

The islandchief

travel news

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Stories from the Ocean

EXCLUSIVE INTERVIEW
with
DR. SHAM'AA ABDULLAH HAMEED (ANNA)
From Ocean Warriors and Parley Maldives to SSI Maldives

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Dear Readers,

The festive celebrations are in full swing: with thousands of twinkling lights and giant red baubles already illuminating across many resorts and hotels atriums. Of course, the 'festive season' may be big business at Maldives' resorts, but when it's in full swing as early as this it does rather feel like we are all wishing the rest of the year away. That said, with enquiries and sales lower this time in the past two years, many agents are already looking forward to January and peak selling season.

We also note that in spite of the great global challenges, the World Travel Market finds Maldives tourism in positive momentum. During the pandemic's two tough years, we ensured excellent health management and decisively enhanced our credibility. This is how we succeeded in making the most of the high demand for the Maldives tourism product in the 2022 season, as people expressed a desire for travel, holidays, and human reunion. Hospitality is Maldives. We are proving it for yet another year by offering our visitors with unique experiences across our beautiful island destinations world renowned for its unparalleled natural beauty.

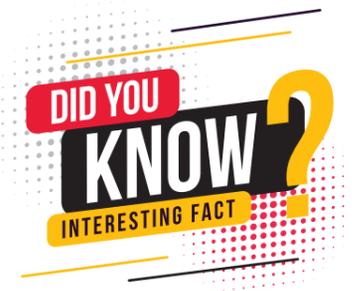
In this issue of the Islandchief, we bring you Dr. Sham'aa Abdullah Hameed (Anna) from Ocean Warriors and Parley Maldives to find out about her career transition from Medicine to Marine Studies and then her love for the oceans.

We also have Chef Aminath Amaany Hussain sharing with us the recipe for Falooda Mousse Cake for this issue's Bon Appetite on page 22.

And on page 23, our industry stakeholders give their take on tourist arrivals to Maldives this December as the world's largest sports festival FIFA World Cup 2022 continues in Qatar.

Until next year,

The Islandchief Team



OLD FRIDAY MOSQUE, Ihavandhoo, Haa Alifu Atoll

The Friday Mosque in the island of Ihavandhoo was built on 16 December 1701 CE (15 Rajab 1113 A. H.) during the reign of Sultan Ibrahim Muzhiruddin (1701- 1705 CE) and continues its use as a mosque till today. The mosque complex consists of the mosque building, a short minaret, an octagonal water well, a mausoleum and the tombstones of the cemetery. A new boundary wall surrounds the mosque with three entrances.

There is no Mihrab chamber and the Mimbar (the place to deliver the religious speech during the Friday prayers) is located in the corner of the Mihrab Wall. With its fine carvings, entrance steps, carved wooden doors, lacquer calligraphy and decoration, the quality of workmanship is among the best found outside Male'.

The mosque bears the symbol of Sultan Ibrahim Muzhiruddin. During the 1950s roofing was changed from coconut thatch to Indian clay roofing tiles and the "Dhaala" was extended and timber lattice (Jaali) windows were added with further renovations done in early 2000's.

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5 UNITED NATIONS AGENCIES

ACROSS THE SKIES

Kuwait Airways Commences Direct Flights to Maldives



Kuwait Airways, the country's flagship carrier has started direct flights to the Maldives.

Regional Manager Mr. Bashar Karem and senior officials from Kuwait Airways, Ministry of Tourism and MACL.

momentum. Kuwait airlines' direct flights opened another door for Middle Eastern travelers to the Maldives.

America. In the first six months of 2022, more than 4000 travelers from Kuwait visited the Maldives.

The first flight was welcomed with a water salute at a special ceremony held at Velana International Airport (VIA). The event was attended by Dr. Abdulla Mausoom, Minister of Tourism, Mr. Ibrahim Thoha, Deputy Managing Director of Maldives Airports Company Ltd (MACL) & Kuwait Airways

The Tourism Minister stated that with the start of Kuwait Airline operations, it will increase the number of passengers from Europe to the Maldives as Kuwait feeds European routes. The minister also stated that with the start of the World Cup in November; flights from the Middle East are gathering

Two weekly flights are scheduled between Kuwait and the Maldives. These flights will make use of A320 aircraft with a seating capacity of 134 passengers. Additionally, Kuwait Airways operates scheduled flights to Africa, Asia-Pacific, and to North

For the Winter season, many airlines are resuming their operations to the Maldives. MACL, a prominent stakeholder in the tourism industry, is striving to provide more opportunities for airlines to operate to Velana International Airport.



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ACROSS THE SKIES

Qatar Airways Dedicates Song to Fans and Unveils Fun-Filled Experiences to Help Passengers of Every Airline Departing During the FIFA World Cup Qatar 2022



Qatar Airways announces that all passengers flying through Hamad International Airport (HIA) and Doha International Airport (DIA) until December 31, 2022 can experience complementary and entertaining pre-departure waiting areas, setting a new standard of excellence for international travel at sporting events.

Named Passenger Overflow Areas (POAs), each has been built to provide fans with dedicated facilities, to complete their FIFA World Cup Qatar 2022 journey. At both POAs, passengers can safely stow baggage, enjoy a taste of the best international cuisine or relax in comfort and style while soaking up a football themed atmosphere. In addition, the larger of the two overflow areas, at HIA, includes a virtual reality gaming zone - a world first. There are also soft play areas for children and huge screens to show football highlights.

To coincide with the opening, a Qatar Airways FIFA World Cup anthem recorded by internationally acclaimed singer Cheb Khaled and superstar DJ

Rodge called "C.H.A.M.P.I.O.N.S." has been released on the airline's official YouTube channel and will be played onboard flights arriving in Qatar. The uplifting lyrics are sung in English, French and Arabic and its catchy melody reflects the passion of all fans uniting across the globe in this shared experience.

Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker, stated: "Qatar Airways is all about offering global passengers the best experiences the industry has to offer. Passenger Overflow Areas will accommodate thousands of fans at any given time at our world class airports. We're dedicating the song "C.H.A.M.P.I.O.N.S." to those fans and to people everywhere which we think captures the excitement that FIFA World Cup Qatar 2022™ represents to this country and region."

HIA's Chief Operations Officer Engr. Badr Mohammed Al Meer, said: "The commencement of the passenger overflow area at both HIA and DIA will offer our visitors a remarkable chance to experience the FIFA World Cup Qatar 2022™ at dedicated premises.

Curated for all departing passengers, the overflow area is part of MATAR's initial airport operations plan set to improve overall flow at both airports and accommodate thousands of visitors at any given time throughout the tournament."

The spaces are open 24 hours a day, 7 days a week and accessible via designated POA shuttles, which will be available from the airports and metro to seamlessly transfer passengers. Travelers can check-in online and come to these spaces between eight and four hours prior to departure.

HIA ranked "Best Airport in the World" for the second year in a row by SKYTRAX World Airport Awards 2022, is preparing to welcome 58 million passengers annually. A stunning expansion was recently unveiled featuring a 10,000-sqm, lush, tropical indoor garden named "The Orchard."

Drenched in natural light and featuring sustainably sourced plants and shrubs, it offers a show-stopping, luxury shopping experience to passengers with many first-of-a-kind retail outlets.

IN A NUTSHELL

Latin America's Best Female Chef Manu Buffara Launches Exclusive Pop-Up at Soneva Fushi



Award-winning Brazilian chef and restaurateur, Manoella 'Manu' Buffara, has launched a new pop-up restaurant at Soneva Fushi, the pioneering barefoot luxury resort in the Maldives. Located at Fresh in the Garden, a treetop dining destination that overlooks the resort's extensive organic island gardens, the 12-month pop-up is based on the concept of transformation and offers guests a rare opportunity to dine with one of Latin America's most exciting culinary talents.

Recently named Latin America's Best Female Chef by the World's 50 Best, Chef Manu is the executive chef and owner of her eponymous restaurant, Manu. Paving the way for gastronomy in Brazil, the menu celebrates the culture and produce unique to the region of Paraná.

Inspired by her family and background, Chef Manu learned the value of land and animals growing up in the countryside and incorporates this in her everyday technique. At her restaurant, which is located in the city of Curitiba, she uses organic ingredients from her own garden and carefully selected suppliers. Her devotion to sustainability and quality ingredients stems from her commitment to Curitiba, working with local communities to transform abandoned sites into urban gardens and educating locals on how to care for the gardens and feed themselves.

