST) initiatives such as a complete suite of self-service and automated options from check-in and bag drop to immigration clearance and boarding. For the first time at Changi Airport, facial recognition technology will be introduced at T4 to supplement FAST. This eliminates the need for manual identity verification by staff and enables the full automation of processing and checks from departure check-in to aircraft boarding.

Even as construction goes full swing ahead, other developments continue to take place. At a press conference held on 9 July, CAG announced that five more airlines – AirAsia Berhad, Indonesia AirAsia, Thai AirAsia, Korean Air and Vietnam Airlines – will operate at T4, joining Cathay Pacific. In total, these six airlines currently operate almost 800 flights every week at Changi Airport and collectively accounted for close to 7 million passenger movements in 2014.

Speaking at the press conference panel, Mr Tony Fernandes, AirAsia Group's Chief Executive Officer, said "AirAsia Group is pleased to be among the launch airlines at Changi Airport's Terminal 4. The brand new terminal has many new innovative features that will complement and enhance AirAsia's brand value to our passengers. The full rollout of FAST will allow us to further streamline processes for our passengers and enjoy gains from higher manpower productivity. At the same time, the simple terminal layout and short walking distance to the gates are friendly for our passengers. Finally, the predominance of narrow-body parking bays enhances the operational efficiencies of our aircraft."

CAG has also commenced the leasing of commercial spaces in T4 and has received expressions of interest from established travel retail companies as well as popular international and local brands. T4 will have

17,000sqm of retail and dining space for more than 80 outlets.

Following this, CAG will prepare T4 for operational readiness. This phase will include the installation and testing of key airport systems, preparation of commercial spaces and extensive trials and intensive equipment and systems testing involving volunteers playing the role of passengers.

- JULIA JEMANGIN



"T4 IS A BOX OF CHOCOLATE TRUFFLES"

This issue, Changi Connection gets up close and personal with the four-strong T4 Programme Management Office, led by Vice President Poh Li San (PLS), to find out more about the intensive work they currently undertake in the lead-up to T4's opening come 2017:

CC: CAN YOU HELP US UNDERSTAND THE COMPLEXITY AND MAMMOTH TASK OF BUILDING AND PREPARING AN AIRPORT TERMINAL FOR OPERATIONS?

PLS: Primarily, our role is to oversee the development of the entire T4 project. This spans across many areas – design development, high level budget-planning, schedule planning, risk management and stakeholder engagement. We work closely with many teams in CAG – T4 Projects, T4 Operational Readiness & Airport Transfer (ORAT), Airline Development, Commercial, Corporate and Marketing Communications... Other key external stakeholders include our architects, our construction team, government agencies, the airlines and our airport community.

CC: WHAT IS A WORK DAY LIKE IN YOUR SHOES?

PLS: Everyday is different (laughs). It depends on what fires we fight. Actually, we don't fight fires. Instead, we plan how to put out fires (figuratively speaking).

WHAT HAVE BEEN SOME CHALLENGES YOUR TEAM HAS FACED SO FAR?

PLS: Firstly, we have a very tight schedule for this project, from inception in 2012 to opening in 2017. Hence, we need to plan and execute very quickly to meet the key milestones in construction and ORAT

next year. Secondly, we are incorporating many new concepts in T4, such as FAST and several productivity initiatives. Some of these require new work processes, new equipment and have different planning parameters. So we need to study what are the best practices, run trials and engage many stakeholders to get them onboard together because it's not just a CAG decision but the new initiatives must be embraced by the airport community and our stakeholders. The current rate of progress is only possible with everyone's dedication and hard work put in in the past three years, as well as the keen attention and support from our management.

CC: LIKE YOU SAID, T4 WILL BE A TEST BED FOR MANY NEW TECHNOLOGIES AND CONCEPTS. WHAT WOULD YOU SAY YOUR TOP CONCERN IS?

Teresa Goh: Inherently, these new processes may pose a risk concern as there are new risks to guard over. My key worry is that some may not work as well as we desire – so there's a degree of uncertainty there. **PLS:** Manpower. It's a nation-wide problem – just not having enough people to work. So another strand of work that we are starting now is working closely with HR to roll out a job recruitment fair next year to help our partners attract good candidates, who can be trained to deliver the service that will commensurate with the Changi Experience we want to uphold in T4.

PASSENGERS WILL HAVE SO MUCH TO LOOK FORWARD TO IN 2017. TO YOU, WHAT IS THE MOST EXCITING IMPROVEMENT WE WILL GET TO SEE?

