

The islandchief

travel news

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Email : news@islandchief.com | Hotline : +960 7980088



*When the Going Gets Tough,
the Tough Get Going.*

resort life
travel

EXCLUSIVE INTERVIEW
with
**MOHAMED SHAAZ
WALEED**
Founder and CEO of Resort Life Maldives



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Managing Editor
Mariyam Maaisha

Management Team
Ismail Hameed
Ismail Shifraz
Mohamed Shamin

Finance & Accounts
Mariyam Niuma
Yusra Naseer

Consultant
Ahmed Ijaz

Content Executives
Mariyam Zeena
Mariyam Amna Abdulla

Sales & Marketing Executive
Nasra Ali

Contributing Writers
Dr Sachin Bansal
Thasim Rafi
Aushini Das
Ibrahim Nizam

Design
Richard Mendonca, Flavours Inc.

Cover Photography
Zippo Photographer

Web Development
Ahmed Fazeel
Ibrahim Nisham (Paighde)

Distribution
Shahid Uddin

Dear Readers,

The year has already been rather 'eventful' - pardon the pun - and all we can say is, may it continue!

At times, we reflect on when we were in the midst of the worst of the pandemic and wonder, what was it that kept us all going? It was certainly the people within the industry who became friends during this challenging time. The check-in calls and messages every now and then, the continuous association and organization webinars. Zoom and Teams meetings - just keeping in touch.

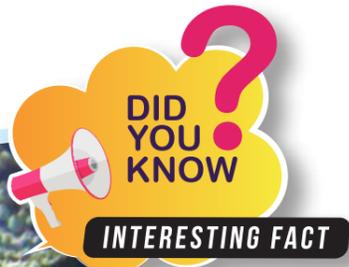
The Islandchief played a major role in keeping the industry informed during these times and was constantly seeking positive stories throughout the industry to share with our readers. To be honest, this is what kept us sane during these unprecedented times. Now, even more so. We are here to assist the industry with sharing its news with our readers, both locally and internationally.

In this edition of the Islandchief, we bring you the pragmatic Mohamed Shaaz Waleed, Founder and CEO of Resort Life Maldives opens up to tourism review, sharing with us his journey and contributions to the incredible industry.

In the Bon Appetite section, we have **Naaruh Faludha** (Bread fruit and Caramelized coconut palm sugar syrup with Jasmine water).

And lastly from the Frankly Speaking section, our industry experts shares their views on how the Connectivity and prices will always be a challenge in emerging tourism destinations locally within Maldives.

Until next time,
The Islandchief Team



PARROTFISH - Critical To Reef Health Protected In The Maldives

Parrotfish have been added to the "prohibited species" list in the Maldives, making it illegal to catch the colourful, charismatic fish. The last time a coral reef fish, the napoleon wrasse, was protected in the Maldives was in 1995. Parrotfish are colourful and voracious herbivores that spend up to 90 per cent of their day eating algae off coral reefs with their beak-like teeth. This grazing action creates space for coral larvae to settle and promotes coral growth while also preventing coral reefs from becoming overgrown with algae. They are also responsible for producing up to 80 percent of the sand on outer reefs that replenishes Maldivian beaches and lagoons.



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Address:
Maldives Publications Pvt Ltd
Super Market Shopping Centre,
6th Floor, Chaandhane Magu,
Male', 20189
Maldives

Phone : +960 3307898
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5 UNITED NATIONS AGENCIES

Emirates Ramps Up Global Operations with Restart of Services to Four Destinations



Emirates has announced it will ramp up its global operations with the restart of services to four destinations, including: Bali (1 May), London Stansted (1 August), Rio de Janeiro (2 November), and Buenos Aires (2 November). The airline has also announced it will boost services to

Nigeria, Mauritius and Singapore to serve market demand. In line with the easing of travel restrictions worldwide, Emirates continues to rebuild and expand its global network to meet travel demand.

Starting from May 1, 2022 Emirates will

operate five weekly flights to Bali, utilising a two-class Boeing 777-300ER aircraft. The airline will also scale up its operations from July 1, 2022 to serve the island destination with a daily service. With its spectacular mountains, picturesque beaches and cultural appeal, Bali is considered to be a world leading tourist destination.

Starting from August 1, 2022 Emirates will resume flight operations to London Stansted with five weekly flights, utilising Emirates' Boeing 777-300ER aircraft fitted with the 'Game Changer' First Class product. From September 1, the airline will increase its services to offer a daily flight. By October 2022, the airline will be serving the UK with 110 weekly flights, including: six times daily to London Heathrow; double daily A380 service to Gatwick; three times daily to Manchester, including a double daily A380 service (starting October 1, 2022); double daily service to Birmingham;

five weekly flights to Newcastle (with the fifth weekly flight starting from July 1, 2022); and a daily service to Glasgow.

Emirates will operate four weekly flights to Buenos Aires via Rio de Janeiro, on its Boeing 777-300ER aircraft from 2nd November, 2022 - offering customers from Argentina and Brazil direct connectivity to popular business and leisure destinations across the Middle East, Africa and Asia. From 1 February 2023, Emirates will scale up its operations to a daily service, offering customers greater convenience, choice and flexibility while planning their travel.

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ACROSS THE SKIES

Qatar Airways and IndiGo Reactivate Strategic Cooperation

Qatar Airways, the multiple award-winning airline, and IndiGo, India's largest airline, announce the reactivation of their strategic cooperation following the lifting of the suspension on international scheduled flights by the Indian government.

Qatar Airways is currently operating 190 flights per week to and from 12 destinations in India, namely Delhi, Mumbai, Hyderabad, Bengaluru, Chennai, Kochi, Kozhikode, Ahmedabad, Amritsar, Goa, Kolkata, and Thiruvananthapuram. IndiGo is currently operating 154 flights per week between Doha and eight cities in India and that includes Mumbai, Delhi, Hyderabad, Bengaluru, Chennai, Kochi, Kozhikode and Kannur. As part of this expanded code-share agreement, Qatar Airways will be placing its marketing code on IndiGo operated flights between Doha and Delhi, Mumbai, Hyderabad, starting from April 25, 2022, and Chennai, Bengaluru, Kochi, Kozhikode, starting from May 09, 2022.

Both Qatar Airways and IndiGo flights are optimally connected to Qatar Airways' hub, the award-winning Hamad International Airport in Doha. This allows

passengers to benefit from seamless and convenient connections to the airline's entire route network, including North America, Europe, Africa, and Asia/Australia.

Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, said: "The reactivation of our strategic partnership with IndiGo is another milestone in the development of aviation between the State of Qatar and India. Together, both Qatar Airways and IndiGo will offer over 340 flights per week to 13 destinations in India. Never before has our partnership with IndiGo been stronger and the resumption of our strategic cooperation demonstrates the resilience, agility and commitment both partners have shown in overcoming the challenges of the pandemic."

Mr. Ronojoy Dutta, Wholetime Director and Chief Executive Officer, IndiGo added: "We are excited to reactivate our code-share agreement with Qatar Airways, one of the world's fastest growing airlines. We are confident this strong partnership will not only expand opportunities for the customers, but also boost trade and tourism in both the countries. With the



easing of restrictions, we believe that this will create economic growth through IndiGo's seamless nationwide connectivity. We look forward to serving customers on our lean, clean flying machine, as we extend to them our on-time, affordable, courteous and hassle-free travel experience."

In addition to faster and more convenient connections to and from India, members of Qatar Airways' loyalty programme Privilege Club will benefit from the strategic cooperation as members will soon be able to earn Avios on all code-share flights operated by IndiGo. Likewise, Qatar Airways' generous baggage rules, which are especially important for international travelers apply on all code-share flights.

