



CHANGI
airport group

CHANGI CONNECTION

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Partnering for Success



SHOPPING AT CHANGI GETS EVEN MORE EXCITING

Shoppers at Changi Airport have much to look forward to in 2014! In April and May, Changi Airport Group (CAG) announced two retail programmes for the year that will make shopping and dining at Changi even more exciting and rewarding!

THE BRAND NEW CHANGI REWARDS PROGRAMME

Launched on 1 April 2014, CAG's refreshed Changi Rewards loyalty programme introduces new features such as Gold & Platinum tiers, weekly air ticket giveaways and the option of converting points to air miles. The 2014 programme features a new structure

THE NEW CHANGI REWARDS CARD - (FROM LEFT) REGULAR MEMBER, PLATINUM AND GOLD



that is based on three membership tiers - Regular Member, Gold and Platinum.

Gold and Platinum members enjoy the extra perk of receiving double and triple points respectively, while Regular members continue to earn one point-for every dollar they spend. Members who achieve Platinum status, the most premium membership tier, will also be rewarded with a bonus of 25,000 Changi Rewards points or 8,300 Singapore Airlines' Krisflyer miles upon qualification.

What's more, the new programme offers Gold and Platinum members the additional option of converting their points to Singapore Airlines' Krisflyer miles. To add to the excitement, three pairs of Singapore Airlines air tickets will be given away each week in a lucky draw for members who spend at least S\$30 nett in a single receipt. The destinations featured for May were the European cities of Barcelona, Munich, Copenhagen and Paris, while the destinations for June are Medan, Solo and Jakarta.

For more information, please visit www.changirewards.com

'BE A CHANGI MILLIONAIRE' IS BACK!

Just months after making an Indonesian shopper its fourth millionaire, Changi's 'Be a Changi Millionaire', is back! From 6 May 2014, Changi Airport's anchor promotion returns for its fifth instalment, with even more attractive instant prizes this time round.

Up till 31 October 2014, millionaire hopefuls only need to spend a minimum of \$30 at Changi Airport or iShopChangi.com, for a chance at winning S\$1 million - the largest cash prize of any retail draw in Singapore. Participants of 'Be a Changi Millionaire' 2014 get extra chances on iShopChangi.com and when they use their Changi Rewards membership.

Apart from the chance of becoming the next millionaire, shoppers can look forward to instant prizes that include the Apple iPad Air, Mont Blanc pens, GoPro Hero3+ cameras, shopping vouchers and travel accessories.

During the six-month shopping promotion, a lucky finalist will be drawn each month for participation in the grand draw. Come early 2015, all six finalists will gather at Changi Airport for an exciting showdown to vie for the prize purse.





A PIONEER AMONG AIRLINES AT CHANGI AIRPORT, CATHAY PACIFIC AIRWAYS WILL BE THE FIRST TO OPERATE AT THE NEW TERMINAL 4

CATHAY PACIFIC TO TAKE OFF FROM T4 IN 2017

Cathay Pacific Airways is the first airline to confirm its operations from the new Terminal 4 (T4) come 2017. The extensive adoption of fast and seamless (FAST) travel options and ample space for future growth are just some of the key factors that attracted the airline to the Changi's newest terminal.

Passengers of Hong Kong's flag carrier will be able to enjoy self-service and automated technologies at key clearance points such as check-in, bag-drop, immigration clearance and departure-gate boarding. The roll-out of the entire suite of FAST options at T4 means that passengers can now check-in at their preferred earlier timing, and have more time on their hands to enjoy the facilities and commercial offerings in the Transit Area of the terminal.

In addition, Cathay Pacific's passengers can look forward to a new premium lounge on the mezzanine level of the new terminal. At more than 800 sqm, it is larger than the airline's current lounge at Terminal 1.

It also offers passengers unique vantage points of aircraft take-offs and landing as it overlooks the apron and the airport's runway.

Mr Wilson Yam, General Manager, Southeast Asia, Cathay Pacific Airways, said, "As a keen adopter of technology aimed at improving passenger experience, self check-in options have always been offered by Cathay Pacific at all our stations. Changi Airport is one of Cathay Pacific's largest bases outside Hong Kong so we are very excited at this opportunity to offer a transformational on-ground product for our valued passengers."

CATHAY PACIFIC IS ONE OF CHANGI AIRPORT'S PIONEERING AIRLINE PARTNERS. IT INCEPTED SERVICES IN SINGAPORE IN 1946 AND HAS BEEN OPERATING OUT OF TERMINAL 1 SINCE CHANGI AIRPORT OPENED IN 1981. TODAY, IT IS ONE OF THE BUSIEST AIRLINES AT CHANGI AIRPORT, OFFERING NINE DAILY SERVICES TO HONG KONG INCLUDING ONE VIA BANGKOK, AND FOUR WEEKLY SERVICES TO COLOMBO, SRI LANKA'S CAPITAL.