PLS: (Jokes) Can I keep it a secret till the opening? I would say T4 is a box of chocolate truffles — every bite is a different flavour! It will not look like a typical airport; it's almost like a shopping haven. And there will be surprises everywhere, including some very interesting art pieces.



CC: HOW CAN CAG STAFF WHO ARE NOT INVOLVED IN THE T4 PROJECT PLAY A PART PRIOR TO ITS OPENING?

PLS: For one, they can volunteer for ORAT trials which essentially is a period of intensive system testing and trials, including live trial flights. We're also planning to have before the official opening a massive two-week open house so we'll need a lot of 'tour guides' for the busloads of people coming in. We'll likely also open up a ticket balloting scheme for members of the public to come and visit, and we'll extend the privilege to the family members of our staff so they'll understand why they've been home so late for the last two years (laughs). - ANG KAI FONG

COVER STORY





A SHOP WITH A UNIQUE PURPOSE - TO MOTIVATE & INSPIRE

Like many children, mathematics is not an easy subject for 13-year old Farish Muhd, 14-year-old Shavonne Surash, and 15-year-old Amos Tay. To these three students of NorthLight School, numbers and symbols can seem daunting and formulas, hard to grasp. To encourage them and their friends to do better in the subject, the school has a unique gift shop called the Life Shop. With accumulated credits students earned by completing their homework or displaying positive behaviour, they are entitled to redeem items from the Life Shop. CAG recently undertook the stocking of the Life Shop's inventory through a three-day company-wide donation drive that resulted in the collection of more than 5,500 items, both brand new and pre-loved!

Shavonne, who has earned enough credits from helping a friend and completing her mathematics assignments to redeem a teddy bear for her younger cousin, was thrilled to see the newly decorated and fully stocked Life Shop when it re-opened in August.

"There are now so many things to choose from!" she quipped. Amos and Farish both agreed that they are now more motivated to complete their homework, and also encouraged their friends to participate too. Farish had earlier redeemed a Real Madrid jersey, which cost

him \$70 credits, while Amos has redeemed a big teddy bear for his brother for \$30.

MARTIN TAN, PRINCIPAL OF NORTHLIGHT SCHOOL SAID: "THE SCHOOL IS ALWAYS THINKING OF CREATIVE WAYS TO MOTIVATE AND ENGAGE OUR STUDENTS. THE LIFE SHOP NOT ONLY HELPS STUDENTS DO BETTER IN MATH, BUT ALSO LETS THEM INTERNALISE THE GOOD VALUES AND DEVELOP THE PERSISTENCE TO DO THE RIGHT THINGS. WITH CAG COMING IN TO SUPPORT THE LIFE SHOP WITH THESE GIFTS, THEY HAVE GIVEN IT A FRESH LEASE OF LIFE. THESE GIFTS HAVE MADE THE PROGRAMME MORE ATTRACTIVE, GIVING THE STUDENTS MORE TO LOOK FORWARD TO AT THE LIFE SHOP."

Some examples of good behaviour that the students often display range from punctuality, keeping the school compound clean, helping a teacher or friend, to the use of uplifting and positive words during conversations. Categories of items available for 'purchase' at the Life Shop include stationery, sports equipment, electronic items, bags, household items, apparel, toys and many more. When asked what was the next gift they would like to redeem at the Life Shop, the trio said unanimously, "soccer ball!'.

HOLISTIC PROGRAMMES TO AID YOUTHS

Changi Foundation, the philanthropic arm of CAG, has in place a comprehensive suite of educational and after-school programmes for its key beneficiary – the students of NorthLight School. These programmes are tailored for different developmental needs, at various stages of the youth's school life.





LET'S HEAR IT FROM CAG'S INSPIRING VOLUNTEERS!

"EVEN A SMALL CONTRIBUTION IS IMPORTANT. IF EVERYONE CAN CHIP IN A BIT, THAT WOULD BE GREAT! AND WE WILL BE HELPING MORE FELLOW SINGAPOREANS AND OUR YOUNGER GENERATION."

- MADIHAH, AIRPORT OPERATIONS

"VOLUNTEERING MAY TAKE SOME GETTING USED TO, BUT IF YOU TAKE THE FIRST STEP, YOU'LL FIND THAT IT GETS EASIER WITH TIME."

- SHAIFUL, AIRPORT OPERATIONS

"DON'T OVER THINK, JUST GO FOR IT - BE OPEN AND REMEMBER THERE ARE PEOPLE WHO'LL HELP YOU ALONG THE WAY."