SriLankan Airlines Records First Fourth Quarter Profit Since 2006



SriLankan Airlines records its first profitable fourth quarter (Q4) since 2006 for the financial year that ended on March 31, 2022 with a group net profit of USD 1.7 million despite pandemic challenges. The airline was able to achieve this financial turnaround through various measures in its 2021-22 financial year including scaling down staff costs and overheads; renegotiating supplier contracts; increasing cargo revenue; and creating an ambitious growth plan capitalizing on pent-up travel demand. The initiatives paid off, with SriLankan making its first monthly profit since the onset of COVID-19 in December 2021 and continuing with a profit in the final quarter. The airline now has accumulated over USD 12 million in profits over the last 4 months as traffic has returned after the pandemic.

SriLankan's expansion initiative saw the launch of flights to several new destinations in the last year including Seoul; Moscow; Kathmandu and Paris. Frequencies were also gradually increased across the airline's network in

line with the recovery of the global travel industry and demand. The airline has also carried out major campaigns to boost tourism to the country including a major initiative in India, roadshows supporting new routes and most recently sponsoring the popular French annual adventure trail, Raid Amazonas, in March of this year.

The airline is now back to 75 per cent of the passenger revenue it made pre-pandemic in Q4 of 2019-20. Correspondingly, passenger numbers also rose to near 700,000 for the quarter. The airline is making strong headway towards matching pre-pandemic levels as demand for international travel recovers. The payoff is not limited to the airline, as it remains by far the largest carrier of tourists into Sri Lanka. SriLankan is also a net foreign currency earner for the country owing to a sizeable share of its revenue being generated from international markets.

Ashok Pathirage, Chairman of SriLankan Airlines stated,

"I am pleased to note that we ended 2021-22 on a high note, given our first quarterly profit in many years. The passenger demand remained strong, and revenues continued to recover from the setbacks of the pandemic during the quarter. Our annual expenditure remained within expectations. I am thankful to all our valued employees for contributing towards this achievement."

"We anticipate some headwinds in the first half of this financial year with high fuel prices and a short-term dip in demand to Sri Lanka. We have factored in these challenges and are working towards minimizing the impact with a strong business plan and a sound turnaround strategy to return to full-year profitability. Traffic is expected to recover fully by the end of the year as travel restrictions are eased off further. We will continue to support the tourism industry of Sri Lanka and be a catalyst for economic recovery," added Richard Nuttall, Acting Chief Executive Officer of SriLankan Airlines.

SriLankan Airlines, the National Carrier of Sri Lanka and a member of the oneworld alliance, is an award-winning airline with a firm reputation as a global leader in service, comfort, safety, reliability, and punctuality. Launched in 1979, the airline's hub is located at Bandaranaike International Airport in Colombo providing convenient connections to its global network (including codeshare partners) of 126 destinations in 60 countries around the world. Its direct route map covers major cities across the Europe, Australia, Middle East, Indian Subcontinent, Southeast Asia and the Far East. The Airline operates an all-Airbus fleet including a state-of-the-art A330-300 and modern A320/321neo aircraft.

IN A NUTSHELL

Siyam World Gears Up to Celebrate its First Eid with a Maldivian Twist



Siyam World announces celebration of its first Eid with an amazing array of fun-filled activities.

The celebrations kicked off with a delightful “Eid Sai” which is a marvelous spread of Eid treats during breakfast followed by the Grand Eid Lunch at the Tempo restaurant. Eid festivities, such as appearance of “Bodu Mas” was portrayed. Bodu Mas is the most anticipated celebration of the day as it portrays a Maldivian folklore where islanders gather and fishermen catch a big fish made out of woven coconut palm leaves.

Guests had a splash at Siyam Water World, the Indian Ocean’s biggest floating water park with unlimited access with numerous water-based activities and fun filled games such as sack races, tug of war and egg races to keep everyone entertained, engaged and active. Local dances took place at the Together Pool Bar, showcasing

traditional Maldivian dances. Kids were included in their element with an array of excursions and activities at the Kids World, for children aged 3 to 11.

Additionally, Siyam World has launched a special Eid offer that is valid for bookings made between April 15 and June 30 for stays till July 31, 2022; which will include Eid-al-fitr and Eid al-adha.

This special offer includes complimentary roundtrip seaplane transfers for two, two spa treatment per villa booked and a one-time shisha experience for two people. Don’t miss out and book now to celebrate Eid offer with Siyam World!



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IN A NUTSHELL

Amilla Maldives Resort and Residences Designs a Special Women's Retreat



Even though it is a natural stage in life, many women find it daunting to navigate changes in their hormones during perimenopause and menopause, and all that comes with it – hot flushes, mood swings, lack of sleep, brain fog, weight gain around the middle, anxiety and dwindling confidence. But help is at hand! Amilla Maldives Resort and Residences is the first resort in the Maldives (and one of just a handful of resorts around the world) to have created a women's perimenopause and menopause retreat.

The aim is to help women take back

control of their lives and feel better inside and out, whilst meeting with other women going through a similar situation, in the relaxing surroundings of the five-star Baa Atoll resort.

The three Perimenopause/Menopause Retreats at Amilla Maldives Resort will run between June 23 to July 7, 2022. It will be led by renowned naturopath and wellness coach, Claire O'Sullivan. The five-day journey has been developed to give women the tools they need to adapt to the changes in their bodies in a healthy and positive way, enabling them to tune into themselves rather than fight nature.

With these tools, they will address physical, emotional and lifestyle issues, improving their habits and renewing their energy.

Amilla's Sustainability and Wellness Mentor, Victoria Kruse, says: "Knowing what is happening within your own system leads to a deeper understanding of what works, and what doesn't work for you, and allows to find ways to adapt to this natural biological process with more ease and balance. Being able to talk about what is happening with others was truly a key for my journey"

Women joining the retreat will be able to explore natural ways to boost female hormones and manage menopausal symptoms through movement, nutrition and mindful activities including yoga, masterclass talks, dynamic meditation, Pranayama breathwork, Sufi Whirling Meditation, intuitive dance, workshops on eating right to protect your future-self (brain, heart, bones), thinking right to feed positive thoughts to your mind, and much more.

The package includes five days of activities, one wellness drink daily, a one-on-one consultation with the coach, one Foot Reflexology (60

minute) session, one Intuitive Aroma Massage (60 mins), one Craniosacral Therapy, five personalized Sensora Light Therapy sessions and complimentary access to steam and sauna facilities at the private island resort's Javvu Spa. Amilla's in-house spa is an award-winning facility immersed in the jungle, while the resort's delicious Wellness Your Way menus received the prestigious accolade of Wellness Cuisine of the Year in the Destination Deluxe Awards 2021.

Besides learning about embracing the next phase of life, and feeling empowered, confident and comfortable with the changes, attendees will also be able to visit the world-famous Hanifaru Bay, just ten minutes from Amilla, within the Baa Atoll UNESCO World Biosphere Reserve. The retreat is taking place during manta season, when mantas and even some whale sharks aggregate at the horseshoe-shaped Hanifaru Bay in extraordinarily large numbers to feed on zooplankton. Hanifaru is one of the only places in the world where so many mantas and whale sharks aggregate in such unusually high numbers, which has led to international recognition and it being celebrated in major publications including National Geographic.