With the capacity to handle 16 million passengers per annum, T4 offers good space for the full service carrier's growth. It is designed for quick turnaround of aircraft and can accommodate up to 25 narrow body aircraft, or 17 narrow body and four wide body aircraft, at any one time. The new terminal will feature travellators and aerobridges, increasing accessibility and convenience to all passengers. Incorporating local culture and heritage themes, and complemented with premium commercial offerings and a new walk-through retail concept, the terminal is set to offer the signature Changi Experience to all its passengers.



ARTIST'S IMPRESSION OF THE RETAIL ZONE WITHIN T4'S DEPARTURE TRANSIT LOUNGE



CAG CEO, MR LEE SEOW HIANG (LEFT), RECEIVING THE "WORLD'S BEST AIRPORT" AWARD FROM CEO SKYTRAX, MR EDWARD PLAISTED

CHANGI SCORES SKYTRAX'S TOP AWARD FOR THE FIFTH TIME!

For the second consecutive year – and the fifth in its history – Changi Airport has been bestowed by passengers across the globe the “World’s Best Airport” accolade.

Based on 12.85 million customer nominations from 110 countries, this is the first time the airport has clinched the top award twice in a row, triumphing over 410 airports worldwide. The survey evaluates a holistic customer experience across 39 airport service touch points and facilities – from check-in, arrivals, transfers, shopping, security and immigration, to departure at the gate.

RECEIVING THE AWARD, CAG'S CEO MR LEE SEOW HIANG SAID, "WE ARE HONOURED TO BE NAMED SKYTRAX

WORLD BEST AIRPORT FOR THE SECOND CONSECUTIVE YEAR. WE APPRECIATE THE SUPPORT GIVEN TO US BY TRAVELLERS FROM AROUND THE WORLD. THIS RECOGNITION IS GREAT MOTIVATION FOR US AND SPURS US TO CONTINUE TO AIM HIGHER."

On top of collecting the World's Best Airport distinction at the Passenger Terminal EXPO in Barcelona, Spain, Changi Airport was also presented the “Best Airport for Leisure Amenities” award – underlining its philosophy of providing the best airport experience to ensure maximum levels of passenger satisfaction.

“At Changi Airport, we remain steadfast in anticipating the needs of our customers, which is the cornerstone of the Changi Experience. We share this honour with our airport community, for their unyielding commitment to service excellence and with our passengers, for their vote of confidence,” Mr Lee added.

SWEEPING UP EVEN MORE AWARDS!

Two more feathers were also recently added to the CAG cap and they are:

PR AWARDS 2014 BY MARKETING INTERACTIVE

The PR Awards, which celebrates excellence across the public relations spectrum, pitted CAG against both in-house PR teams and PR agencies across Singapore. CAG's Corporate & Marketing Communications (CMC)

division was recognised for its publicity efforts on the unveiling of Project Jewel, picking up the “Best PR Campaign by an In-House Communications Team”.

THE MOODIES 2014 BY THE MOODIEREPORT.COM

Another twice in a row, Changi Airport retained the award for best use of social and digital media, maintaining its outstanding level of engagement across its multiple social media platforms. Besides this award, Changi has also overtaken Amsterdam's Schiphol Airport as the world's most 'liked' airport Facebook page in October last year.

TEAMING UP TO ENHANCE INFORMATION SHARING

Managing an airport is a complex operation; even more so when it is one of the world's busiest international airports, and this is by no means a one-man operation. The smooth running of Changi Airport is made possible with the support from the 40,000-strong airport community comprising the airport operator, airlines, ground handlers and numerous other partners. With numerous agencies working towards a consistent level of efficiency and service, ready access to timely information on airport and flight operations is a key component to ensure success. CAG is partnering the Civil Aviation Authority of Singapore (CAAS) to embark on an Airport Collaborative Decision Making (A-CDM) programme that will help enhance operational efficiency and bridge information gaps. This effort will see all airport partners working closely with the A-CDM team.

Changi Connection speaks to Mr Yeo Kia Thye, Senior Vice President for Airport Operations Planning & Airside, who also heads the A-CDM team, as he shares more on this hallmark collaboration.



THE CHANGI AIRPORT A-CDM TEAM
COMPRISING AIRPORT PARTNERS SUCH
AS AIRLINES AND GROUND HANDLERS

IN A NUTSHELL, WHAT IS A-CDM?