"I cook to change the weather; I cook to change the mood; I cook to change nature; I cook to change the world; but what I want most is to cook to change people," says Chef Manu. "Cooking at Soneva Fushi, for me, is an act of freedom and connection. I believe in the connection between land, sea, minerals, roots, fruits and animals, and I respect the time, energy and people



involved in this process. That's where our food comes from and I'm so excited to share my story of transformation with guests at Fresh in the Garden."

"We are delighted to welcome Chef Manu Buffara back to Soneva Fushi," says Sonu Shivdasani, CEO and co-founder of Soneva. "Soneva has a long history of collaborating with world-renowned chefs to offer an exceptional gastronomic experience to our guests, whether through pop-ups such as this or our ongoing Soneva Stars calendar."

Chef Manu's menu focuses on plant-based, vegetarian and pescatarian dishes, using ingredients grown in the resort's organic gardens and sustainably caught seafood. Seating just 35 guests per sitting, the exclusive pop-up at Fresh in the Garden will be overseen by members of her team from Curitiba.

Fresh in the Garden is located high above Soneva Fushi's organic gardens, where the aromas of the herbs waft up from below. The central open kitchen gives guests front-row seats to the action, with seating available under cover or beneath the starry night sky.

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IN A NUTSHELL

The Nautilus Maldives Offers A Mind-Cation Package to Help You Unwind



The Maldives offers the world's best when it comes to escaping the rush and overwhelm of modern life. Gorgeous, immersive natural scenery; laidback luxury and indulgent experiences conspire to offer a retreat not just from physical hurry, but also from mental stresses.

In its endeavor to create an environment of escape from the worries of the world, The Nautilus has curated a special MindCation package of handpicked experiences and activities to help guests unwind their minds.

Read on to discover what this brand-new package entails.

1. Unplugged liberation

The Nautilus encourages a tech-free getaway: an escape to a sanctuary of digital detox and mental respite as it easily overwhelms our senses, making mental noise and demanding too much attention – at the cost of the things that truly matter despite making our lives easier in many ways. Upon arrival, guests are encouraged to lock away all digital devices for the duration of their stay. It gives guests' permission to switch off in every sense, disconnect from the endless distractions of the screen and reconnect with yourself, your loved ones and the beauty of nature.

In-room TVs are replaced by top-quality speakers to play relaxing music or, for those interested in Hindu and Buddhist deep meditation, dhyana podcasts.

2. A wide range of spa treatments

Nothing says "blissful switch-off" like a luxury spa located in the most exquisite of surroundings, and its overwater Solasta Spa provides an array of indulgent massages, facials and pampering treatments to usher in a rejuvenating sense of wellbeing. In addition, the spa has on offer a programme of natural health practices, warm Arnica baths and Tibetan singing sound baths, and movement and mindfulness activities and workshops. Guests interested in Eastern religious practices – including Buddhist, Hindu and Taoist rituals – have a variety of experiences to choose from, such as shiatsu, reiki, Chi Nei Tsang and Shirodhara.

3. Free-spirited experiences and natural energy

Immersion in nature's bounty and beauty is one of the best gifts the luxury island resort has to give. Far from the relentless demands of the clock, allow the natural rhythms of the sea and sun to guide the natural rhythms of your body and mind, awakening you to the present moment, the sublime wonder of creation, and a

reinvigorated enthusiasm for life.

Away from screens and surface-level distractions, guests are invited to dive deeper and adventure wider within the crystal-clear, tourmaline waters of the Baa Atoll home – a UNESCO Biosphere Reserve. Whether it's scuba diving at sunrise; snorkeling during perfect tidal conditions at Hanifaru Bay – to witness the gentle manta ray giants; or traditional fishing at sunset, learning local Maldivian methods that exist in harmony with the sea; there is a deep blue encounter waiting for every kind of mood and personality.

4. Moments for creative expression

Getting creative is another inspirational way of reconnecting with self and detoxing the mind. At The Nautilus, all are passionate about the arts and individual expression: as such, the "art of bohemia" is one of the guiding visions for its style of hospitality, and it encompasses even the immersive experiences offered to guests.

A vast array of interactive classes is available to those wishing to explore their creative side, from drawing and music lessons to the arts of macramé and landscaping. Two of the favorites are traditional Boduberu drumming sessions – sure to help you let go and join in with the intoxicating rhythms – and the multisensory cooking

workshops that focus on smelling, touching and feeling – while you discover kitchen tips and special

5. Healthy, restorative cuisine

In partnership with the award-winning destination retreat Ananda in the Himalayas, guests are invited to taste Ananda's concoctions of signature healthy dishes that incorporate Ayurvedic principles and prioritize natural foods like whole grains, fresh fruits and vegetables, avoiding artificial additives. A special menu has been designed for this purpose; based on the six primary tastes of sweet, sour, salty, pungent, bitter and astringent; and incorporating the three revitalizing macronutrients of protein, fat and carbohydrates.

Furthermore, the Nautilus has been ranked in the Top 20 Resorts in The Indian Ocean by the prestigious Condé Nast Traveler Readers' Choice Awards 2022.

General Manager at The Nautilus, Andre Miethig said: "We are humbled and honored by the international recognition The Nautilus has received since the very first days of operation. It truly is a team effort – and we are grateful to every member of the team who does their utmost to create an ultra-luxe getaway experience for our valued guests."

Waldorf Astoria Maldives Ithaafushi Launches Flying Dress Photoshoots

Waldorf Astoria Maldives Ithaafushi announces the debut of its unforgettable 'Flying Dress' photoshoot experience in collaboration with Santorini Dress. Waldorf Astoria Maldives Ithaafushi will be the first and only destination in the Maldives to offer this one-of-a-kind exclusive guest experience. Guests of the resort are invited to channel their inner models for this bespoke photoshoot, dressed in a gown with an extended hem that beautifully glides in the wind. This exclusive photoshoot is guaranteed to provide guests a once-in-a-lifetime experience, and stunning photos to cherish forever.

The experience will start with guests selecting their picture-perfect dress to capture the unforgettable moment. With 10 colors to choose from, the all-fit, custom-made flying dresses are designed to flatter guests of all ages,

shapes and sizes. Imagine the delicate toss of a flying dress, the warm wind catching your hair at sunset, and the split-second moments where it all comes together perfectly. Along with the resort's photo studio ShutterFish, the resort team is dedicated to creating memorable experiences that work harmoniously with the natural landscape of the island.

"Our guests are looking for deeper, more engaging experiences, and we at Waldorf Astoria Maldives look forward to helping them create unforgettable memories that become a celebration that feels warm and personal. With brilliant beaches and scenic tropical landscapes, our island retreat is ideal for refined experiences as such. I believe Flying Dress photoshoots will be a distinguished addition to the already existing array of exceptional experiences our guests can enjoy at the resort," says Etienne Dalancon,



General Manager of Waldorf Astoria Maldives Ithaafushi.

Situated in one of the most scenic, sought-after locations in the world, the award-winning Waldorf Astoria Maldives Ithaafushi offers a variety of picturesque backdrops including the sandbank with a swing, infinity pool with its surrounding beach area and Terra's tabletop bamboo pods, among

others. The all-new 'Flying Dress' photoshoot experience can be tailored for various occasions - solo travelers, marriage proposals and family portraits - with many add-ons available to enhance the experience such as hair and makeup services, slow motion drone shooting and additional flying dress color choices. The photoshoot packages start from \$1,000 and above.



WORLD'S LEADING OUTBOARDS

IN A NUTSHELL

CROSSROADS Maldives Unveils Upbeat Experiences for a Tropical Holiday Season in the Maldives



CROSSROADS Maldives, the fully-integrated lifestyle destination and premier multi-island resort, is inviting the world's travelers to celebrate the festive season in a tropical paradise this December and January, with a series of exciting, immersive and engaging activities overlooking the idyllic Emboodhoo Lagoon.

Nestled in the South Malé Atoll, just 15 minutes from Velana International Airport, CROSSROADS Maldives is a "one-stop, non-stop" destination where adventurous families, friends and couples from all over the world can cross paths and explore a wealth of attractions, including five-star resorts, diverse dining, world-class wellness, specialty shopping and more, all surrounded by powder-soft sands and shimmering seas.