Tennis Masterclass with Timea Bacsinszky at Anantara Kihavah Maldives Villas

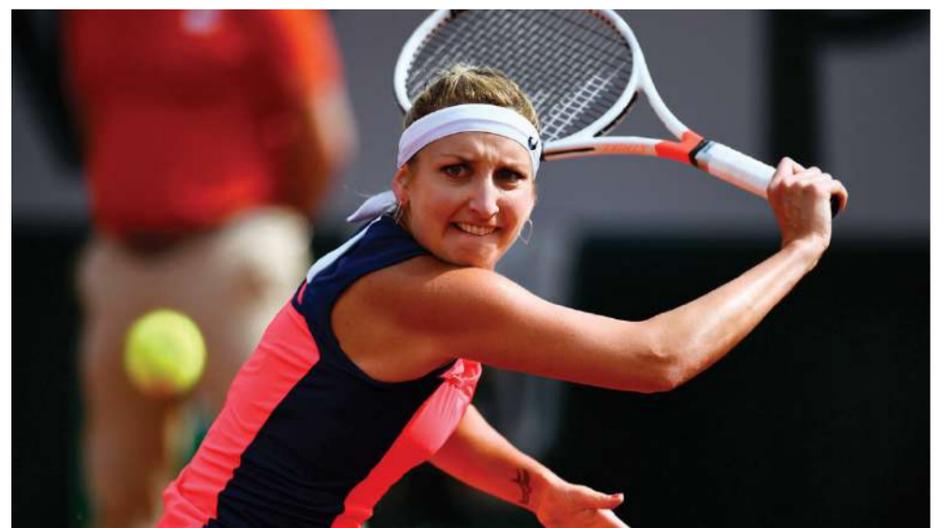
Exclusively organised by LUX Tennis, former WTA #9 and Silver Medallist with Martina Hingis in the ladies' doubles at the 2016 Rio Olympics. Timea Bacsinszky was the Resident Coach at Anantara Kihavah Maldives Villas until April 21, 2022. It was an opportunity to relax in the enchanting Maldives luxury resort and interact, improve the tennis skills with resident coach, the former WTA World #9, Swiss tennis professional, Timea Bacsinszky.

Timea was leading the Tennis service at Anantara Kihavah Maldives Villas in partnership with LUX Tennis until the April 21, 2022 and was on hand to provide tennis lessons for the discerning tennis enthusiast. Timea coached in French, German, Swiss-German, English, Italian, and

Hungarian; as she is fluent in all these languages. Her accolades include reaching the Semi-Final in the French Open in 2015 and 2017, becoming a Silver Medal Olympian in the Ladies Doubles at Rio with Martina Hingis, and an accumulation of 4 titles in singles and 6 titles in doubles on the professional tour.

Anantara Kihavah Maldives Villas is located on a private island in a UNESCO Biosphere Reserve and boasts 80 beach and over water pool villas and residences. It has an award-winning underwater restaurant and is the Maldives' only over water observatory.

LUX Tennis is dedicated to providing unforgettable moments and



exceptional experiences, on and off the tennis court, with master coaches and ATP or WTA-listed professionals globally. The team is specialised in providing personalised tennis management services as well as customised programmes and requests for their luxury resort partners.

Based in Spain but operating worldwide in more than 30 destinations to date, LUX Tennis was founded in 2017 and is managed by Joan Soler (CEO) and Tony Rajaobelina (COO) who are both former professional tennis players and luxury hotels & resort based pro-coaches.

IN A NUTSHELL

Radisson Blu Resort Maldives Launches Concierge Mobile App

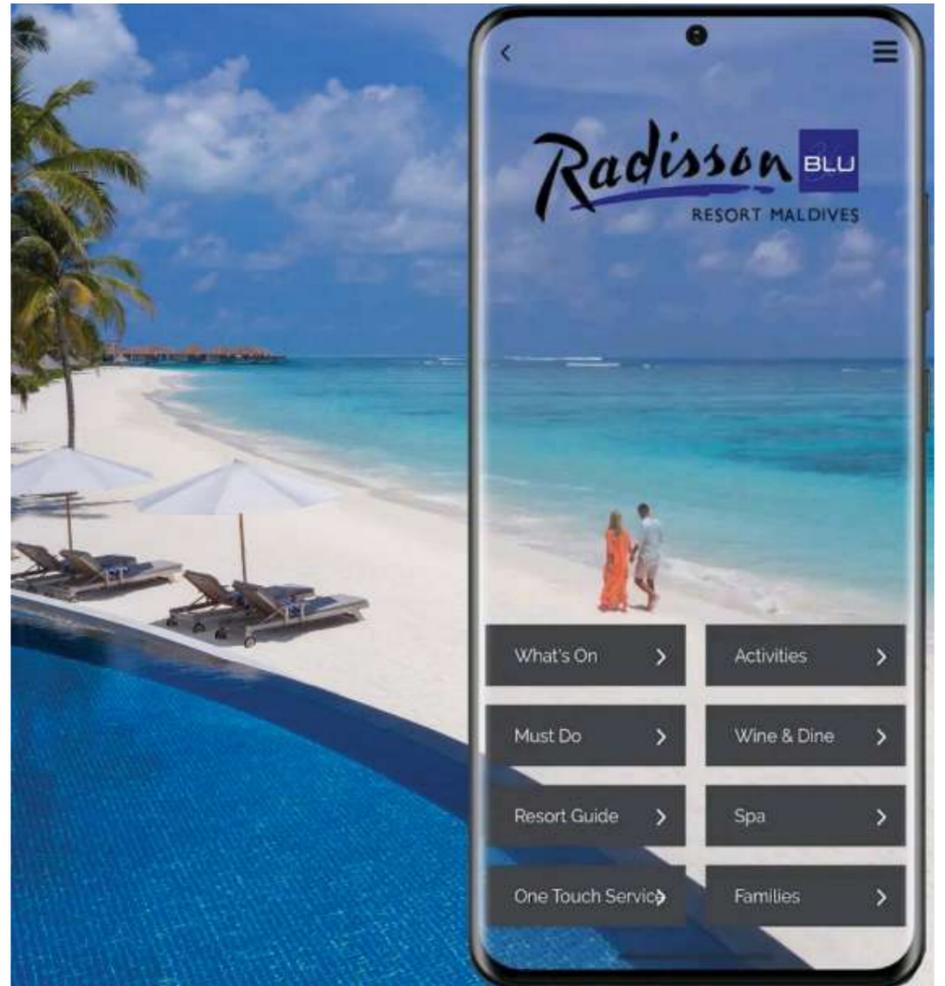
Living your dream holiday in paradise made easy at Radisson Blu Resort Maldives with the release of the resort's concierge mobile application.

Features of the application include contactless check-in and registration, 'One Touch Service' - a live chat function so queries can be attended immediately, and the 'Must-Do' recommendations, such as floating breakfast, signature spa treatment, sunset yoga at the pavilion, and Whale Shark tour for an adventure of a lifetime. From the app, guests will receive pop-up messages for important notifications, last minute promotions, and a reminder for events to assist the guests to make the most of their stay. Developed in 5 different languages from around the world, the app is replacing the traditional printed forms, room compendium, menus, and

notification letters, all-in-one handy app.

Guests can scroll through all the information and simply click to book the activities directly from the app even before they arrive. During the stay, guests can navigate effortlessly around the island with the map function, browse the extensive menus from the resort's spa and seven distinguished restaurants and bars, and look through the scheduled activities in the resort. All the arranged activities will be displayed as their personalised itinerary timetable. Guests can have a paperless overview of their bills and book their next stay on the app.

Innovative features and expanded services will be continuously developed to deliver the best guest



experience. The Radisson Blu Resort Maldives mobile application is now available for free download on both

Apple Store & Google Play Store. Scan the QR codes to start your Radisson Blu journey in the Maldives.





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MOVERS & SHAKERS

Christian Adrian Garcia Appointed as Executive Chef at Kuda Villingili Resort Maldives

A culinary specialist and seasoned professional hailing from Argentina, Chef Christian Adrian Garcia brings in a wealth of knowledge and expertise to fill his role as the Executive Chef at Kuda Villingili Resort Maldives.

Chef Christian grew up as a third culture individual, with a significant amount of his time spent between Argentina, Spain, and Italy. He graduated from the "Unión de Chefs Argentinos" and has hence worked in the Spanish cities of Valencia, Barcelona, and Ibiza.