Airport operations is highly dynamic and interconnected, involving different agencies that work together to deliver the Changi Experience. When the aircraft is on the ground, a myriad of activities take place on the ramp such as baggage and cargo loading, refuelling, aircraft servicing and interior cleaning. Within the terminals, there are also check-in, security screening and boarding operations to ready the aircraft for its next flight. All these activities take place round the clock. We realise that different agencies have different sets of data that may be useful to others within the airport community. For example, airline partners know the exact aircraft departure times from origin. Armed with this information in the event of a delay, the airport community could initiate plans to mitigate its impact hours before its arrival.

A-CDM serves to close the information gap by enabling the sharing of operational data via the Airport Operations Centre System (AOCS). It will facilitate tighter coordination between multiple agencies towards achieving a common flight ready time, resulting in enhanced operational efficiency.

WHAT ARE SOME OF THE BENEFITS THAT CAN BE DERIVED FROM THE IMPLEMENTATION OF A-CDM?

Information sharing across the various operational

platforms provides better and immediate situational certainty. This allows agencies to predict operations down to the last five minutes – a huge benefit for our airport partners. Ground handlers can better plan their

resources, without the need to rush to redeploy resources to handle early arrivals. Conversely, waiting times at the apron for a delayed flight will also be reduced.

Optimised planning of aircraft contact stands can also be achieved and last minute scrambles avoided. The certainty that an aircraft is ready by the push-back time means that Air Traffic Control can optimise departure sequencing and help to reduce airfield congestion and ground

waiting time, which in turn translate to fuel savings for the airlines. Overall, it will also drive productivity gains for various parties.

WHAT ARE SOME OF THE CHALLENGES THAT YOUR TEAM HAS ENCOUNTERED IN THE PROCESS?

From the start, we knew that the greatest challenge for A-CDM implementation entails a mindset shift towards the open and timely sharing of information. Some might see this as unnecessary workload. There is also the fear that the transparency of process time may jeopardise each other's operational edge.

Fortunately, we managed to get the buy-in and support of our key stakeholders. Since the implementation, many of our airport partners such as Singapore Airlines, SilkAir, Tigerair, Jetstar, SATS, dnata, Asia-Pacific Star and SIA Engineering Company have actively participated in the focus group discussions and provided valuable feedback to the proposed workflows. They will be participating in the first phase of the trial in the third quarter of 2014 and the insights and lessons learnt will be used to fine-tune the roll-out plans in 2015.

We have a strong team of airport partners working with us to move A-CDM forward and I am eagerly looking forward to see Changi Airport achieving greater efficiency and productivity gains.



AWARD RECIPIENTS AT THE CHANGI AIRLINE AWARDS 2014



CAG CHAIRMAN, MR LIEW MUN LEONG (LEFT), PRESENTING THE 'BEST AIRLINE MARKETING' AWARD TO SWISS INTERNATIONAL AIR LINES



MINISTER FOR TRANSPORT, MR LUI TUCK YEW (LEFT) PRESENTING THE 'PARTNER OF THE YEAR' AWARD TO MR LIU SHAOYONG, CHAIRMAN CHINA EASTERN AIRLINES

CELEBRATING SUCCESSFUL PARTNERSHIPS

Partnership is key to achieving success. As a firm believer of this mantra, CAG recognised its top airline partners with accolades at the 9th Changi Airline Awards on 29 April, with the biggest award of the evening, 'Partner of the Year', bestowed on China Eastern Airlines.

China Eastern Airlines' was given special recognition for its commitment to grow and strengthen Changi Airport's passenger numbers and connectivity to China. Last year, the airline established new links to key emerging secondary cities (Nanchang and Wuxi), making Changi Airport the most connected airport to China. They recently upgraded its aircraft on the Shanghai-Singapore route, hence increasing overall weekly seat capacity. On the service front, they became the first Chinese carrier to offer its own VIP lounge for passengers at its downtown office.

MR LIU SHAOYONG, CHAIRMAN, CHINA EASTERN AIRLINES CO. LTD, SAID, "CHINA EASTERN IS EXTREMELY HONoured TO RECEIVE CHANGI AIRPORT'S PARTNER OF

THE YEAR AWARD. AS ONE OF THE LEADING AIRLINES IN CHINA, WE HAVE ALWAYS BELIEVED THAT BY COOPERATING WITH QUALITY PARTNERS SUCH AS CAG, MANAGING THE WORLD'S BEST AIRPORT, WE CAN BRING GREATER CONVENIENCE AND COMFORT FOR ALL OUR PASSENGERS. THIS AWARD IS TESTAMENT TO THE CLOSE COLLABORATION THAT HAS HELPED US EXPAND OUR NETWORK AND ENHANCE OUR PRODUCT QUALITY."