The heart and soul of the destination is The Marina @ CROSSROADS, an 800-metre beachside boardwalk which is lined with cool cafés, refined restaurants and upmarket boutiques. This lively district sets the stage for sparkling celebrations, starting on 21st December with the CROSSROADS Lighting Ceremony at Village Plaza, accompanied by a live local band. For the next two weeks until early 2023, this lifestyle hub will be illuminated by

uplifting occasions for all ages, including street festivals, music, games, kids' activities and a pulsating Pool Party at the Beach Club on Christmas Eve!

The seven days leading up to New Year's Eve will be Carnival Week with a Street Fest at Maritime Plaza featuring four hours of fun and games every day, while other engaging events will include a Maldivian Cultural Day at the Maldives Discovery Centre, Open Mic Night & Karaoke and an Authentic Maldives Fashion Show. Then on the final day of the year, revelers can ring in 2023 with the Gala Dinner & Countdown Party at Bean/Co!

At SAii Lagoon Maldives, the playful and free-spirited resort, a full calendar of activities will keep every guest entertained from 23rd December onwards. With Gingerbread House Decorating, Kids' Mini Discos, Sandcastle Making Contests, a Children's Talent Show, and even a Kids' Costume Party, youngsters will enjoy a season of thrills. Adults can soak up the holiday spirit with DJ by the Pool sessions and live music by the beach, and generations can come together for a spectacular selection of dining experiences, from Sunday Brunch, Indian Ocean Buffet Dinner, and Levantine Buffet at Miss Olive Oyl,

the vibrant Mediterranean seafood grill and bar, to the beachfront Christmas Dinner Buffet Beach Seafood BBQ and Wine Dinner at Mr. Tomyam, the Thai-inspired seafood restaurant.

Then on New Year's Eve, SAii Lagoon Maldives is inviting little ones to a Kids' Pool Party and grown-ups to a glittering Guest Cocktail Party and Gala Dinner with Live Music, culminating with a glamorous, classic Hollywood-themed New Year's Eve Countdown Party on the beach! What a wonderful way to end 2022 in paradise. Rates at SAii Lagoon Maldives start from just USD 895 per night.

Across the lagoon at Hard Rock Hotel Maldives, this rocking resort will be tickled pink with a series of colorful celebrations! Following the bright pink Tree Lighting Ceremony, Hard Rock Hotel Maldives will light up its traditional and creative tree, a little earlier than usual this year to bring extra fun to its Rock Stars and be part of the Pink Festive, starting from 7th December 2022 the lighting ceremony will be held three times and the celebrations will continue throughout the month. The official and grand tree lighting ceremony will be on 21st December, and the upbeat retreat will stage four weeks' days of exciting cultural and culinary happenings.

From Maldivian Folklore evenings, a Wonderland Show, Picnic Party, Navidad Buffet & Samba Show, and Colorful Island Show at The Elephant & The Butterfly, the Latin American-inspired beachfront restaurant, to the Pavilion Night Parties, Rock Shop Fashion Shows and an exhilarating DJ Pool Party, every event will hit the right notes!

Guests can get dressed up and party on down at the Pink Christmas Gala Dinner at the beach and Christmas Eve Party in the marquee, before Santa Claus Comes to Town on Christmas Day, with fun kids' activities, a Deck Lunch by the Pool, and Kids' Christmas Party. Then, as the sun sets over the Maldives on 31st December, loved ones can come together for the New Year's Eve Gala Dinner and dance the night away at the New Year's Eve Countdown Party. Rates at Hard Rock Hotel Maldives start from just USD 1,180 per night.

With a prime location just 15 minutes by speedboat from the Maldives' main international gateway, these enchanting island resorts are suitable for shorter stays and even weekend breaks, as well as longer vacations. So, if you're seeking an exotic alternative to your traditional end-of-year vacation, CROSSROADS Maldives promises truly unforgettable festive escapes.

Thasim Rafi Appointed as Head of PR & Communications at SATA

South Asian Travel Awards (SATA) has announced new additions to its team. Thasim Rafi has joined the SATA Team as the new Head of PR & Communications.

Thasim Rafi, a Srilankan National, brings a wealth of experience to his role, having worked with some of the finest brands in enhancing values in training and sharing information. Thasim is a Corporate Consultant and has worked in an advisory capacity for several diverse projects in healthcare, tourism, banking, construction, IT and renewable energy sectors both locally and internationally. Thasim has worked with the Ceylon Chamber of Commerce Academy in providing corporate training programs for the public and private sectors in Sri Lanka and has done many training programs on Innovation and Creativity for many reputed brands in Sri Lanka including MAS Holdings, Hilton, Airtel and Seylan Bank.

Thasim is a Visiting Lecturer for Digital Marketing at the University of Sri Jayewardenepura and a Guest

Columnist for Daily FT. He was a Co-Founder of Hubpoint Global which was one of the leading coworking spaces companies in Sri Lanka and has been a key promoter of Entrepreneurship in Sri Lanka. Thasim is a regular guest on TV programs including the Business Today program.

Thasim is an enthusiast who will ensure delivery of exceptional communication to all participants and partners of the brand based on the concept and product and how it's been positioned.

Thasim said, "It is a pleasure to take on the role as Head of PR & Marketing, a great brand with exceptional positioning and with an amazing reputation.

SATA creates many opportunities to the regional hospitality fraternity by bringing the small and big together in one platform, and the way SATA does it is what brings to its well-balanced success over the last six years. Thasim mentioned that - he looks forward to having more collaborations and

nominations by creating greater connections within the media and hospitality industry.






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Sun Siyam Resorts Launches a Creative Department and Introduces Key Roles to Elevate the Brand

Maldivian-owned Sun Siyam Resorts introduces new key management roles as well as a recently developed Creative Department to its corporation with Sara Siyam as new Creative Director, Claudia Klingbeil as Director of PR & Communications, and Shammun Mohamed as Director of Digital Communications. The new Creative Department will overlook brand growth, all aspects of branding and visual content, implement new communications and PR initiatives, develop unique experiences as well as resort-based events. The creators behind Sun Siyam Resorts strongly believe in local capabilities and have made it their mission to develop Maldivian talent in the hospitality industry, hence with Sara and Shammun joining the creative department, the company brings highly talented young and experienced locals to elevate the brand.

Sara has worked in Sun Siyam Resorts since 2017, starting her journey on a group-level PR Executive role and quickly developed into the Assistant Manager of PR and Marketing. In November 2020, she started her new role at Siyam World Maldives as the PR and Marketing Manager where she played an essential role in developing the branding, content, PR, and communications aspects of the resort. She worked with her team in launching the brand-new property on October 28th 2021. In her new position as the Creative Director at Sun Siyam Resorts, she will determine the creative vision of the group and enhance brand awareness through public relations, advertising campaigns, brand stories as well as unique experiences and events for each of the Sun Siyam properties. Sara will lead the creative department in implementing new strategies and creative goals to boost the Sun Siyam brand globally. She will also be working closely with the Sun Siyam PR and Marketing teams to implement new strategies.

Sara has a Master's Degree in International Tourism and Hospitality, from James Cook University in Singapore and has a passion for creating new innovative ideas and events. Coming from a family with a strong tourism and hospitality



Sara Siyam
Creative Director

background and seeing and experiencing the company from within, Sara has an ambitious goal to make Sun Siyam a one of a kind and unique local brand that emphasizes on creating and delivering unique experiences.

Sara said "Creating limitless and unique experiences has always been a passion of mine, with this dynamic age, there is constant need for innovation, in terms of branding, and experiences we offer, the messages that we convey through different digital platforms and what makes us unique or stand out from the rest. With five different properties in the Maldives, each unique with their offerings and experiences, Sun Siyam Resorts offers something for everyone and by enhancing our creative side and coming up with new ideas for guests' experiences and events, we will surely be able to take this company to new heights!"

Originally from Germany, well-traveled, and having lived and worked in Australia, United Arab Emirates, the Maldives, and Europe, Claudia will serve Sun Siyam Resort as a trusted brand and PR advisor in her new role as Director of PR & Communications and will do so from her base in Spain, Europe. She will develop and implement PR and communications strategies as well as spearhead all global Sun Siyam Resorts PR Agencies to boost brand awareness, cultivate relationships with media, press and journalists, as well as effectively drive



Claudia Klingbeil
Director of PR & Communications

global PR activities and editorial opportunities.