More recently, Chef Christian ventured around the Middle East and Africa, where he worked in places like Saudi Arabia, Dubai, and Zanzibar. His

outstanding performance has garnered him a nomination as The Best Chef in Saudi Arabia by the much-acclaimed "Chaîne des Rotisseurs."

Chef Christian perfected the various techniques used in Mediterranean and Asian cuisines during his tenure at Altea, Alicante. He brought them together to enhance his use of Brazilian ingredients to create exquisite cuisine served in contemporary style, made using international techniques.

Morgan Martinello, the General Manager at Kuda Villingili Resort Maldives, who also hails from an extensive background of expertise in food and beverage, said, "We are pleased to have Chef Christian

on board and welcome him wholeheartedly to the Kuda Villingili family. We trust that the culinary expertise he brings with him will take Kuda Villingili's gastronomic experience to a whole new level."

Chef Christian expressed, "I am excited to be in the Maldives and be part of this team, especially this property. Kuda Villingili already offers an expansive culinary journey, with cuisines extending from East to Asia, the Mediterranean to Italian, Arabic, and all the way to Japanese-Peruvian dishes, which is a speciality of my homeland. Along with Mr. Morgan, an Italian national with vast knowledge in food and beverage, I am certain we can achieve magical new



heights by combining our knowledge in this field. I cannot wait to have our guests experience the amazing gastronomic journey at Kuda Villingili."



Villa Hotels & Resorts Appoints Mohamed Azmeel as Director of Sales

Villa Hotels & Resorts have announced the promotion of experienced sales leader Mohamed Azmeel as Director of Sales effective from March 2022.

Azmeel joined the Villa Hotels & Resorts group over 20 years ago as Assistant Reservations Manager at

Paradise Island Resort & Spa. Over the years, Azmeel has held several positions within the Sales team, which includes Senior Sales Manager and Associate Director of Sales. During his career with the hotel group, he has built a strong network of business relationships and developed partnerships with industry. Azmeel's determination and passion for sales has driven him to succeed. In his new role as Director of Sales, Azmeel will be leading the Sales team in alignment with the brands vision.

"Azmeel is one of the best Sales

personnel in our team. He has first-hand experience working in resorts, directly dealing with tourists, travel agents and tour operators. He is a person of great knowledge and experience. Azmeel has been working in my team for over a decade and there are many occasions that I have to refer to him while making decisions. I am confident that with Azmeel leading as Director of Sales, he will take the sales team of Villa Hotels & Resorts to further heights." – Ali Rasheed, Director Sales & Marketing

Villa Hotels & Resorts collection of

award-winning resorts in the Maldives archipelago includes the adventurous and family-friendly Sun Island Resort & Spa located in South Ari Atoll within proximity to the South Ari Marine Protected Area (SAMPA), Royal Island Resort & Spa located in the protected waters of the UNESCO Biosphere Reserve of Baa Atoll and the romantic and luxurious Paradise Island Resort & Spa located in North Male' Atoll. Villa Hotels & Resorts are celebrated for their authentic hospitality, signature Indian Ocean experiences and personalized exploration.

Six Senses Appoints Michael Vance as Regional Director of Sales and Marketing for the Maldives

Six Senses Hotels Resorts Spas announced the appointment of Michael Vance as Regional Director of Sales and Marketing for the Maldives; where he will oversee two Six Senses properties. Michael brings more than 15 years of international experience in the high-end hospitality sector to the role.

Michael spent the last four years as the Head of Sales & Marketing at Perowne International in London where he oversaw a global portfolio of more than 20 independent luxury hotels, resorts, and lodges. He is no stranger to Six Senses having previously spent six years as Director of Sales, based in London, looking after the UK market on

behalf of the group.

"We are thrilled to be welcoming Michael back to Six Senses to oversee the sales and marketing strategies for our two properties in the Maldives: Six Senses Laamu and Six Senses Kanuhura," explains Marteyne van Well, Regional General Manager.

Opening in December 2022, the re-launch of Kanuhura under the Six Senses brand represents a new beginning in the island's rich history in the Maldives, and Michael will oversee the reopening strategy, alongside driving the continued success of Six Senses Laamu. "A great addition to the

team, I am confident that Michael's inspirational and results-oriented leadership will lead to a successful launch of our second property, while also ensuring growth and further strengthening relationships with our key partners," adds Marteyne.

"Both of the Six Senses properties in the Maldives will offer incredible experiences for guests, and I am looking forward to working with our teams on the ground to develop these further and share our stories and plans with guests and partners around the world," says Michael. "Having such a connection to the brand and to the Maldives, I have long aspired to take on such a role. To have the



opportunity to do so at this pivotal time in the development of Six Senses and its growth in the Maldives is something incredibly special."

MOVERS & SHAKERS

Mohamed Ashraf Became the First Maldivian to Head an International Resort Brand in the Maldives



For the first time, a local has been appointed to head an international resort brand in the Maldives. Mohamed Ashraf was appointed General Manager of Jumeirah Maldives; the local branch of Jumeirah Group under Dubai Holdings.

Ashraf has previously held managerial positions at renowned hotel properties in the Maldives such as

One&Only Reethi Rah Maldives, Anantara Veli, Niyama Private Islands and most recently The Nautilus Maldives where he filled the position of General Manager.

Ashraf shared that it was a privilege to be part of Jumeirah Maldives Olhahali Island and formally join Jumeirah Hotels and Resorts. He further hoped that his new journey with Jumeirah

would be successful and he ensures to make the best use of this opportunity.

Jumeirah Maldives Olhahali Island is the rebranded resort (previously operated as LUX* North Male' Atoll Resort) acquired from LUX* Hotels and Resorts and commenced its operations in October 2021.

Ooredoo Maldives Appoints New Director of Finance

Ooredoo Maldives has announced the appointment of Mr. Hussain Zareer to the position of Director Finance, effective from April 1, 2022.

Mr. Zareer is a Maldivian with over 25 years of experience in Financial Management in different industries, 15 years of which was within the telecommunications industry at Ooredoo Maldives. He possesses experience and knowledge in financial and management accounting, financial planning, budgeting,

financial control, digital strategy development and project management.

During his time at Ooredoo Maldives from May 2005 until his departure in January 2020, he held various senior positions including Financial Controller and Director Finance. During his tenure at Ooredoo Maldives he contributed immensely to the success and growth of the Company and was fully engaged in the digital transformation of the Company. Mr. Zareer is an Associate Member of the

Institute of Financial Accountants from the Institute of Financial Accountants-UK and holds a CIMA - Advanced Diploma. Additionally, he has completed multiple professional training programs and leadership development programs including the Ooredoo Leadership Development Program which was conducted by the Ooredoo Group in partnership with the Institute for Management Development ("IMD").



FUELING THE NATION



FSM Building, 4th Floor Block A, Boduthakurufaanu Magu, 20026, Male', Maldives
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Photo: FSM Handhi barge delivery fuel to One&Only Reethi Rah

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EXCLUSIVE INTERVIEW

with

**MOHAMED SHAAZ
WALEED**

Founder and CEO of Resort Life Maldives

In an exclusive interview with the Islandchief, the pragmatic Mohamed Shaaz Waleed, Founder and CEO of Resort Life Maldives opens up to tourism review, his journey and contributions to the incredible industry.

“ We are prepared for any challenges that we face to overcome any situation when it arise. Resort life, will have an endless life as long the tourism industry exists globally. ”

**What motivated you to set-up Resort Life Maldives?
What catalyzed your decision?**

I am from a destitute family from Male'. I had as it were auxiliary instruction it was exceptionally difficult to urge a great work unless you're from presumed family or a great association inside the government official, grant and other instructive grants are given by association. I understood myself I ought to discover my possess predetermination to outlive. I begun as "Independent "tour assistant" known as "DHAMAAKADAA" individual in Air terminal . There was a time that "DHAMAAKEDUN" limited and made our lives troublesome due to rules custom-made to halt independent visit directing and other exercises which drive me myself to set up a travel company beneath the title of Resort Life Maldives.