Despite the industry facing challenges such as high jet fuel prices and intense competition, CAG remains confident about the longer term potential of air travel in this region. "Changi Airport sits in the middle of a vibrant aviation market, rich in growth opportunities. The long-term prospects for the large economies of China, India and Indonesia remain attractive and demand for business and leisure travel will continue to rise," Mr Lee Seow Hiang, CEO of CAG, said.

On this note, other airlines were lauded for their efforts too. 24 awards were accorded to the airline community across six categories, namely top airlines by absolute cargo growth, top airlines by absolute growth in passenger carriage by region, top airlines by passenger and cargo carriage, 'Best Airline Marketing' and 'Partner of the Year' award.

The 'Best Airline Marketing' award went to a joint



ONE OF THE KEY EVENT HIGHLIGHTS WAS A 'RUNWAY' CATWALK TO SHOWCASE THE CABIN CREW UNIFORMS OF 48 AIRLINES AT CHANGI AIRPORT

marketing campaign by Swiss International Air Lines and Switzerland Tourism Board. In September last year, a winter playground descended upon Changi Airport where airport visitors enjoy an authentic 'Simply Switzerland' experience. Nominees for this award was shortlisted based on innovativeness, quality of partnership with CAG, and effectiveness of the campaign.

MR IVAN BREITER, DIRECTOR SOUTH EAST ASIA OF SWITZERLAND TOURISM SAID "TO WIN THIS PRESTIGIOUS MARKETING AWARD IS THE CROWNING DESSERT OF AN EXCELLENT FIRST FULL YEAR OF SWITZERLAND TOURISM OPERATIONS IN SINGAPORE. WITHIN ONE YEAR WE WELCOMED 20 PER CENT MORE SINGAPOREAN GUESTS IN OUR BEAUTIFUL ALPINE COUNTRY. THIS WAS ONLY POSSIBLE THANKS TO THE DIRECT CONNECTIONS BETWEEN SINGAPORE AND SWITZERLAND AND BECAUSE OF THE EXCELLENT COLLABORATION BETWEEN CAG, SWISS AND THE NATIONAL TOURISM BOARD."

Swiss International was equally elated about the award win. Ms Magdalene Ong, Country Manager of the airline said, "The SWISS Singapore team is proud of the award and we will continue to do our best to serve our customers. We would like to thank all my airline partners, Switzerland Tourism and Changi Airport Group for all the support!"

CHANGI AIRLINE AWARDS 2014 RECIPIENTS

PARTNER OF THE YEAR

China Eastern Airlines

TOP 5 AIRLINES BY PASSENGER CARRIAGE

(In order of merit, based on passenger carriage in 2013)

1. Singapore Airlines
2. Tigerair Singapore
3. SilkAir
4. Jetstar Asia
5. AirAsia Berhad

TOP 5 AIRLINES BY CARGO CARRIAGE

(In order of merit, based on cargo carriage in 2013)

1. Singapore Airlines Cargo
2. FedEx Express
3. Cathay Pacific
4. EVA Airways
5. Air Hong Kong

TOP AIRLINE BY ABSOLUTE GROWTH IN PASSENGER CARRIAGE (BY REGION)

(Based on the airline's home region, by absolute passenger growth in 2013)

Region	Airline
Americas	United Airlines
Europe	British Airways
Middle East and Africa	Emirates
Northeast Asia	All Nippon Airways
Singapore	Tigerair Singapore
South Asia	Jet Airways (India) Limited
Southeast Asia	Malaysia Airlines

TOP 5 AIRLINES BY ABSOLUTE CARGO GROWTH

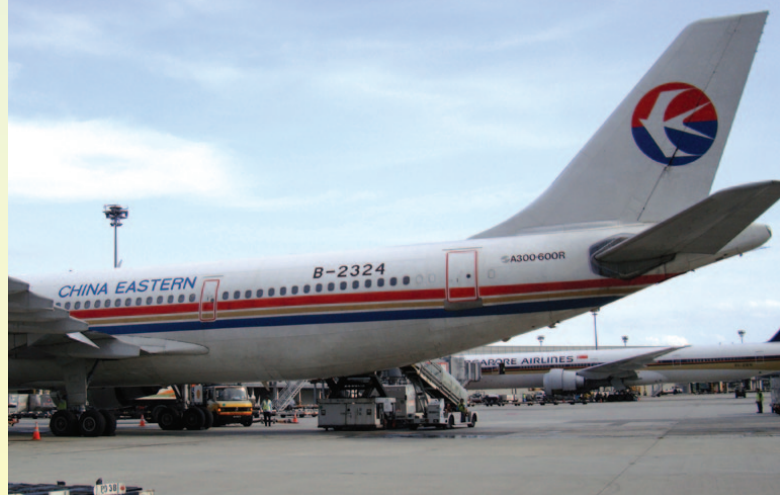
(In order of merit, by absolute cargo growth in 2013)