Being a versatile and accomplished public relations and communications specialist, Claudia comes with more than a decade of hands-on experience within the global tourism, travel, and luxury hospitality industries. She most recently served Sun Siyam Resorts as a Consulting Director of PR & Marketing during the opening of its newest game-changing Maldives island property Siyam World. Claudia also played an integral part in the two luxury island openings of Amilla Fushi & Finolhu Maldives, as well as rebranding Huvafen Fushi Maldives while she held the Cluster Director of Communications role at The Small Maldives Island Co.

Having also worked and lived in the United Arab Emirates, with several PR & Marketing Manager roles at public, private, and corporate sector companies such as Radisson Blu or The Abu Dhabi Country Club and Al Maya Resorts, Claudia also comes with film production project management know-how as an added value before she started working as a freelancer and consultant for several start-up and global travel, lifestyle, and hospitality brands to help them excel in their public relations, communications, and branding endeavors.

"Claudia's expertise and in-depth knowledge of communications and PR will be a major asset in implementing



Shammun Mohamed
Director of Digital Communications

our communications strategy, enhancing brand exposure, and taking the company to the next level. We are extremely excited to have Claudia on the team, leading our public relations and communications division. "said Deepak Booneady, VP of Commercial at Sun Siyam Group.

Shammun Mohamed brings with him a new level of innovation and creativity. Shammun has a Degree in Mass Communication from NICC in Bangalore, started his creative journey at Ahmed Fahud Studio, a local advertising firm, and has worked at Sun Siyam Resorts as a PR Executive and as the Cluster PR Manager for Sun Siyam Vilu Reef and Sun Siyam Iru Veli, His true calling and passion lies in the creation of content and storytelling. As the Director of Digital Communications, Shammun will be responsible for developing, managing, and executing communications strategies through all digital platforms and ensuring that Sun Siyam digital experiences align with and support its mission, vision, values, brand, reputation, and strategic goals.

Shammun quoted "I am really excited to take on this new challenge, with an amazing team and bright and new ideas we will really be able to create something unique and beautiful here at Sun Siyam Resorts and we want to make sure the World knows it! Working at the cutting edge of technology and innovation across multiple platforms by connecting creative approaches to the business strategy has always been my calling."

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EXCLUSIVE INTERVIEW

with

**DR. SHAM'AA ABDULLAH
HAMEED (ANNA)**

From Ocean Warriors and Parley Maldives
to SSI Maldives

“The oceans might be finite
but what we must do for the
oceans must be infinite.”

For someone to make a career transition from Medicine to Marine Studies and then on to the oceans, the quest for real greatness sometimes begins with a journey to figure out who you really are. Read our inclusive interview with Anna to find out more of her journey.

Tell us about your career transition and the primary takeaways from them?

Bismillah - It's been a wild and wonderful journey. Each of these transitions reflect different aspects of my nature, what I am passionate about, and my deep, abiding beliefs. It's just a matter of bringing to focus and developing particular attributes at different times in my life as the occasion demanded. Of course, I do continue my other interests though less intensely.

For instance, study for my first degrees in applied sciences, and then graduate medicine, was fuelled by my fascination with science, human physiology and my desire to learn to help others. During this time, and through my school years, the ocean, and from age seven, diving, has been an integral part of my life.

What I love most about the ocean is its unique healing powers and I became a professional diver to share this wonderful elixir with others. Breathing underwater and becoming one with the ocean is a transformational feeling. I love being the person who provides this experience to others, and lately, being the person who teaches people to transform others' lives.

Much the same way, caring for the environment has always been a part of my life. Of course, it wasn't called that when I was growing up. I was taught to be thankful for this precious world that has been placed under our stewardship and to take responsibility for the impacts we have on it. I feel that conservation should not be limited to bold, big actions on a public stage. I believe that

integrating responsible practices into day to day living, through many small decisions and acts will have a bigger, more sustainable impact on the world. That is what I live by and what I try to pass on to others.

These transitions are just curves along the path of my journey of learning and self-discovery. I love exploring the different facets of my potential, pushing past conventional boundaries, without limiting or confining myself to other's expectations. The way I see it, I'm going from one thing I love to do to another thing that I love to do and enjoying the ride all the way.

You are the first PADI Platinum Course Director in the Maldives, and based on your experience, what are the challenges you face when it comes to professional development and training programs?

The main difficulty I have come across is teaching the importance of keeping to ethical and moral standards. I think that's one of the toughest things to impart to students, because unfortunately, there are a lot of bad role models out there.

When a diver coming for further training displays substandard or unethical practices, - I have found that it was usually learned through bad role models or improper guidance, either in prior training or at the workplace. Like in any field, students come to learn with an open and eager mind. So, it is up to the trainer or instructor to teach them the right values and guide their development. When you train professionals, you pass on how and why you make different decisions or judgement calls in order

for your students to learn to do the right thing in similar situations. You need to teach them to set standards and values for themselves, to do things to the best of their ability and never compromise their safety or the safety of others.

Since I cannot control the work conditions my graduates go to, I encourage and support them to have the strength to stay true to their ethical standards and their training - no matter how tempting or difficult the situation. A lot of the accidents and disastrous situations that dive instructors and dive professionals find themselves in could have been prevented by following safety standards and making the right judgement call.

From where do you draw your inspiration in the diving industry and how long does it take to become a great dive instructor?

My motivation for everything I do, especially when faced with challenges comes from my parents and the upbringing they gave. They embodied the values that I try to emulate, live up to and pass on.

I draw inspiration from nature and ultimately, the Creator. All one needs to do is look around and you begin to realize how blessed you are. To exist, to be able to dive, live, work, in such a country as ours. One lesson from childhood that has stuck well is that the only yardstick to measure yourself against is with yourself. I try to do better today than how I did yesterday. Live up to my own expectations. I don't measure my success or failures against anyone else.

With my unconventional childhood and unique upbringing (as unique as it could be when shared with eleven siblings and twice that number of cousins and extended family!), the ocean was always a part of life. We grew up around it, it was our playground, our haven, a source of endless enchantment. So segueing from swimming and playing in the ocean to scuba diving was very smooth. I was just following the footsteps of my siblings and cousins who had made the same journey. I think I was just 6 or 7 years when I started diving. And I haven't looked back since then.

Becoming a dive professional was a choice. Returning home from studying and working abroad as a medical doctor, I thought to take a break from the stress. My sanctuary has always been the ocean and I returned to it. Continuing my dive training was just a happy coincidence at the time. But seeing the distinct lack of local female dive professionals at the time and because I wanted to learn more and because I thought I could do it well, I became a dive guide. I enjoyed the training and the tough work, so I decided to work harder and become the best dive professional I could be.

That is why I believe that going from a recreational diver to deciding to make diving your profession has to be an active choice. Because you are deciding to serve people, who sometimes might not be at their best. You are deciding to work harder than anyone else on the team, to offer your help and expertise to people who need your assistance.

There is no minimum or maximum amount of time that you spend to become a great dive instructor. The training components can be completed in one year, depending on the organization and its requirements. But unlike most other vocations, dive training is based on student performance and achieving mastery, not time. As with anything, you can complete your training and become competent, but it is your attitude and hard work that will determine whether you become just another dive instructor or a great one, with the power to positively transform lives.

Have you found that your love for the ocean easily translates into your daily activities and daily missions? How do you go about putting this into your daily life?

My love is not just for the ocean, it is for nature and everything in it. I am thankful for what I have, what God has bestowed. It is not a part daily life so much as it is a way of life.

The way I see it – this environment, this ocean, this Earth, owns us. We don't own it. We are lucky enough to be inhabiting it for a time. That means we have to give it back intact or better than when we got it. To pass it forward to the next generation who is going to inhabit it after us. We must look after this beautiful environment that we have been blessed with. We don't break things that we value and love, we protect it. We are guardians of something precious and we are accountable for our actions, to a higher power and to future generations.

As the First Regional Manager of SSI Maldives; what exciting plans do you have lined up over the next few months?

On behalf of the Maldives dive industry, I wish to thank and applaud SSI for having the strength of vision to appoint a Maldivian as Regional Manager for this country. This is a long-awaited moment for our dive industry - for a Maldivian to represent one of the major international dive training agencies operating in the country. I thank SSI for the opportunity and look forward to working within the organisation to better serve our industry.