When you started your business 16 years ago, what were the major challenges and hurdles you came across then?

The travel industry of Maldives is oppressed by the hoteliers due to need of legitimate act of travel offices I accept that usually a root of challenges me and the rest the industry faces.

Have you personally always been involved in the business, or did you originally have other plans and dreams?

I am envisioning to be the world leading travel brand of Maldives.

How would you describe the profile of your ideal client? Which are your main markets today and which new markets are you keen to explore?

I build my team first than my team developed Resort Life. We are the leading agent in the CIS market; however due to present uncertain situation in CIS I decided to explore more markets - such as Israel and our team is exploring the other growing new potentials markets.

There is an incredible number of destination specialists operating within Maldives. How do you manage to differentiate Resort Life Maldives from the others?

It is exceptionally pitiful that there are exceptionally few goals pros in Maldives in spite of the fact that we are celebrating our 50th Year of Tourism of Maldives. We are one from the exceptionally few specialists, as I have a diverse nationality in my team.

As learning about destinations online becomes easier, and self-booking becomes more intuitive with apps and websites, what do you think the role of travel agents will be 5-10 years from now?

The importance of Human interaction in travel industry will always be there. Travel agencies are modernizing their path to step ahead than apps and website.

The global travel industry has meanwhile encountered some significant changes over the past two years. Which elements, trend or similar has impacted your business most?

We are prepared for any challenges that we face to overcome any situation when it arise, Resort life, will have an endless life as long the tourism industry exists globally.

Arabian Travel Market (ATM) has confirmed this year's event will be a 140% bigger than 2021. How is the response from the travel trade community regarding participation next month?

UAE is a hub of global industries we already have a busy schedule during ATM compare to last years.

What are your views on the current status of the Maldivian tourism industry and how do you see the market evolving over the next five to ten years? Are we prepared for home stay and mice tourism?

The government of Maldives should review the master plan of tourism industry; dig deep finding

out present and future challenges how to tackle and overcome. Obviously we understand main segment of tourism industry is connected to International and Domestic Transport which is paralyzed in the Maldives annually 900m dollars business controlled by Foreign Airlines. The scale and the magnetite of the risk is very high and scary to this industry, every crisis happened in any corner of the world, immediately Maldives tourism becoming the victim of those crisis. Aren't we learned lessons from Bird Flu, Tsunami, Covid and even recent CIS conflict.

Do we need a bridge roam around or we need strong national carrier. Secondly, destination marketing strategy should be more focused globally. I see many media headlines, Government overcome COVID but still we are in huge crisis.

Upcoming months are not very promising due to lack of proper destination marketing, we as a destination should understand ourselves that we cannot rely on one market and single market segment. We are talking about traditional matured markets growth while leading market falls. We cannot replace leading markets from traditionally mature markets. MMPRC, TOURISM AUTHORITIES and NGO connected to the destination marketing must have strategic planning to overcome this situation.

What would be your best advice for someone wishing to set up a destination management company these days?

Start from zero, choose the difficult path of the industry; plan to establish in time not over night.





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EVENTS & AWARDS

Dhiraagu Signs as Digital Partner for Neyvaa 2 – A New Guinness World Record Attempt



commemorate 50 years of Tourism in the Maldives. One of the main objectives of this event is to promote the passion for free diving and highlight Maldives on the map for free divers worldwide. Divers will be joining the event from 11 locations across the country. The organizers plan to record a documentary throughout the event; which is planned to be released on major streaming platforms.

Neyvaa was initially held on October 1, 2019 and was a successful attempt to break the Guinness World Record of the highest number of freedivers diving together simultaneously with 521 participants. This event was participated by President Ibrahim Mohamed Solih, Cabinet Ministers, Parliament Members, World Champion Freediver Willian Trubridge, former female National record holder for Australia, Alana Caskey and Singapore Freediving record holder, Jonathan Chong.

As we celebrate the Golden Jubilee year of Maldives Tourism, Dhiraagu as the digital transformation partner for the hospitality industry in the Maldives continues to support the initiatives to celebrate this great milestone.

Dhiraagu has signed as the Digital Partner for Neyvaa 2, a New World Record attempt where “most people performing static apnea

simultaneously” to be recognized in the Guinness Book of World Records. Event is scheduled to be held on October 1, 2022.

This record-breaking attempt which will be performed for the very first time in the world is organized by Maldives Freediving Association to

International Maldives Travel Market (IMTM) 2022 to be Held in July

MTM Pvt. Ltd. brings forth the exciting return of its trailblazing event, the annual International Travel and Trade Fair. This year, IMTM look forward to welcoming participants from all across the world with open arms and imbuing the travel and tourism industry with renewed energy.

IMTM 2022 is the fifth edition of the B2B Travel and Trade fair conducted to actively promote the Maldives as a world-class MICE destination. This cost-effective platform unites leading international tour operators, travel agencies and destination management companies from across the globe. It allows key industry members to explore opportunities and prospects in the Maldives and make meaningful connections with major representatives of the Maldives Tourism Industry including accommodation providers, travel

agents and tour operators.

This year, IMTM 2022 explores the theme “Adapt and Rethink Tourism for Resilience”. This is in line with the hopes of reinvigorating the tourism industry as countries all over the world move into the endemic phase and ease COVID-19 restrictions. As a country relying heavily on tourism, the Maldives suffered significantly from the COVID-19 pandemic. Nevertheless, the industry has shown remarkable growth in visibility and relevance with strategic policies and proactive COVID-19 counter measures adopted by the government, MMPRC and industry stakeholders. The industry aims for even greater achievements with the return of travel in 2022.

IMTM Pvt. Ltd. announced last year that their annual Travel and Trade Fair will be held in June 2022. However,



due to unforeseen circumstances, IMTM 2022 Fair is now scheduled for 20 and 21 July 2022. IMTM strives to outdo its performance in the pre-pandemic and create a unique and enriching experience for all.

IMTM believes the combined efforts of tourism industry professionals and properties will bear fruit in revitalizing the tourism industry by opening doors

to new opportunities and growth. This Fair allows participants the unique opportunity to connect with over 800 delegates and professionals, interact actively not only with existing clients but also meet new companies and boost businesses, close deals with new customers and be a part of the Maldives Tourism Industry’s Golden Jubilee celebrations.

EVENTS & AWARDS

Tekkers Milo Championship Resort Cup Coming Soon



Tekkers Milo Championship Resort Cup is set to begin this year's June. The Tournament will commence as soon as

the Tekkers Milo Championship Maldives Cup ends. Tekkers Resort Cup is a futsal tournament that will be

open to all the resorts in the Maldives that are interested to participate. The matches will all be played within the resorts themselves. Certain Host Resorts would be selected, and the matches would be played there. This tournament is divided into 9 groups.

Each group will contain resorts from certain atolls. The groups are as follows:

- Group 1: HA, HDH, SH, N
- Group 2: R, B, LH
- Group 3 & 4: North Kaafu
- Group 5 & 6: South Kaafu
- Group 7: AA, ADH, V
- Group 8: M, F, D, TH, L
- Group 9: GA, GDH, S

The tournament will be played in a Group Stage Format. The top 2 teams from each group will play in the group final and the winner of the group will advance to the next round. At the end of the tournament, the Champion Resort of Maldives will be selected. They can then participate in the Tekkers Champions League later. This will be played between the winners of Tekkers Greater Male' Cup, Tekkers Maldives Cup, and Tekkers Resort Cup, along with international futsal teams.

The registration fee for the tournament and further details will be shared soon on Tekkers social media pages.