1. FedEx Express
2. Etihad Airways
3. All Nippon Airways
4. Cargolux Airlines International S.A
5. United Cargo

BEST AIRLINE MARKETING - AS VOTED BY GUESTS AT CHANGI AIRLINE AWARDS EVENT

Swiss International Air Lines and Switzerland Tourism

IN 2013, CHINA EASTERN AIRLINES ESTABLISHED NEW CITY LINKS TO NANCHANG AND WUXI, MAKING CHANGI AIRPORT THE MOST CONNECTED AIRPORT IN SOUTHEAST ASIA TO CHINA



PILOT OF UZBEKISTAN AIRWAYS WAVING THE UZBEKISTAN NATIONAL FLAG AS A FRIENDLY SALUTE UPON ARRIVAL AT CHANGI AIRPORT



WELCOMING THREE NEW AIRLINES TO THE FAMILY!

Be an explorer like Marco Polo and retrace his journey through the Silk Road, or be awed by the Pudong skyline – a panoramic view that rivals Singapore’s very own Central Business District. Alternatively, sip coffee by the road of Ho Chi Minh City, as you watch thousands of motorcycles zip past. With the recent commencement of Uzbekistan Airways, Spring Airlines and VietJet Air to Changi Airport, these three airlines bring you closer to these travel discoveries.

UZBEKISTAN AIRWAYS

Welcoming the arrival of Uzbekistan Airways in April, passengers now enjoy direct flights to Tashkent, the capital city of Uzbekistan. A direct link to Central Asia, Changi has bridged the distance between Central and Southeast Asia, paving the way to more connectivity opportunities to Russia and other parts of Central Asia. Uzbekistan Airways’ new Singapore service provides travellers with unparalleled access to 10 other domestic points and to key cities in Kazakhstan and Kyrgyzstan. Vice versa, passengers from Central Asia now have greater connectivity to Southeast Asia and the Asia Pacific.

Stretching from China, to as far as Southern Europe, Uzbekistan lies within the route of the fabled Silk Road. One of the largest cities with an ancient history dating back to more than 2000 years,

Uzbekistan is famously known for its mix of 18th century European traditions, enriched with exceptionally valuable and captivating Islamic architecture.

Known as the “Star of the Orient”, Tashkent is the economic and cultural heart of Central Asia. From Tashkent, you will be connected to other ancient cities within Uzbekistan including Bukhara, Khiva and Samarkand. Samarkand, in particular, is over 2,750 years old and was added to the UNESCO World Heritage List in 2001.

Uzbekistan Airways operate twice-weekly services between Singapore and Tashkent.

SPRING AIRLINES, CHINA’S LOW COST CARRIER, ON ITS INAUGURAL FLIGHT FROM SHANGHAI TO SINGAPORE ON 25 APRIL 2014



SPRING AIRLINES & VIETJET AIR

Passengers looking for cheaper options to fly to Shanghai and Ho Chi Minh City would not need to look further, with the arrivals of both Spring Airlines and VietJet Air respectively.

Marking the first direct service between Shanghai and Singapore by a low cost carrier, Spring Airlines, China’s first and only low-cost carrier to operate at Changi, operates a young fleet of Airbus A320 aircraft offering attractive fares, complete with a free 15 kg baggage allowance.

And now, flights to Ho Chi Minh City will now be serviced by a sixth additional airline, VietJet Air. Known for its trademark service at wallet-friendly prices, this low-cost carrier flies daily to Tân Sơn Nhất International Airport, letting passengers connect to 10 more Vietnamese cities.



BETTER FLOOD MANAGEMENT WITH CHANGI'S NEW, BIGGER RESERVOIRS

Little is known about the existence of Changi Airport's two reservoirs. Located at both the northern and southern ends of the Changi airfield, the North Creek and South-end Reservoir (SER) play a crucial role in ensuring that the airport remains flood-free, by collecting rainwater that runs off operational surfaces, and subsequently discharging it into the sea.