- SHAFARUDIN, ENGINEERING & MASTER PLANNING

For instance, Year 1 and 2 students go through a weekly numeracy or reading session in school where CAG volunteers help tutor students who are weaker in mathematics or reading skills. Year 2 students are given the opportunity to witness the behind the scenes operations of a world class airport, while Year 3 students are exposed to the working world through an enriching job attachment experience at Changi Airport, which is part of a larger Career Development programme to help these students develop skills that are career-focused, and prepare them for the workforce.

Other community outreach programmes that impart practical life skills from empathy to project management are also in place. Just last June, the team embarked on CAG's first Overseas Community Service Project to Bandung, Indonesia. Besides providing the youths an opportunity to travel – with some of them travelling on a plane for the first time – the trip also allows them to meet needy communities and give back to society.

Changi Foundation also partners SportCares Foundation to drive a football programme, Saturday Night Lights, that takes disadvantaged youths off the streets on a Saturday night to give them formal football training by professional coaches and a healthy meal at the end of it – for free. Through this programme youths also learn good values such as teamwork and leadership, mental and physical discipline.

A LITTLE GIVING GOES A LONG WAY

As we celebrate the nation's golden jubilee this year, Changi Foundation has pledged to contribute even more. Instead of a dollar-for-dollar contribution, Changi Foundation will match contributions received in the donation boxes placed within the airport this year by five times.

In line with Changi Foundation's adopted social cause, proceeds from the donation boxes, along with the matching funds, will be channeled towards supporting academic, vocational and developmental opportunities for these youths. Beneficiaries of the Changi Foundation have included Assumption Pathway School, Children-At-Risk Empowerment Association, Crest Secondary School, Institute of Technical Education, NorthLight School, Students Care Service and The Straits Times School Pocket Money Fund.

- KWAN SHU QIN

CHANGI'S SG50 HOME SPOTS UNVEILED

Since 1981, Changi Airport has stood as an icon of Singapore to locals and travellers from all over the world. On 16 July, to celebrate Singapore's Golden Jubilee, CAG unveiled an SG50 trail of the largest number of displays on show at the airport. These 50 'Home Spots' feature Singapore's tourist icons, favourite local dishes and famous landmarks, all

geared towards helping visitors relive the history and celebrate the achievements of Singapore and Changi Airport.

They are a collective effort by CAG; airport partners such as the Civil Aviation Authority of Singapore (CAAS), P-Serv, Certis Cisco, and JetQuay; and external partners including the Ministry of Defence, Singapore Kindness Movement, Nanyang Polytechnic and Samsonite. Enjoy Changi Airport's SG50 trail from now till end September 2015!

HIGHLIGHTS OF THE SG50 HOME SPOTS



A VISUAL FEAST OF FAMILIAR SINGAPOREAN ICONS AND TWO 25-METRE ARCHES ACROSS THE AIRPORT BOULEVARD GREET VISITORS TRAVELLING TO AND FROM CHANGI BY ROAD



BEFORE 1930, THE RACE COURSE, MEANT FOR GOLF AND HORSE RACING, WAS THE ONLY AVAILABLE LANDING GROUND IN SINGAPORE



VISITORS WERE INVITED TO PEN THEIR WELL WISHES FOR THE NATION'S 50TH BIRTHDAY ON LUGGAGE TAGS AND HANG THEM ON THIS UNIQUE LUGGAGE WALL ART INSTALLATION



HISTORICAL SHOWCASES SUCH AS GIANT CARDBOARD ICONS
DEPICTING THE CONTROL TOWERS OF SINGAPORE'S PAST AND
PRESENT AIRPORTS





GIANT REPLICAS OF FAMOUS SINGAPORE FOOD ICONS SUCH AS A 6M-HIGH "KING OF FRUITS", 2M-HIGH CHILLI CRAB, SATAY AND CHICKEN RICE - THEY ADD QUIRKY MEMORIES FOR VISITORS AND PASSENGERS



THOSE WHO GREW UP IN THE 1980S AND 1990S WILL FIND THE TRISHAW TOPIARY FAMILIAR. SET AGAINST THE MODERN SINGAPORE SKYLINE, THIS TOPIARY IS LOCATED WHERE A SIMILAR ONE USED TO BE LOCATED WHEN TERMINAL 1 OPENED IN 1981

DID YOU CATCH TEAM CAG ON TV OR 'LIVE' AT THE NDP?

For the first time, a 44-strong CAG contingent participated in this year's National Day Parade, led by our Chief Financial Officer and mother of two, Ms Ng Lai Leng, who volunteered her precious weekends to attend the weekly trainings and stepped up to the role as CAG's Contingent Commander.