We have a lot of big projects in the pipeline both for the country and for our members. One of the biggest reasons

I was drawn to this organization is their commitment to developing the human resources of the country to meet the needs of the industry. I can say this for sure, a lot of exciting things are going to happen, Inshaa Allah. I can't wait to get started. But first and foremost, we plan to go and say hello to all the members of the SSI family here in Maldives. To see how the everyone is doing and how best we can support them during the busy tourist season at hand.

In terms of diver training certification, how would you benchmark SSI qualified trainers?

At the highest. SSI professionals have the benefit of a fully digitalised suite of teaching tools which support the instructor and provides greater flexibility to suit different teaching and learning styles. Access to teaching material is easy and without undue restrictions or delays, and the teaching system is designed to provide the right tools for professionals to perform at their best while training or providing service to divers.

If you are a disciplined instructor, the organisation you choose to affiliate will not matter, as all reputable dive training organisations follow and comply with international standards to ensure the quality and safety of diver training. It is a matter of choosing to partner with an organisation that is responsive, reliable, and most importantly, available close at hand to fully understand struggles and support your work as a dive professional or dive business.

As a professional diver, do you think dive tourism has a role in conservation and sustainable tourism?

Yes, definitely. It is our obligation towards this magnificent underwater world from which we earn a living. I believe it is the duty of all divers, professional or otherwise, to lead the movement towards sustainable tourism. We need to conserve and protect the underwater environment and make sure that we do all we can to maintain and sustain it for the future generations to enjoy as we have done.

Early this year, you mentioned about your involvement in registering the Ocean Warriors Institute. Please share with our readers more about it and the current status.

Alhamdulillah. Ocean Warriors has taken off spectacularly - way beyond my wildest dreams. Our Dive Tribe has grown exponentially as more ocean enthusiasts join our dive community every day. Our tribes are about inclusivity without bias, and we don't differentiate on the level of service we provide to locals, work permit holders or tourists. I am ecstatic to see that we have brought a positive change to the quality of service provided to ocean lovers at the capital city.

We have successfully graduated a number of dive masters and dive instructors and the industry stakeholders have nothing but praise for their performance at the workplace. Our employability rate is at a hundred percent and the employers are once again reaching out to us to fill their teams with our graduates.

The Apnea Tribe for freedivers has been launched but has been slow to take off. We anticipate this to improve with the start of guided freediving trips on weekends. We will also be kicking off our Fish Tribe in the coming days, with regular guided fishing trips where fishing enthusiasts, young and old can learn more about the marine environment and sustainable fishing practices.

Our Young Ocean Warriors Leadership program was inaugurated during the school holidays, and we now have a number of Young Warriors leading the way on ocean awareness actions in schools. Our Institute is a safe, disciplined, learning environment with strong positive role models for youth and this has been greatly appreciated and valued by parents and educators. The strides we have made since starting only a few months ago has been

tremendous. I am so thankful to God and so very proud of how far Ocean Warriors has come in such a short period of time. Inshaa Allah Ocean Warriors will continue to exceed expectations.

What's your advice for aspiring dive instructors?

Becoming a dive instructor will be one of the most challenging and rewarding things you will do. That being said, you should become an instructor only if you love to teach. If you just love to dive, then you can stay a dive guide and still share your passion with others.

Being a dive instructor is a huge responsibility and it takes patience and determination. You have an obligation and a duty of care towards your students. They trust in your expertise and ability to guide them through the learning process to become independent divers. Always value the safety of your students and make sure you train them to be safe, competent divers who make the right decisions.

Know that you have a choice, to become a good role-model for your students to emulate, or you can choose to take shortcuts and teach things the easy way, not the safe way. If you don't have the moral fortitude to do the right thing, don't become an instructor because you will be putting lives at risk.

What's left to discover in the oceans?

There is still so much! We haven't explored the oceans as much as we should have, especially for a marine nation such as the Maldives. We must consider what more can be done for our oceans, such as developing the manpower to safeguard it, empowering regulations to prevent exploitation, and the pursuit of knowledge to utilise this resource in the most sustainable manner. The oceans might be finite but what we should be doing for the oceans must be infinite.

Anyone who enjoys the ocean in any way, even for a photo of a sunset over the water, must ponder not just upon the beauty but also on its fragility and vulnerability. So, what is left to explore is what we can do for the oceans, not the other way around.

What do you think of the latest Nekton Mission that was conducted in the Maldives?

I don't know as much as I would like to about the Nekton Mission. I am just very proud of the fact that Maldivians are a part of the actual mission underwater. Any project that is undertaken in the Maldives should involve locals in all stages of the project with due credit given. Though the majority of the Maldives consists of the ocean, we do not have sufficient Maldivians working to develop, protect, or conserve the oceans.

Our national policies should be focused on providing education and training opportunities for Maldivians so they can be employed at all levels in tourism and fisheries. As professionals working in this industry, we are reaping profits from the ocean through tourism and while the ocean is not benefitting from our presence. This is something we need to consider as a country, what more we should be doing for the oceans.

What is your opinion on the free divers and the depth level they venture into? Is it a very big concern?

Freediving is an exhilarating sport and Maldives has the ideal environment for this. I am not formally trained in freediving, but I too feel the attraction of being free to explore the underwater world without being encumbered by scuba equipment.

Freediving can be experienced safely by everyone as long as proper training and safety measures are taken. As with any other water activity, I would encourage those who have the enthusiasm for freediving, to get proper training and enjoy the sport responsibly.



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NEW OPENINGS

Sun Siyam Olhuveli Maldives Unveils its Third Island Paradise – TUI BLUE Olhuveli Romance Island



Sun Siyam Olhuveli Maldives has opened its third island on November 1, 2022. TUI BLUE Olhuveli Romance Island is a remarkable new addition to Olhuveli's exciting and vast playground of experiences, with 111 villas where guests are able to choose between romantic beach or water villas with private pools, all featuring dreamy round-shaped beds and impeccable views.

Romance Island is connected to the existing two islands at Olhuveli by an interlinking bridge, and will be managed by the team at Olhuveli in partnership with TUI BLUE for Two,

TUI's couples only brand. Guests can choose between full-board and all-inclusive packages and can benefit from an exciting number of new facilities and activities such as the Blue Spa, upgraded water sports & recreation centre, an SSI certified dive centre, a Blue Fit Gym and Fit Platform, as well as two infinity swimming pools. Several sensational new restaurants have been added to the existing offering at Olhuveli, including a Teppanyaki, a Wine Cellar, The Bite - alfresco dining by the beach, The Culinarium which serves exquisite Mediterranean cuisine in a unique overwater setting and Thea's, the specialty coffee shop.



Zuley Manik, Executive Director at Sun Siyam said "We are thrilled with the opening of Romance in collaboration with TUI Blue and this will undoubtedly be a beautiful addition to the ever collection that is Sun Siyam Resorts".

Hassan Adil, General Manager at Olhuveli said "With the opening of TUI Blue Olhuveli Romance, the already enviable offerings at Olhuveli have been greatly enhanced and guests can be assured of our heartfelt hospitality and complete privacy at this beautiful adults-only setting".

Located in South Male Atoll and spread across three tropical islands, Sun Siyam Olhuveli Maldives is just a 45-minute speedboat ride from Velana (Male) International Airport. This is the perfect island destination for families, couples,

and groups of friends looking for utterly epic experiences. Olhuveli sets itself apart as an affordable luxury, four-star deluxe property with its 327 rooms and villas spread along the beautiful white sandy beaches or above the aqua blue lagoons.

The food offering is wide and varied with 11 restaurants and bars to choose from, including daily changing buffets at Sunset Restaurant and Malaafaiy, fresh seafood at Maghrib Grill, Thai specialties at Siyam Orchid and Indian dinners at Namaste. Pizzas, burgers and deli-style sandwiches are also available at Island Pizza. Facilities include three swimming pools, a children's pool and play area, tennis, table tennis, a gym, and the delightful two spa complexes. The watersports centre offers snorkeling, paddleboarding, kite surfing, windsurfing, jet skis and kayaks, and there is an excellent dive school on site with access to more than 50 dive sites including a secret shipwreck. The ultimate experience for many, is the three-point snorkeling tour to get up close and personal with nurse sharks, manta rays and dolphins.