Managing flood risk is an important aspect of Changi Airport's safety regime. Situated in the tropics, Singapore often experiences sudden storms which can cause water build-up in a very short time. The Changi Airport airfield can thus become flooded without a robust drainage system. Flooding can impede the airside operations of ground handlers and also impact flight operations by reducing the visibility of ground pavement markings which are crucial for guiding pilots. Hence, CAG seeks engineering solutions – such as the two reservoirs mentioned above – to mitigate these risks.

As part of Changi Airport's development and expansion plans, the existing SER needs to be relocated to make way for the construction of new aircraft parking stands as it occupies land suitable for aircraft bay development. Shifting the reservoir to an area where the surface ground is unsuitable for any vertical development frees up usable land space and allows CAG to optimise land use and develop necessary infrastructure to manage increasing air traffic. CAG consulted and worked with professionals from the Nanyang Technological University and National Environment Agency to study how the reservoir shift would affect operations at

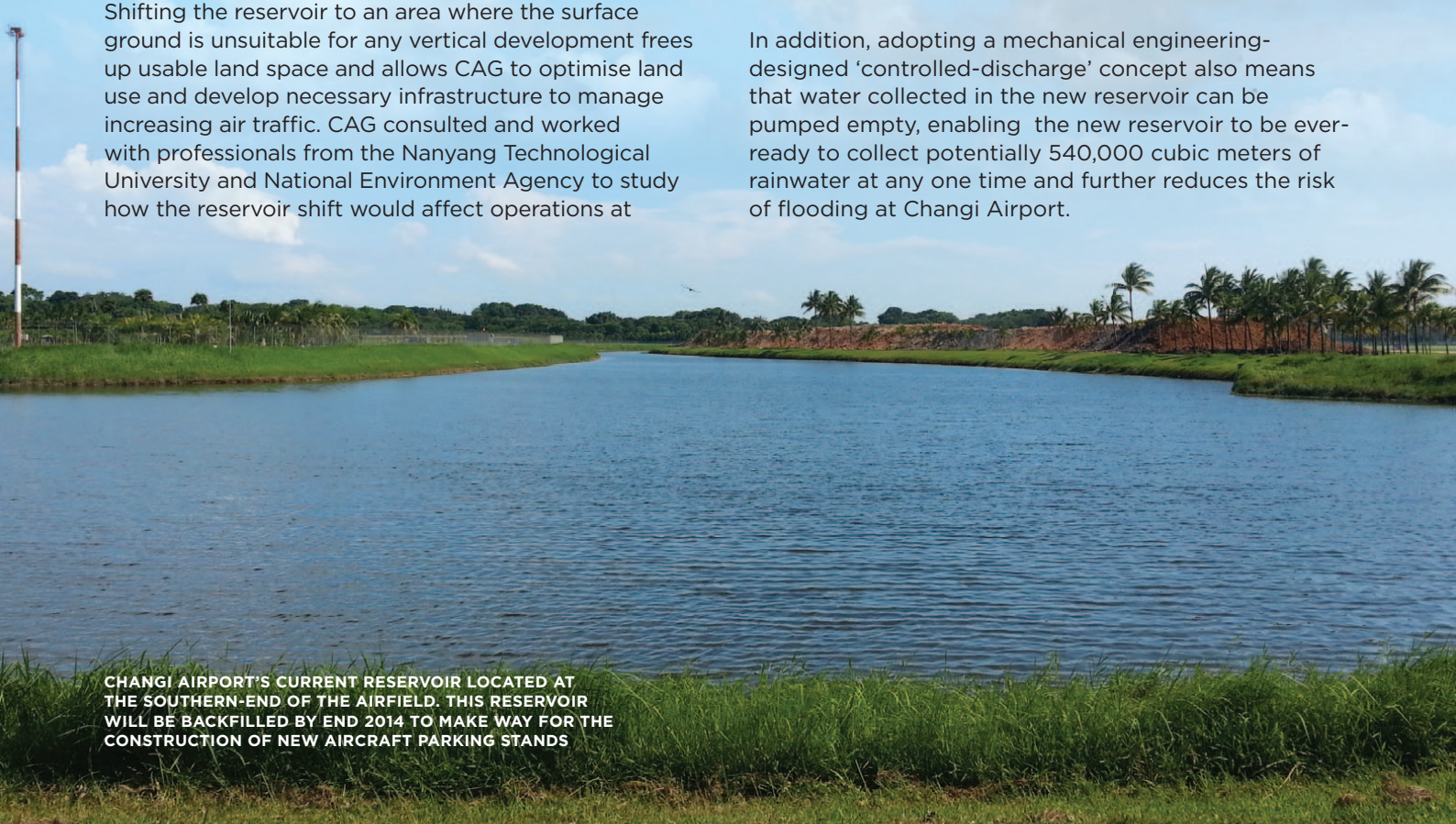


THE NEW RESERVOIR BEING CONSTRUCTED. ITS WATER HOLDING CAPACITY WILL BE THREE TIMES LARGER AND FITTED WITH PUMPS FOR BETTER FLOOD PREVENTION

Changi. More importantly, CAG also carried out risk assessment to mitigate potential risks to ensure that all aspects of the relocation such as water storage capacity, ground user's safety and aircraft operations area were addressed.