WTM Latin America Concluded with Over 1,500 Visitors to the Maldives' Stand

Maldives Marketing and Public Relations Corporation (MMPRC / Visit Maldives) and industry partners concluded the WTM LATAM event with a series of successful meetings, networking sessions, and over 1,500 visitors to the Maldives' Stand. The event was held from 5th to 7th April, in São Paulo, Brazil.

WTM Latin America is one of the major B2B travel and tourism events for Latin America, offering excellent business opportunities, return on investment and access to relevant and qualified travel and tourism industry buyers, influencers, and professionals. More than 565 exhibitors from 40 countries took part in the three-day event.

MMPRC took part in the activity along with 11 industry partners from the Maldives, namely Kuda Villingili Resort Maldives; Resort Life Travel; Patina Maldives; Sun Siyam Resorts; Travel Connection Maldives; Intour Maldives; Sheraton Maldives Fullmoon Resort & Spa; Reollo Travel; Lily Hotels; Constance Moofushi Resort Maldives; and Lets Go Maldives. During the event, over 1,500 visitors visited the Maldives' stand to discuss and observe information about the Maldives as a holiday destination. Additionally, 25 meetings were held between Maldivian officials and the Latin American travel

trade and global travel professionals. WTM Latin America organizers also noted that the first two days of the fair saw over 10,725 visitors attending the event this year which is a 8.7% growth by comparison with 2019.

MMPRC participated in WTM Latin America to market the destination as the ultimate vacation destination, providing safety and unique experiences for tourists from Latin America. Throughout this event, MMPRC and industry partners showcased the unique geography of our scattered islands, which facilitates natural social distancing for vacationers. Further opportunities were provided to market tourism products - resorts, hotels, guesthouses and liveaboards, and the COVID-19 measures in place in these facilities for the safety and security of holidaymakers in the Maldives. Experiences unique to the Maldives were also promoted, along with the latest destination updates to travelers and travel trade professionals from the South American and Latin American market. During the event, MMPRC also held a raffle amongst visitors to the Maldives' Stand, through which a lucky winner won a free holiday to the Maldives, sponsored by Constance Moofushi Resort Maldives.



Participation in WTM Latin America came as part of MMPRC's marketing strategy for the Latin American market, especially Brazil. This marketing strategy focuses on increasing arrivals from the market through dedicated campaigns on social and digital media platforms, and through participation and marketing of the destination in prominent fairs and exhibitions held in this market. Countries belonging to Latin America, notably countries such as Brazil, are important markets for the Maldives.

The Maldives has seen 4,130 arrivals from Brazil by the end of February 2022, and MMPRC has several

marketing activities in the pipeline aimed at this market for the year 2022. This includes digital and social media marketing campaigns, webinars, and influencers and media familiarization trips. It also came under a new short term strategy devised to address the evolving geopolitical climate in the world following the effects of the Russia-Ukraine war. With Russia and CIS topping the arrivals figures in recent years, the strategy is aimed at mitigating the potential negative impact on arrival numbers from this region by re-strategizing marketing activities in selected markets to minimise the potential adverse effects on the Maldives tourism industry and the nation's economy.

NEW OPENINGS

Outrigger to Acquire Five-Star Resort in the Maldives



Outrigger Hospitality Group announced that it is acquiring the newly renovated five-star Maafushivaru Resort in the Maldives – adding another premier beach property to its expanding global portfolio as early as 1 April, 2022. The luxury resort will be renamed Outrigger Maldives Maafushivaru Resort and is located on a private island in the pristine South Ari Atoll region, a 25-minute seaplane flight from Malé – offering convenient access and breathtaking views for arriving guests. The resort is comprised of a collection of 81 luxury villa styles including beach, pool and duplex accommodations, as well as coveted overwater bungalows and more.

“There are few destinations that evoke higher levels of relaxation, elegance and seclusion than the Maldives. This resort is the perfect addition to our array of global beachfront properties,” said Jeff

Wagoner, President and CEO of Outrigger Hospitality Group. “With travel on the rise, we look forward to welcoming our global guests to the Maldives and curating unforgettable Outrigger Signature Experiences that allow visitors to appreciate Maldivian culture in an iconic beachfront setting.”

Located in the Indian Ocean, the Maldives is classified by many world travellers as the ultimate luxury beach destination. Known for its uninterrupted views of white sandy beaches and a seemingly endless turquoise lagoon, the Maafushivaru Resort has recently undergone an extensive modernisation and is poised to be among the Maldives’ most sought-after vacation destinations.

Outrigger will leverage the knowledge of General Manager, John Allanson, who has served the brand

previously and has three decades of hospitality leadership experience. In his new role, Allanson will spearhead the transition of this property utilising The Outrigger Way philosophy. This ethos has allowed the brand to expand across the globe without compromising its values of caring for guest, host and place.

“Respecting local host culture and fostering a deep appreciation for the communities in which we operate is key to the Outrigger experience,” added Wagoner. “As Outrigger nears its 75th anniversary this year, we look forward to celebrating this new luxury property in the Maldives as part of the next chapter for our premier beach resort brand.”

The Outrigger brand is renowned for barefoot luxury – effortlessly fusing contemporary comforts with a relaxed, joyful vibe. In addition to blissful accommodations, guests to Outrigger Maldives Maafushivaru Resort can look forward to exceptional dining, live music entertainment and bespoke Signature Experiences.

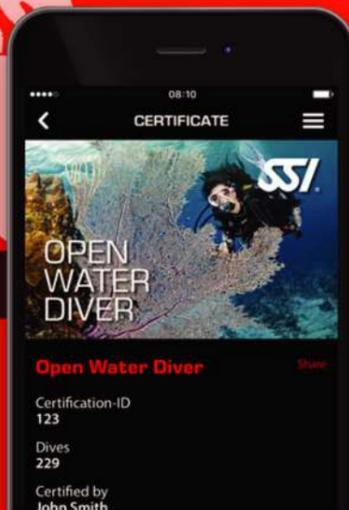
The private island resort has seven restaurants, bars and cafes on island which offer a stimulating mix of food and beverage offerings. Cuisine ranges from Asian to Mediterranean; enjoy fresh-caught sushi and teppanyaki one day, then steak and salad the next. Music plays a key note in the Outrigger experience – from chill beats of a DJ at the Water Bar to the sweet sounds of a live band, the energy on property is unmatched.

Signature Experiences include underwater dive adventures with the resident marine biologist to view manta rays at the nearby coral reefs and boat excursions around the South Ari Atoll. The brand’s environmental stewardship platform, Outrigger’s ZONE (OZONE) further links enriching guest experiences with coral reef restoration to protect our oceans and help them thrive for generations to come.

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IN THE NEWS

Velana International Airport Celebrates its 56th Anniversary



Maldives Airports Company Ltd (MACL) celebrates Velana International Airport's (VIA) 56th Anniversary. To mark the occasion a flag hoisting ceremony was held at 0600 hours at VIA. The Ceremony was graced by the Deputy Managing Director (DMD) of MACL Mr. Ibrahim Thoha. The ceremony was joined by the senior management team of MACL.

Addressing at the event, MACL DMD Mr. Ibrahim Thoha congratulated the employees on the occasion and recognized the staff commending their hard work and dedication during the COVID-19 pandemic. DMD Mr. Thoha said, "I am very proud of each and everyone of you who made this airport a success during the difficult times making this airport one of the safest

airports in the world."

Speaking about the infrastructural development of the Airport, Mr. Thoha stated "This year we have plan to start the operation of the world's biggest Seaplane Terminal in the 2nd quarter and the new runway on the 3rd quarter, along with the new Fire station. The first phase of the modern

VIP building is now open, and the construction work of the 2nd phase is underway as we speak." Thoha also emphasized on the temporary use of new runway, which helped the company to achieve operational efficiency. Also, MACL is working to start the operation of the new Cargo Terminal and new Fuel Farm during 2022. Apart from infrastructure development Human Resource improvements are brought like establishing new studying schemes and increasing staff salaries.