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Two Grand Wins for the Nation: Maldives is the World's Leading Destination for the 3rd Year in a Row



In a moment of triumph for the nation, the Maldives has successfully secured the title of the World's Leading Destination for the third year in a row at the World Travel Awards 2022. Announced at an event held late Friday evening, the Maldives received several awards including the most prestigious title in the global tourism industry for the third year running. The Chief Executive Officer and Managing Director of Maldives Marketing and Public Relations Corporation (CEO & MD of MMPRC / Visit Maldives),

Mr. Thoyyib Mohammed, and the Minister of Tourism of the Maldives, Dr. Abdulla Mausoom, accepted the award on behalf of the nation at the awards ceremony held at Al Bustan Palace, a Ritz-Carlton Hotel, Oman. The Maldives beat out 18 other countries for this title- Dubai, Portugal, Indonesia, and Greece among them.

In addition to this prestigious title for the Maldives, MMPRC attained the title of the World's Leading Tourist Board this year - the first time that the

Maldives has secured this award. Some of the largest tourist boards in the world with extensive reach and budget were nominated for this award. MMPRC won this award competing with 28 other prominent tourism boards including Incredible India, Tourism Australia, and Visit England.

"This accomplishment is a testament to the popularity and vibrancy of the Maldives as a tourist destination. The industry's achievements throughout the past three years reflect the resilience of the Maldives tourism industry amidst any crisis - and that united, we can achieve anything." Minister of Tourism H.E Dr Abdulla Mausoom stated, speaking at the ceremony.

Speaking at the ceremony, CEO & MD Thoyyib stated that "It is truly an honor to win the prestigious title of World's Leading Destination for the third year in a row. This year is our Golden Jubilee of Tourism in the Maldives, and I couldn't have asked for a better achievement to mark 50 years of welcoming visitors to our shores. This award is thanks to the guidance of our government, the support of our partners, and the hard work of the tourism industry as a whole. And of

course, our visitors- we are blessed that people from around the world love the Maldives so much. This is also the first year that MMPRC, also known as Visit Maldives, secured the title of the World's Leading Tourist Board. It feels like an affirmation of the hard work of our team over these past few years, pushing through the toughest global crises of recent times. Thank you to everyone for voting for the Maldives, and I hope to welcome you soon to the Sunny Side of Life."

Tourism pioneer and celebrated local entrepreneur, Mr. Hussein Afeef, also commented on the success achieved by the Maldives at this year's World Travel Awards. He stated that he considers it a blessing that our entire tourism industry, the cornerstone of our economy, has come together for the betterment of the country. He congratulated all tourism industry stakeholders, organizations, and every citizen of our nation for this outstanding success. Mr. Afeef added that MMPRC's efforts to raise the Maldives to new and radiant heights are appreciated by people around the world, congratulating the organization, our board members, and employees for securing the World's Leading Tourist Board title this year.

Maldives Wins 'Best Romantic Destination' at T+L India's Best Awards

Maldives has won the 'Best Romantic Destination' in the Travel + Leisure India's Best Awards 2022 International Category. The award was announced at the 11th Edition of Readers' Choice Travel + Leisure India's Best Awards 2022 held on November 16, 2022, at the ITC Maurya, New Delhi. The award was received by High Commissioner-Designate of the Republic of Maldives to the Republic of India His Excellency Ibrahim Shaheeb.

T+L India's Best Awards 2022 facilitates the best in travel, hospitality and lifestyle. The winners are chosen through an online voting platform for 60 days, culminating in an evening gala that brings together the travel, hospitality, and lifestyle community under one roof.

India is the most significant market to the Maldives with an impressive arrival figure of 195,015 and 14% market share as of 9th November 2022. India was the top market for the Maldives in 2020 with 62,960 arrivals and a market share of 11.3%, as well as the top market for 2021 with over 278,740 travelers and a market share of 22.6%.

The prestigious award represents the various marketing activities and efforts carried out by MMPRC to promote the destination in the Indian market. The Maldives has also recently secured the title of the World Travel Awards "World's Leading Destination" for three consecutive years in a row - in 2020, 2021, and 2022. This year, MMPRC also secured the title of "Leading Tourist Board" for the first time in the Maldives' history.



EVENTS & AWARDS

CGM Chef Awards 2022 Concludes Successfully



The Chefs Guild of Maldives has successfully concluded the CGM Chef Awards 2022, the first ever initiative to celebrate the talented professionals dedicated to advancing culinary arts in the Maldives. CGM Chef Awards is a biennial award open for local and foreign chefs working in the Maldives

The first ever CGM Chef Awards were given at a special reception on November 19, 2022 at Kurumba Maldives. The reception was graced by Chief Guest President Ibrahim Mohamed Solih, First Lady Fazna Ahmed, Minister of Tourism Dr. Abdulla Mausoom, and Chairman of the Maldives Association of Tourism Industry (MATI), Mr. M.U. Maniku. Addressing the ceremony, President Solih remarked that chefs are a major force behind the success of the country's tourism industry. The President hinted the progression of the Maldives' culinary industry over the past five decades, noting that Maldives now possesses internationally renowned chefs and culinary experts. President Solih also praised local culinary professionals, and encouraged them to foster Maldivian cuisine as an internationally recognized gastronomy.

Speaking at the reception, Founder and President of the Chefs Guild of Maldives, Mariyam Noordeen noted that the various international accolades and recognition won by Maldivian chefs are testaments to their outstanding talent and flair. She also indicated that the CGM Chef Awards 2022 is the beginning of a series of celebrating and recognizing the service of chefs and chef educators, and that the Awards will continue to prosper.

The CGM Chef Awards 2022 saw 36 awards disbursed from 8 different categories. Further, the Chefs Guild of Maldives honored Chef Ahmed Mazim, Chef de Partie at Four Seasons Maldives Resort Landaa Giraavaru, as "Chef of the Year". Ahmed Mazim is a talented young culinary professional with 8 years of experience, who was awarded Most Outstanding Chef and Top Maldivian Chef at the Hotel Asia Exhibition & International Culinary Challenge 2022, and also awarded "Best Maldivian Chef" at the Food and Hospitality Asia Maldives (FHAM) International Culinary Challenge 2022.

Additionally, Chefs Guild of Maldives honored the late Mohamed Asim Abdul Gayoom with the "Special Recognition Award". Mohamed Asim was one of the first local cookery instructors at the Hotel School in the Maldives. Numerous Maldivian chefs serving in top posts of the culinary field were trained and educated under Mohamed Asim's tutelage. He was also one of the originators, and the first host of the renowned cookery program "Raha Thafaathu". Mohamed Asim Abdul Gayoom last served as General Manager of Adaaran Select Hudhuran Fushi.

The CGM Chef Awards 2022 became a reality with the generosity of various sponsors, including Universal Enterprises, Kurumba Maldives, Best Buy Maldives (BBM), Dhiraagu, Crown and Champa Resorts (CCR), Lily International, and event management partner High Rise Pvt Ltd. Chefs Guild of Maldives profoundly thanks our sponsors and partners for their contribution in making the event a success.



ADEX Maldives to be Held in Conjunction with Maldives Marine Expo 2023

Asia's Leading Scuba Diving Exhibition Brand 'Asia Dive Expo - ADEX' is scheduled to have a Maldives edition from March 15-18, 2023 at Central Park, Hulhumale.

ADEX Maldives Ocean Festival will represent the finest scuba diving fraternity and will be held together with Maldives Marine Expo's 8th Edition.

Mr John Thet, Managing Director of UW360, organizer of ADEX signed with Medium Pvt Ltd to host the Maldives edition.

ADEX is held in Singapore for over 27 years while the brand is conducted in Philippines, Malaysia, China and in India. This will be the first edition scheduled to take place in Maldives. Maldives Marine Expo is the flagship event of National Boating Association of

Maldives (NBAM) and the event is organized by Medium Pvt Ltd.

For further information, please contact: Mr. Ibrahim Ashraf, Secretary General of NBAM at 9994700

About ADEX

With a history of 27 years, ADEX is the largest and longest-running dive consumer and trade show in Asia. ADEX has evolved and further positioned itself to be "more than just a dive show"; opening its doors to welcome divers, non-divers, families, and students with its specially curated programmes to grow beyond its current community. ADEX brings together distinguished speakers from across the globe, including scientists, marine conservationists, underwater photographers, videographers, artists and passionate ocean lovers. It also



provides a platform for exhibitors such as dive operators, equipment manufacturers, and national tourism

boards to network and showcase their technologies, diving destinations, and tour packages to the diving community.