By the end of 2014, the SER will be completely backfilled. In its place will be a new and bigger reservoir west of the current site. The new reservoir will be three times bigger, in terms of water holding capacity, large enough to hold an equivalent of 216 Olympic-sized swimming pools. Changi will also have its first drainage pumping station to house six industrial pumps. Unlike the current reservoir which releases stored water into the sea by opening a tidal gate, the new reservoir uses industrial storm water pumps to discharge rainwater collected at a controlled rate, at predetermined timings. This is to comply with new guidelines on flood management where all collected surface storm water run-off is not immediately discharged so as not to put the handling capacity of the public drain system under stress.

In addition, adopting a mechanical engineering-designed 'controlled-discharge' concept also means that water collected in the new reservoir can be pumped empty, enabling the new reservoir to be ever-ready to collect potentially 540,000 cubic meters of rainwater at any one time and further reduces the risk of flooding at Changi Airport.



CHANGI AIRPORT'S CURRENT RESERVOIR LOCATED AT THE SOUTHERN-END OF THE AIRFIELD. THIS RESERVOIR WILL BE BACKFILLED BY END 2014 TO MAKE WAY FOR THE CONSTRUCTION OF NEW AIRCRAFT PARKING STANDS



CAG VOLUNTEER NUR ATIQAH WITH ONE OF THE STUDENTS FROM THE READING PROGRAMME



NG KOON LING (RIGHT) WITH HER CHARGES WHO LOVE READING ABOUT ANIMALS

TOUCHED BY READING - AT NORTHLIGHT SCHOOL

By Ng Koon Ling, CAG volunteer, Corporate & Marketing Communications

I am almost embarrassed to say this - the volunteer in me took more than a decade to gestate. This despite that for six years, I worked in a non-government organisation (NGO) whose mission was to facilitate and match volunteers to meaningful and often life-changing stints. So when I heard CAG's call for volunteers for a reading programme with its Corporate Social Responsibility (CSR) partner, Northlight School, I jumped at the opportunity.

OUR MISSION IS TO HELP IMPROVE THE READING CAPABILITY OF THE STUDENTS, CULTIVATE AN INTEREST FOR READING AND HELP ADVANCE THEIR ENGLISH LANGUAGE PROFICIENCY.

I was matched with two Year-Two girls from the same class. It was an easy start as they were rather at ease with each other for companionship. Some of the other CAG volunteers had to work a little harder to draw out those who are more introverted, or who do not have much interest in reading.

Over the weeks, what started as a simple task of reading, turned out to be life-learning moments for some of us. Take for instance one of the charges of Lim Beng Thye from the Engineering and Development Group. The boy was facing behavioural issues with his teachers. However, he loves soccer and dreams about playing for Singapore like Fandi Ahmad did. To garner the boy's interest, Beng Thye delved into the world

of sports through their reading materials. Through their interactions, Beng Thye convinced the boy that in order to qualify to represent Singapore, the player not only needs outstanding soccer skills, but good discipline. The motivation paid off - by the end of the term, the boy significantly improved his conduct in school. That in itself was a great achievement, and we all shared Beng Thye's joy for the boy.

My charge for Term-Two is a boy who seemed tired all the time. Each question posed was met with a shoulder shrug and a 'don't know'. Over the weeks, I learnt that he communicated very little with his parents, and did not know exactly what they do for a living. What he could relate was that his father was in the newspapers business and left for work every day in the evening, and only returned at dawn. I hazarded a guess that his father may be in charge of printing our dailies. As I explained the process of how our daily newspapers are produced from my knowledge - from the reporters' filing of their stories in the evening and the laying out of the various pages in the final hours of the day, to the printing of the papers in the wee hours and finally the delivery when day breaks - I could see the realisation on the boy's face for what his father might have been doing all these years, and nights.

We are nearing the end of Term Two in school. I am very encouraged that my charge has progressed from an apprehensive reader who stopped at every third word, to one who attempts to pronounce unfamiliar words through phonetics. By the time this term ends, apart from greater confidence in his reading, I hope that he will find the chance to have some quiet time with his parents to talk about their day, even just for that one day, for a start.