Putting in over 120 hours of training on weekends, Team CAG practiced hard week after week to ready themselves for the nation's biggest birthday bash; getting their footwork and pacing right so they can execute their steps with precision and in sync with the rest of the marching contingents. All their efforts paid off as the CAG contingent put up a flawless performance at this year's National Day Parade.

A team of staff worked just as tirelessly to support the CAG parade contingent; making sure everyone had enough food and water and cheering the contingent on throughout the intense practice sessions.

Well done, Team CAG! - CLARA WEE



ARTY FARTY AT TERMINAL 3

Here's the ultimate photo-prop – a gigantic pair of golden bronze wings that turns you into an angel instantly, albeit momentarily.

Titled "Wings of Mexico", the fascinating sculpture takes centrestage at Changi Airport's Terminal 3 (T3) transit area.

Created by internationally renowned Mexican artist Jorge Marín, the sculpture symbolises the strong alliance among different people and cultures that transcends borders and is presented to Changi Airport by the Embassy of Mexico. Also available in Mexico City, Tel Aviv and Berlin, "Wings of Mexico" is part of the artist's "Eight Cities, Eight Cultures" project – with Marin's works of art installed throughout eight capital cities around the world.

Check out some of the other interesting art pieces in T3! - $\mbox{\scriptsize MELVIN}$ LEONG















HOLA ZARA!

Look no further, Zara fans! The Spanish retail giant has unveiled its first duplex in an airport - where else, but at Changi Airport.

At 800sqm, the first-in-an-airport duplex at Terminal 3 is hard to miss with its glass exterior showcasing Zara's trendy concepts and signature boutique layout designed to make shoppers feel at home.

The ground level is dedicated to women's clothing, bringing shoppers the latest pieces from the brand's Zara Women, Zara TRF and Zara Basic collections, while the second floor carries menswear.

With Zara at Changi, say goodbye to crowds at its counterparts downtown. Instead, check in early and shop in style before you fly – and enjoy 7% GST savings while you're at it! (Psst... we hear new stocks hit the shelves every Tuesday and Friday.) And don't forget your Changi Rewards card! – MICHELLE PHUA

MILLIONAIRE SEASON CONTINUES!

Three lucky shoppers are currently in the running to becoming Singapore's next millionaire, as excitement builds towards the annual 'Be a Changi Millionaire' 2015 Grand Draw.

The first is Mr Jan Louis Hartono, an Indonesian businessman who travels often in his course of work. The habit to purchase gifts for his fiancée paid off when he bought a bag from Charles and Keith during a recent trip to Jakarta – a purchase that has now granted him a one-in-seven chance to bag a million dollars and a holiday to Singapore. An ecstatic Mr Hartono plans to have his lucky charm – his lovely fiancée, by his side at the Grand Draw early next year.

Another excited finalist, Mr Chong Soon Ngen, a Malaysian, was passing through Changi when he purchased a bottle of John Varvatos perfume at Cosmetics and Perfume by Shilla. Mr Chong was thrilled when he first heard the good news, "I was at home when I received the call from Changi Airport. I couldn't believe how lucky I was! When I shared the news with my family and friends, none of them believed me!"

Our third finalist is Ms Linda Tobin, a British administrator travelling through Changi for the third time. She had bought a bottle of Laphroaig 25 Year Old Single Malt Scotch Whisky from DFS Wine & Spirits as a surprise gift for her brother. "I think I will have a 'wish me luck' party with all my friends before I fly out to Singapore for the grand draw!" she said.

Now, that leaves us with four precious slots, to be taken up in the coming months. Will you be the next lucky shopper?

"Be a Changi Millionaire" 2015 is the sixth run of Changi Airport's anchor shopping promotion – Singapore's largest retail promotion in prize money. Since its launch in 2010, five shoppers have been crowned millionaires overnight –Singaporeans Ivan Rantung (2010) and Peh Hock Peng (2012), Australia Jessica Down (2011), Indonesian Irvung Tio (2013), as well as Japanese Seiichiro Oiyama (2014). – BADARIAH BADARUDDIN





LEGO @ CHANGI

Let these LEGO characters show you everything that is awesome about Changi Airport!

Inspired by The LEGO® Movie, Changi recently released a special series of LEGO-themed photos on our Fans of Changi social media platforms, showcasing the Airport Emergency Service as well as Changi's baggage handling and cool-chain cargo handling capabilities.

Interesting facts accompanied these photos to give fans a better perspective of the individual roles these unsung heroes play behind the scenes, to deliver to passengers and airport visitors a seamless and exceptional Changi Experience.

Look out for the next series of LEGO photos that will feature horticulture, inflight catering as well as Changi's facilities management team, coming your way! - EUGENE WONG

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