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IN THE NEWS

Ooredoo Maldives Unveils Exciting Offers & Activities Under Ooredoo Football Foari Campaign



Ooredoo Maldives has unveiled an array of fantastic offers and promotions aimed towards creating a fun, exciting and colorful FIFA World Cup Qatar 2022 experience for communities across the nation.

The company's exciting Ooredoo Football Foari campaign portfolio includes:

World Cup Pack

World Cup Pack enables access to FIFA World Cup Qatar 2022 matches for our customers across the nation with

100GB Data and FREE 30-day subscription to Medianet Multi-screen app for just MVR 250.

This pack is exclusively available for all Ooredoo customers including customers who use Mobile or Fibre SuperNet. Customers who activate the pack will receive a code to unlock a free subscription to MS App.

Qatar Roaming Pack

To enable customers traveling to Qatar to enjoy the festivities of World Cup Qatar 2022, Ooredoo Maldives has

launched an exciting Qatar Roaming Pack with Unlimited Data Roaming with 1TB Data allowance on Ooredoo Qatar 4G & 5G network for just MVR 1000. Customers traveling to Qatar on this roaming pack will be able to roam without worry and share their World Cup experience while staying connected with family & friends. Qatar Roaming Pack Data gives customers the biggest Data allowance compared to the packages in the Qatar market.

Goalr - Guess the Score & Win

Ooredoo Maldives partnered with Goalr App to host Ooredoo Football Foari League where users can predict the scores of FIFA World Cup Qatar 2022 matches and win exciting prizes from Sea Gear including Infinity Seascooter Package, Aero Venta Sup Board 9.6 Package, Suunto D5 Black, Calypso Int Regulator Set, 1 Night Stay at Crossroad, and more.

To participate, customers can simply download the Goalr App <http://ore.do/goalr> and subscribe to Ooredoo Football Foari League. The subscription to the league is free with a prediction charge of MVR1 for every prediction.

Ooredoo Nation – Maldives FIFA Tournament

To further upgrade the World Cup experience for gamers, the company also launched a nationwide FIFA tournament - Ooredoo Nation FIFA 23 tournament across all four cities - Male' City, Fuvahmulah City, Addu City and Kulhudhufushi City.

The tournament is set to be held on 3rd December 2022 and will be announced on Ooredoo Nation website and social media platforms for registration soon.

Fanzones

To further enhance the FIFA World Cup Qatar 2022 experience, Ooredoo Maldives in partnership with Medianet, have also set up Fanzones in every inhabited island of the nation to enable people to enjoy the matches with their friends and family and spend an enjoyable time together.

In line with Ooredoo Maldives vision to enrich the lives of our community, Ooredoo Maldives remains committed to enabling access and enhancing experience. Ooredoo Maldives wishes everyone an enjoyable football festival during the FIFA World Cup Qatar 2022.

Ministry of Health - Maldives Signs Contract with Gulf Craft Maldives to Manufacture a Fleet of Sea Ambulances

The Ministry of Health – Maldives has contracted Gulf Craft to manufacture a fleet of Sea Ambulance Speed boats for their healthcare network.

The contract was signed by State Minister - Ahmed Arfil on behalf of the Ministry of Health and Costas Eliopoulos - Production General Manager, Gulf Craft. The healthcare ministry aims to establish an efficient emergency response transport system throughout the Maldives to serve its citizens and tourists.

The contract is part of the Maldives COVID-19 Emergency Response and Health System Preparedness Project with the assistance of the World Bank and Asian Infrastructure Investment Bank.

Fully-equipped speedboats will be used to transport laboratory samples,

conduct outreach programs, and transport patients in emergencies. This will further facilitate the medical procedures, sample collections, and conducting of specialist medical programs & services to remote villages through regional hospitals or provincial hospitals. According to the agreement, the vessels are scheduled to be delivered within one year.

Meanwhile, Gulf Craft's Chairman, Mohammed Hussein Alshaali said "Gulf Craft aims to manufacture high-quality, reliable, easy-to-use, and long-lasting speedboat ambulances. He highlighted the success of Gulf Craft in the Republic as the company celebrates the 20th anniversary of its operations in the Maldives this year and the shipyard's commitment to supporting the Maldivian Government. Emphasizing how Gulf Craft has catered its product offerings to the



variety of requirements these idyllic islands have, he expressed interest in working with reliable partners in the future."

As Gulf Craft Maldives celebrates 20 years of boat building in the country, this partnership is a testimony of the company's dedication to serving the

people of the Maldives. The company is also keen on further enhancing transportation methods to make them more efficient, smart, and economical. Gulf Craft Maldives is the first Emirati boat-building company established in the Republic of Maldives and is looking forward to supporting the people of the Maldives further in the years to come.

IN THE NEWS

JLS Yachts Collaborates with MITDC to Send Off 13 Maldivian Youths on Internship Program to Saudi Arabia

Dubai based "JLS Yachts LLC" and MITDC have teamed up with 13 Maldivians youths to complete an 11-week internship program at the Marina Waterpark in Riyadh, Saudi Arabia.

"JLS Yachts" is one of the largest companies operating as a superyacht agent in the Gulf countries, with a branch office in the Maldives. "JLS Yachts" and MITDC are working together to diversify the tourism industry by promoting sail & nautical tourism in the country.

JLS Yachts is a partner and consultant for the MITDC's flagship event, Savaadheetha Dhathuru. 11 male and 2 female youths left for Saudi Arabia on 16th November 2022. This is a program designed to empower youth and familiarize them with on-the-job training, while diversifying tourism as well as to train experienced workers for future marinas, safaris, and yachts in the Maldives.

MITDC's Managing Director Mohamed

Raaidh stated, "This has been a great initiative and opportunity for many Maldivian youths. The strategic objective of this collaboration is to reduce the number of foreign workers in the boating industry, whilst substituting it with experienced locals, especially youth. This initiative portrays the importance the government gives to train and create awareness among Maldivian youth in order to employ them in the industry.

I firmly believe that this is a golden opportunity for Maldivian youth to gain experience in the field. We hope that after completing this 11-week program, the participants will be seen in the boating and sailing industries".

Ahmed Naushad, JLS Maldives Director, stated that "JLS has always been committed to providing opportunities for youth. Training are already being held at the JLS Training Center in K.Thulusdhoo. Thulusdhoo Training Center offers RYA license training, which is an international motorboat license. Additional training will begin soon as well. We are also pleased to



announce that the current batch, who went to Saudi Arabia, holds a RYA license. As this is an international license, those who hold it will have employment opportunities in many countries around the world. Hopefully, JLS will work to provide more internship opportunities to youth in the future".

JLS Yachts, MITDC, and Housing Development Corporation (HDC) have joined forces to open the opportunity

to train ten youths. Those who are selected for this opportunity will be trained at JLS Thulusdhoo Training Centre. Those who complete the training will be assigned to the next batch of internships in foreign countries.

JLS Yachts arranged return air tickets, accommodations, meals and as well as a decent pocket money for the selected interns.

MWSC Launches ARO Premium Water



Male' Water & Sewerage Company (MWSC) has launched ARO Premium Water, tailored specifically to the resort market and locals alike. The product was launched by the Minister of Transport and Civil Aviation Honorable Aishath Nahula at a special function held at The Crossroads Maldives on November 7, 2022.

The unique concept of ARO explores the novel idea of community engagement in the production phase. This is achieved with the celebration of local talent and letting the chosen local artist design the full artwork for the bottle skin. Moreover, it is an eco-conscious endeavor, steering the single use plastic ban effort across the nation.

The first initiative of this endeavor is the introduction of ARO premium water packaged in sustainable glass, available in both 1 liter and 500 milliliter bottles. The concept of ARO

premium water, "Maldives in a bottle", is interlinked to the ARO state we are endeavoring to achieve with this brand. The ultimate outcome of ARO is to truly promote this destination as the symbol of beauty that it stands for. Fresh, full of life. The ARO Life.

Speaking at the ceremony, Managing Director of MWSC Mr. Hassan Shah stated that such eco-conscious local products are crucial for sustainable development of the tourism sector in the Maldives. And this will also create opportunities for local products to compete with international productions.

ARO Premium Water is the first of its kind to be produced locally in the Maldives. MWSC Works diligently to serve the nation by implementing the best sustainable practices in its operations and services.