WORLD'S FIRST DUPLEXES TO TRANSFORM CHANGI'S RETAIL EXPERIENCE

Changi Airport's retail landscape is set for a dramatic transformation, driven by a major refresh of its core-category concession offerings, covering all liquor and beauty stores across all three existing terminals. Kickstarting this exciting transformation process together with CAG is DFS Group, following its successful win of a hotly contested tender to operate Changi's liquor stores airport-wide.

The incumbent operator of Changi Airport's Liquor & Tobacco stores, DFS has been a longstanding partner of Changi, since the opening of Terminal 1 in 1981. The retailer will be investing S\$85 million to revamp all

Changi Airport's position as a world-class airport and provide our travellers with an innovative and dynamic shopping environment. Beyond being great shopping destinations, our liquor stores are set to become must-see attractions within our transit areas."

SAID MICHAEL SCHRIVER, COO OF DFS GROUP, "WE SET OUT TO CREATE A SHOPPING DESTINATION THAT CHALLENGES THE CONVENTIONAL RETAIL CONCEPT AND BUILD A UNIQUE PLATFORM THAT ENGAGES THE TRAVELLER IN A DYNAMIC AND PERSONALISED WAY. THE RESULT OF OUR COLLABORATION COMBINES FUTURISTIC DESIGN WITH ONE OF THE MOST EXTENSIVE COLLECTIONS OF WINES AND SPIRITS EVER OFFERED WITHIN ANY RETAIL ENVIRONMENT, BETTER YET AN AIRPORT ENVIRONMENT."

Beyond the impressive store environment, the new Liquor & Tobacco stores will offer the world's most extensive and curated selection of offerings, featuring Asia's largest assortment of single malt scotch in an



A MAJOR HIGHLIGHT OF THE REVAMP IS THE TRANSFORMATION OF TWO CENTRAL LIQUOR & TOBACCO STORES IN THE DEPARTURE TRANSIT MALLS OF TERMINALS 2 AND 3 INTO TWO-STORY DUPLEX STORES. FIRST-IN-THE-WORLD FOR THE DUTY-FREE LIQUOR CATEGORY, THESE DUPLEXES WILL FEATURE MAJESTIC STORE FACADES, WITH STUNNING DOUBLE VOLUME INTERIORS - MAKING THEM VISUALLY SPECTACULAR ADDITIONS TO CHANGI'S RETAIL LANDSCAPE

Liquor & Tobacco stores across Changi Airport with innovative, game changing ideas. This covers a total of 18 stores spanning about 7,900 sqm of concession space across all four terminals when Terminal 4 is completed in 2017.

Said Ms. Lim Peck Hoon, CAG's Executive Vice President, Commercial, "We are thrilled to be working with DFS on the transformation of Changi's Liquor & Tobacco concessions, which serve as the key anchors of our retail offerings. The new concessions will showcase awe-inspiring design concepts that will serve to solidify

airport, as well as an unrivalled selection of wine from key regions around the globe.

There will also be unique one-of-a-kind experiences that are exclusive to Changi Airport. In partnership with the iconic Raffles Hotel, DFS and CAG will bring to the Terminal 3 store, the exclusive Raffles Long Bar, which offers Changi's passengers a truly unique experience distinct to Singapore. The Long Bar will play host to interesting events featuring Raffles Hotel's signature elements, such as its symbolic 'Raffles Doormen', bartenders, as well as unique gifts. DFS will also introduce at Terminal 3 its first ever VIP member's lounge, a facility exclusive to Changi.

The duplex store at Terminal 3 is expected to be completed by early 2015, while that at Terminal 2 is due for completion in 2016.



FALLING IN LOVE WITH THE KINETIC RAIN?

Unless you have been living in a cave, you MUST have heard the rave, seen its captivating video online or best yet, been personally enthralled by its fluidity and precise movements in person. Since the Kinetic Rain was installed in 2012, it has captivated millions of passengers and visitors at Changi Airport’s Terminal 1.

So in love with the Kinetic Rain that some guests literally fall, head-over-heels that is, over the sculpture – and its railings.

As such, Changi Airport has come up with an affable way to caution passengers against climbing over the railings or reaching out to grab the 1,216 bronze droplets.

Using a tongue-in-cheek comic strip designed by a local cartoonist, the message is clear yet not overly flinty. While we wouldn’t mind you falling head-over-heels in love with the Kinetic Rain, we would prefer if you not break a leg – or head – while at it.

So, go ahead and enjoy the ‘rain’. But before that, please go ahead and take a selfie. Throw in our hashtags and share them with friends and @ FansofChangi.

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