"All these developments will dramatically improve the standard of services offered to our customers and I am excited for our airline partners and stakeholders for the world class services they will soon receive." Thoha said.

The ceremony was concluded with a special prayer. Velana International Airport was opened by former President of the Maldives Mr. Ibrahim Nasir on April 12, 1966.

Ali Shaukath, HRM at OBLU SELECT Sangeli Recognized as Top-most Global HR Leader by World HRD Congress

Ali Shaukath, currently working as the Human Resources Manager at OBLU SELECT Sangeli as a part of Atmosphere Hotels & Resorts, has received the Top-Most HR Leaders Global Award. This prestigious award was conferred in the 2022 Edition of the World HRD Congress.

World HRD Congress brings together thousands of professionals in attendance from over 133 countries. It strongly believes that elements such as Trust at work, Passion at work, and Agility at work are essential for a futuristic organisational approach.

In an illustrious career spanning 20 years, Ali Shaukath has earned extensive and diversified work experience at some of the finest international hospitality brands. He holds a Master of Business Administration degree from the University of Gloucestershire and an Associate Degree in Human Resources Management from Maldives Business School.

A down to earth Maldivian professional, Shaukath has a shining track record of leading pre-opening activities at five luxury resorts in the Maldives. He has also received the 50 Most Talented HR Leaders award in the Maldives by hrmaldives in 2017 and 2018 for his remarkable Employee Engagement initiatives.

Monica Suri the General Manager of OBLU SELECT Sangeli says "Ali Shaukath is one amongst two Maldivian HR leaders to receive this highly competitive global award. Through his actions, emotionally sincere approach and innovative policies and strategies, Shaukath has infused the Joy of Giving philosophy within our team. Creating a rewarding and equal opportunity workplace, where each colleague is motivated to bring their best to work every day. We are all very proud of Shaukath, and his achievement inspires all of us to continue doing the very best for our guests and each other."



OBLU SELECT Sangeli, a part of COLOURS OF OBLU brand, is situated in the North-Western tip of Malé Atoll, Maldives. Ideal for couples, families and groups, the five-star resort offers exciting underwater and over-water experiences. It has its very own mini-island, connected by a jetty of over-water villas. 'One Banyan Island' adds an extra layer of privacy and

romance with its adults-only pool bar, two specialty restaurants and exclusive over-water honeymoon suites.

The COLOURS OF OBLU portfolio also includes – OBLU NATURE Helengeli, OBLU SELECT Lobigili and OBLU XPERIENCE Ailafushi.

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Raajje TV

IN THE NEWS

Solitaire – Luxury Residencies Launched in Hulhumalé



'Solitaire' - luxury residences is the second project of Sandal Mauritius in Maldives. Sandal Mauritius is an SPV for development of real estate in Maldives created by Assotech Realty, a New Delhi-based real estate developer with a long track record in housing, offices, retail and hospitality segments; most of them being

mixed-use developments of over a million square feet each. While 'One Central Park' overlooks the lush greens of Central Park; 'Solitaire' will overlook the pristine blues between two cities, Male' and Hulhumale' on one side; with the other side looking at the lush green environs of Fithuroanu Magu.

Solitaire was first showcased at CROSSROADS Marina, on November 17, 2021. The construction contract of the project has now been awarded to Rainbow Constructions Private Limited, which is recognized as one of the top construction companies in the Maldives. Solitaire will comprised of 9 storeys of exclusive residences along with premium retail spaces at the Upper ground level, and a multi facility club house at the rooftop with state-of-the-art gymnasium, infinity pool, family recreation and kids play areas.

A typical floor of Solitaire will have eight apartments of about 1200 square feet each - all in homogeneous 3+1 BHK configuration. The top floor will house 4 luxury penthouses for the discerning customers. By its sheer design, Solitaire puts a great emphasis on wellness, relaxation and productivity.

On the occasion of its ground-breaking ceremony in the presence of a select gathering, Solitaire is poised to set new standards in luxury housing segment of Maldives.

MACL Signs MOU with Parley Maldives to Implement AIR Strategy at Velana International Airport

As part of MACL's environment friendly initiative, they have signed an MOU with Parley Maldives in implementing AIR Strategy at Velana International Airport (VIA). This strategy targets to remove plastics out of the waste stream, and to eliminate the seep of plastics into the ocean as well as to the general environment. The MOU was signed, at a small ceremony held at MACL on April 12, 2022.

Deputy Managing Director, Ibrahim Thoha signed the MOU on behalf of MACL, while the Director of Parley Maldives, Ms Shaahina Ali signed on behalf of Parley Maldives. Parley's AIR strategy stands on 3 Principals:

- **Avoid Plastic where possible**
- **Intercept Plastic Waste**
- **Redesign Materials, Methods & Thinking**

Parley's AIR Program drives to address today's major environment threats through creativity, collaboration and eco-innovation in the interception, collection and transport of plastic waste from Velana International Airport (VIA). As the operator of VIA, MACL joined Parley Maldives' innovative platform to support environment causes collaborating on various related areas.



Ooredoo Maldives Partners with Kandoodhoo Council to Build Kandoodhoo Mirus Brand and Launches an Exciting New Product Line of Hot Sauces



Every Year, Ooredoo Maldives, unveils its annual Ramadan campaign that focuses on local culture, traditions or a historical event that reinforces the message of togetherness, kindness, compassion and building relationships with loved ones during the auspicious month. Unlike any other year, this year, Ooredoo's Ramadan initiative is packed with special flavors as the company has focused on a special local chilli, Kandoodhoo Mirus, one that is very close to people's hearts, especially during the month of Ramadan.

In line with Ooredoo's vision to enrich the lives of local communities, the campaign focuses on establishing the Kandoodhoo Mirus as a brand to enable the people of Kandoodhoo to market the product to new local and international markets to take this unique product to the even greater heights. The campaign was launched today at a special ceremony held to unveil its Ramadan offers that was attended by the President of Local Government Authority, Ms. Afshan Latheef, President of Kandoodhoo Council, Mr. Ahmed Reehan, Managing Director & CEO of Ooredoo Maldives, Mr. Khalid Al-Hamadi, management of Ooredoo Maldives and esteemed guests from Kandoodhoo Council.

Building upon the popularity and the chilli's uniqueness, Ooredoo together with Kandoodhoo Council has built a brand for the chilli, based on its story, taste and flavor. This includes brand guidelines,

a special logo and a dedicated website for Kandoodhoo Mirus with the aim to further establish the product across Maldives and beyond, connecting the people of Kandoodhoo to new opportunities and socio-economic growth. In addition to the establishment of Kandoodhoo Mirus Brand, as a special ramadan gift, Ooredoo Maldives also partnered with Enzi to create a special hot sauce using Kandoodhoo Mirus. The sauce comes in different levels of spiciness from Hot, Very Hot to Fiery Hot which can be enjoyed by people with different levels of spice tolerance. This special sauce will be available for purchase through the newly developed Kandoodhoo website and ecommerce platform Moolee.

"For this year's Ramadan, we have partnered with Kandoodhoo Council with the initiative to elevate the locally produced Kandoodhoo Mirus into a brand that to new local and global markets, which will ultimately flourish the local economy of the island. We are proud to see the works of our partnership with Kandoodhoo Council come alive today and we will continue to further develop and support the people of Kandoodhoo in their venture to reach greater heights." Managing Director and Chief Executive Officer, Khalid Al-Hamadi.

"This initiative greatly aligns with the strategic aims of LGA, especially in creating vibrant local economies. I hope this partnership becomes a strong example of how corporates can support local communities in the

islands by facilitating exciting new opportunities for economic growth." CEO of Local Government Authority, Ms. Afshan Latheef.