BON APPÉTIT

Falooda Mousse Cake



I'm a 22 year old with a love & passion for cooking & baking that has taken me through many culinary adventures starting from a basic Cake Course from my relative at the age of 14, to being a student at FHTS, Maldives National University, to training & working in the resort sector to fulfill my lifelong dream of becoming a Chef.

After serving more than 3 years in the resort industry, I am currently running my own online business from home, where I get to experiment and use my knowledge from my past experiences to create fun & delicious desserts & baked goods for everyone. Here's a recipe I came up with while experimenting with pantry ingredients you can find in almost any Maldivian home.

Falooda is a popular ice cream dessert made with vermicelli, jelly, rose syrup, sbja seeds, milk and ice cream. Also spelled as 'Falida', it is popular in India, Pakistan and the middle-east. Similar versions of this dessert are popular across Asian countries and is known by different names. This recipe is largely inspired by the Falooda drink that originated from the Indian subcontinent & is a popular drink in many Maldivian households during the month of Ramazan.

INGREDIENTS:**Sponge base:**

- 3 whole eggs
- 75g sugar
- 80g all purpose flour
- 1/2 teaspoon of strawberry essence and a drop of pink food color.
- 5-6 Thinly sliced Strawberries (optional)

METHOD:

1. Prepare a sheet pan by lining with parchment paper or little bit of butter & flour.
2. Preheat the oven to 180 degrees.
3. Beat the eggs & sugar in a grease free bowl by hand or electric mixer until pale yellow & increased in volume to become fluffy & airy. Add in the essence & food coloring.
4. Sieve in the flour and fold using a spatula.
5. Pour onto the baking sheet and spread evenly careful not to handle the batter too much as it'll remove air bubbles.
6. Bake at 100-150 degrees for 20-30 minutes or until you press the top with a finger and the sponge bounces back instead of creating a dent.
7. Let the sponge cool and arrange a layer of thinly sliced fresh strawberries on top the sponge (this is optional for added freshness & texture)

INGREDIENTS:**Falooda Mousse:**

- 1 cup of heavy sweetened whipping cream
- 1/3 cup Condensed milk (or adjust to taste)
- 1 tbsp of water
- 1 1/2 teaspoons of gelatin
- 1/3 cup Rose Syrup

METHOD:

1. Let the gelatin bloom in room temperature water
2. In a bowl, mix in the rose syrup & condensed milk.
3. In a separate bowl Whip the heavy cream using electric mixer until it forms stiff peaks.
4. Using a spatula Fold in the rose syrup & condensed milk mixture slowly into the whipped cream.
5. Microwave the bloomed gelatin, mix & add slowly into the mousse mixture while folding.
6. Immediately pour the mousse over cooled sponge layer.
7. Set in the chiller for a minimum of 2-3 hours.

INGREDIENTS:**Chia Jelly:**

- 5g of chia seeds
- 1/3 cup of water
- 1/2 teaspoon of agar agar or unflavored gelatin

METHOD:

1. Bloom the chia seeds in water until it thickens and forms a gel.
2. Bloom the gelatin in water
3. Once the chia has bloomed, microwave the gelatin & mix into the chia.
4. Once the jelly has cooled to room temperature slowly pour over the mousse over a spoon careful not to make dents on the mousse surface.
5. Let this set in the chiller for another 30 minutes to 1 hour.

Cut & serve with fresh strawberry, ice cream, or edible rose.



Courtesy
Former Pastry Commis
Chef Aminath Amaany Hussain
Meeru Island Resort & Spa



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Frankly Speaking

What's the effect on the number of arrivals during November and Early December as the World's Largest sports festival FIFA World Cup continues in Qatar ?



Amir Mansoor
Managing Director
Carpe Diem Cruises Maldives

OTs are poor compared to 2021, even promotions and offers have to be put in place to get business. ADR is also significantly low vs last year.



Abdul Latheef
Managing Director
Casa Retreat Maldives

The number increase during November and Early December may be a variance of 4 to 6 percent and short-term benefits may not be easily quantifiable. But a surge in tourism is likely in time due to the approximate 210B\$ induced with these events.



Ibrahim Nizam
CEO
The Grand Associates | The Grand Holidays

The Maldives' tourism industry is doing very well compared to the past few years. According to statistics published by the Min. of Tourism, we had 144,725 tourist arrivals in November 2021, while we had 146,686 tourist arrivals in November this year. And this is a 1.5% increase despite recent global setbacks.

Furthermore, for the Maldives, there are a few advantages of the FIFA World Cup being held in Qatar. Many football fans are taking a break in the Maldives before returning home. And similarly, celebrity footballers are also visiting the Maldives for relaxation and rejuvenation after their stressful matches.



Fawzan Fareid
Country Manager - Maldives
SriLankan Airlines

Key Airlines operating to Maldives has cut down on frequencies leading to a decline of arrivals which could have been easily avoided provided there would have been a fall back plan.

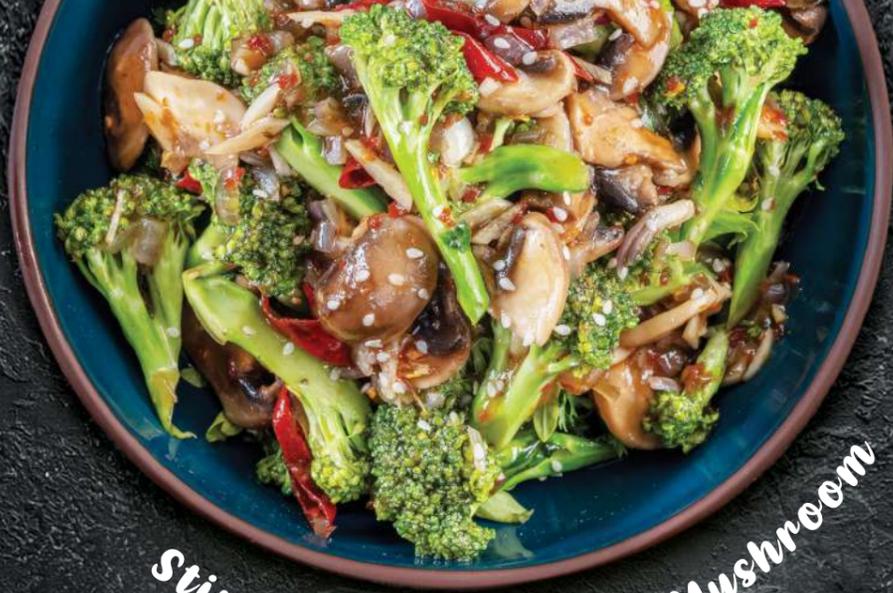
Lower arrivals expected through December as well based on teams qualifying for next round of World Cup.

I recollect recommending different strategies to overcome the situation such as heavy focus on alternative markets like India, South East and Far East Asia for November and December as well as marketing extended holiday for soccer fans heading to Qatar World Cup.

As a quick win, the best option is to throw a few online offers on resort distress inventory coupled with heavy Social media push on popular soccer pages to attract soccer fans idling in the Middle East to see which countries will move to next round of World Cup. Based on the offer, sometimes it would be cheaper for soccer fans to travel to Maldives instead of spending time in the Middle East.

Secondary is heavy social media campaign in India this is a market which could be quickly captured with offers in shorter time. Target segment should be middle and lower middle income to fill the gaps at resorts. Unless market don't react swiftly, further decline of arrivals is inevitable.

The advertisement features a central image of a computer monitor displaying the Veligaa Hardware website. The website header includes the logo, a search bar with the text "Search for over 10,000 items and brands", and navigation links for "Categories", "Brands", and "Promotions". The main content area of the website shows the text "Perfect companions for demanding jobs" and "Shop wide variety of accessories for most demanding jobs". Surrounding the monitor are various icons representing tools and products: a hammer, a wrench, a shovel, a spray bottle, a magnifying glass, a speech bubble, a QR code, a shopping basket, and a hand cursor. Several call-to-action buttons are overlaid on the image: "LIVE NOW" in a white box with a black border, "Shop Online Now!" in a purple box with white text, "ADD TO CART" in a white box with a black border, "SEARCH" in a white box with a black border, and "BUY NOW" in a white box with a black border. The background is a solid red color.



Stir Fry Broccoli And Mushroom



Deviled Chicken



Kung Pao Chicken



Vegetable chop suey



Stir Fry Sauce Chicken Wings

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