"It was with great pleasure we welcomed Ooredoo Maldives team when they visited us months back, with their ideas on how to develop the Kandoodhoo Mirus Brand together. It has been a great journey working with the team and today, we are delighted to see our plans come to life. We thank Ooredoo team for this generous and important initiative that will drive the socio-economic growth of Kandoodhoo not just for agriculture but in various different aspects." President of Kandoodhoo Council, Mr. Ahmed Reehan.

Since 2001, Kandoodoo Mirus has quickly gained popularity among the local communities for its distinct taste, smell and its fiery hotness. Kandoodhoo Mirus is a unique locally produced variant of scotch bonnet, which has now become a household name in the Maldives. As a community focused company, Ooredoo Maldives has always remained a close partner of the local communities, and acted as an enabler of small businesses providing guidance, expertise and necessary tools for their growth. Understanding the value of branding, Ooredoo Maldives joined hands with Kandoodhoo council with the aim to support local farmers, build the Kandoodhoo Mirus brand and support their efforts to take this exceptional product to a larger global audience.

BON APPÉTIT

Naaruh Faludha

(Bread fruit and Caramelized coconut palm sugar syrup with Jasmine water)



I am Ahmed Samaam Saeed. I was born and raised in Addu City, Hithadhoo. Moving alone to abroad for studies, I had to cook my own food and do the chores around the kitchen; soon developed love for the techniques, how every dish can tell a story about it. After my studies I started working in Olhuveli Beach Resort & Spa as a Commis. After working in some of the greatest resorts, with all the gained experiences I moved to Fari Campus, Fari Islands. I got inspired to the tradition of Maldivian cuisine, experiencing new dishes and discover more about the traditional local cuisine.

NAARUH FALUDHA is a traditional Maldivian dessert which my grandmother use to make for us. Even with the aroma of jasmine I remember the taste and the mouthwatering flavors.

This sweet treat is made with bread fruit and caramelized in Dhiyaa hakuru (coconut palm sugar syrup) with maafen (jasmine water) and sun dried with jasmine flower, This was a very popular traditional treat among southern islands of the Maldives.

INGREDIENTS:

- ½ kg bread fruit (Peeled and cleaned)
- 200 ml Dhiya Hakuru (coconut Syrup)
- 200 g sugar
- 200 ml jasmine water
- Pink rose patels
- Jasmine Flowers

METHOD:

- Boil breadfruit until tenderized and soft. Mash to a smooth paste.
In a pan, caramelize the mashed breadfruit with Dhiya hakuru, sugar and jasmine water in medium heat.
- Stir continuously to keep the mixture from sticking to the bottom of the pan.
- Stir until the breadfruit turns golden brown.
- When slightly cooled, grease your hands with coconut oil or vegetable oil and shape spoonful amount into round balls.
- Depress the center with a finger and top with rose patels and jasmine flowers.
- Place them on tray greased with slight coconut oil or vegetable oil. Sun dry them until completely dry to touch.
- Replace the flowers daily. This treat has a self-life of two to three months which can be stored in air tight containers.



Courtesy
Demi Chef de Partie
Ahmed Samaam Saeed
Fari Campus, Fari Islands



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Frankly Speaking

Although maritime transport is the predominant mode used to carry cargo and freight to Most Southern and Northern Atolls, air transport is relied upon primarily for local passengers and tourist transport. While high air transport prices and lack of connectivity / scheduled flights can lead to declining tourist flows and revenues, as price is an important determinant in tourists' choices. How can we overcome this challenge?



Abdulla Nashid
Managing Director
Flyme

Connectivity and prices will always be a challenge in emerging tourism destinations locally within Maldives. If history is any indicator, air transportation to resorts have been even higher than they are now when aviation first started to play a key role in passenger transportation to resorts by using seaplanes back in the early 90s'.

In the past 10 years Maldives has seen an exponential increase in the number of airports all across the island chain. This definitely lays down the necessary infrastructure to facilitate more accessible air transportation. However, in order to provide lower airfare and better connectivity, more tourism establishments with more bed capacity need to be established in the North and South. This will translate into demand for passengers travelling to the North and South providing economies of scale to airlines. When that happens, sustainable competition can come into these routes bringing the airfare lower.

Another approach will be to open up alternate international hubs such as Hanimaadhoo International Airport, Villa International Airport Maamigili, Kaadedhdhoo Airport, and Gan International Airport to scheduled international carriers. Distribution of international traffic across the country will stimulate traffic within the country with tourist traffic boosting connectivity. Creating multiple international gateways will optimise distribution of traffic giving added advantage for direct air cargo imports/export from different regions rather than centrally. This will help both international and domestic flights be more economical and bring down the airfare even further down.



Ibrahim Nizam
CEO
The Grand Associates

The aviation industry plays a vital role in the daily life of inhabitants and visitors of all the small island nations. The Maldives, being awarded the world's leading destination in 2020 and 2021, needs to maintain its service quality through the unbeatable standards for its clientele. The services of domestic airlines operating within The Maldives should aim for long-term sustainable services affordable to many rather than short term benefits through airfare that does not match the quality of its services or the disposable income of an average islander.

The aviation industry's services are not only for the tourists or international visitors but also for the islanders of the Maldives. There are over 700 island hotels across the country. Their survival depends on accessibility; if I say that only the airline industry can save the owners from a total loss, I think it will not be an offence. Given the above, the domestic airlines in The Maldives should consider revisiting their current airfare and re-emerge as high-volume and low-price airlines.

It will pave the way for a domestic tourism boom, and through a healthier occupancy, the island hotels and the inhabitants of each island will have tremendous economic benefits.



Mohamed Fikuree
Deputy Mayor
Fuvahmulah City

In my opinion

1. Expand & increase the passenger carrying capacity of the national airline.
2. Facilitate the expansion of the private sector.
3. Build 3 more international airports: 1 in N. Atoll, 1 in Gd. Atoll, 1 in L. Atoll
4. Establish Atoll connectivity with air taxis & speed ferries.

With all the challenges we are facing, It's easier said than done.



Abdul Latheef
Managing Director
Casa Retreat

The value of transportation infrastructures and logistics can account for half the GDP of an economy. Good transport connections create more jobs, give benefits to people, businesses, environment and overall it adds high speed to the progress of the economy.

It is an essential activity that provides services such as education, employment, trade, and social events. Lowering the costs of moving people and goods increases economic productivity. Therefore, public transport systems must be easy and convenient to use, fast, safe, clean, and affordable. It should be subsidized where necessary.



Mohamed Firaq
Managing Director
Inner Maldives Holidays

The Marine or Air transportation sector is vital to the success of our industry. Simply put, if we can't move people from place to place – whether by air, sea, or land – we don't have an industry. This chapter takes a broad approach, covering each segment of the transportation sector globally, nationally, and at home like Maldives. Also as growing Marine transport especially for cargo we should have better policy fixed as freight and delivery time to the location.



Ahmed Zubair Adam
Managing Director
Blue Horizon Pvt Ltd

Transport is the catalyst that can drive commerce. Maldives with an ambitious drive for tourism in islands need bigger planes which can carry the load and hence, longer runway airports etc. Of course connectivity of a super speed ferry and land based transport network will connect the required buyers and sellers as we compete with similar destinations now.



Shaaz Waleed
Managing Director
Resort Life Travels

The biggest risk faced by Maldives tourism and the development of the nation is high air transport prices. Incompetency of the governments to strengthen air transportation within Maldives has led to an increase in prices. In order to prevent this, it is important to facilitate more accessible air transportation in different parts of Maldives, than improvising the infrastructure of just Central Maldives.



Ahmed Visham
Managing Director
Atoll Transfer

High speed ferry link . Inter atoll and connecting male' or airport with bigger high speed crafts.

But it should be operated by the government at an affordable price to locals.

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