



**CHANGI**  
airport group

# CHANGI CONNECTION

DEC 2014  
ISSUE 26



A Jewel Unveiled





WORKERS REPLACING ROAD SIGNAGES IN THE WEE HOURS OF THE MORNING BEFORE THE START OF THE TRIAL ON 17 OCTOBER. A TOTAL OF 40 SIGNS HAD TO BE REPLACED OR UNMASKED WITHIN FIVE HOURS IN THE STILL OF THE NIGHT

## CAR PARK CURTAIN CALL

Some memories last a lifetime – even as barriers sealed the entrance of a car park that had been synonymous with Changi Airport since 1981, after serving millions of visitors and passengers, rain or shine, for the last 33 years.

The open-air Terminal 1 (T1) car park made its final curtain call on 12 November, for the construction of Jewel Changi Airport – a lifestyle destination that will increase the tourism mindshare of travellers with its exciting retail, aviation and leisure facilities, alongside the expansion works for T1.

Prior to the permanent closure of the car park, a trial was conducted from 17 to 21 October, to test the operational effectiveness of the new parking and arrival pick-up arrangements for users.

Through the trial, CAG obtained valuable feedback

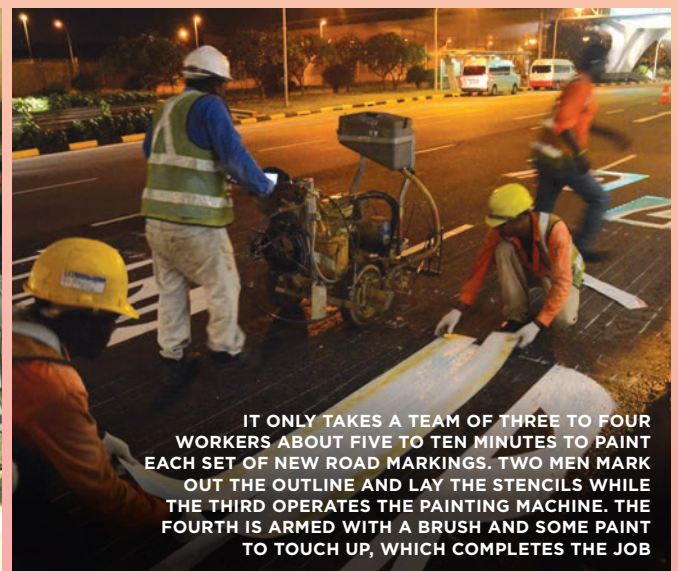
that aided the fine-tuning of operations, such as the increase of directional signages within the new T1 Car Park to guide drivers to T1 upon parking. Likewise, following feedback, more fans have been installed to provide users with a more comfortable wait at the new arrival pick-up point.

Apart from airport visitors, CAG also reached out to its airport partners for possible blind-spots. For example, a dedicated email was set up to address queries and feedback on the new parking arrangements from the airport community. New car park spaces and motorcycle lots were also created for staff parking. A new walking path between the new T1 car park and T2 airside entrance was also built.

With the closure, Changi Airport will embark on another era, as it charges ahead to be a leading tourist destination and a world-class air hub for Singaporeans and the rest of the world come 2018. – SHANNON LIM



A GIANT DIRECTIONAL SIGN PLACED NEAR BURGER KING AT T1, GUIDING PASSENGERS TO THE NEW ARRIVAL PICK-UP BAY AND THE SHUTTLE BUS STOP TO THE RELOCATED T1 CAR PARK



IT ONLY TAKES A TEAM OF THREE TO FOUR WORKERS ABOUT FIVE TO TEN MINUTES TO PAINT EACH SET OF NEW ROAD MARKINGS. TWO MEN MARK OUT THE OUTLINE AND LAY THE STENCILS WHILE THE THIRD OPERATES THE PAINTING MACHINE. THE FOURTH IS ARMED WITH A BRUSH AND SOME PAINT TO TOUCH UP, WHICH COMPLETES THE JOB



**THE BRITISH AIRWAYS A380 SUPERJUMBO MADE ITS FIRST LANDING AT CHANGI AIRPORT ON 29 OCTOBER 2014**

## NEW FLIGHT OPTIONS TO ASIA PACIFIC

The Northern-Winter 2014/15 season which started on 27 October, saw new airlines and even more flight options from Changi Airport.

Even as two new airlines – Jetstar Pacific and Malindo Air – started services, some 100 weekly flights, (accounting to more than 20,000 seats) have been introduced to destinations in Southeast Asia, South Asia and the Southwest Pacific, augmenting Changi’s position as a major gateway to the region.

In Southeast Asia, Changi Airport strengthened its connectivity to Vietnam with the launch of a new daily service to Ho Chi Minh City on 27 October by Jetstar Pacific, a subsidiary of the Jetstar Group. Starting from 19 December, Singapore Airlines will also operate six

link, with close to 560 weekly flights, narrowly ahead of Jakarta.

Enhancing links to the Indian subcontinent, SriLankan Airlines operated 10 additional weekly flights to and from Colombo. Along with Singapore Airlines and Emirates, this brought the total number of flights between Sri Lanka and Singapore to 66 weekly.

From the Southwest Pacific, Changi Airport will welcome the return of Air New Zealand on 6 January 2015. As part of its strategic alliance with Singapore Airlines, the Kiwi national carrier will operate a daily service from Auckland to Singapore using the newly refitted Boeing 777-200ER aircraft while Singapore Airlines operated the Airbus A380 aircraft to New Zealand for the very first time on 27 October. These changes will bring a 30% increase in capacity on the Auckland-Singapore route. More importantly, Air New Zealand passengers will be able to access code-share

### NEW AIRLINES/SERVICES FOR NORTHERN-WINTER 14/15 SEASON

Date	Airline	Destination	Frequency Increase	New Frequency
27 Oct 2014	Jetstar Pacific	Ho Chi Minh City, Vietnam	7x weekly	7x weekly
	SilkAir	Kuala Lumpur, Malaysia	7x weekly	52x weekly
	SriLankan Airlines	Colombo, Sri Lanka	5x weekly	19x weekly
2 Nov 2014	Vietnam Airlines	Phu Quoc, Vietnam	2x weekly	2x weekly
3 Nov 2014	Malindo Air	Kuala Lumpur, Malaysia	21x weekly	21x weekly
19 Dec 2014	Singapore Airlines	Ho Chi Minh City, Vietnam	3x weekly	17x weekly
6 Jan 2015	Air New Zealand	Auckland, New Zealand	7x weekly	7x weekly

additional weekly flights to the Vietnamese capital. In addition, Vietnam Airlines started a twice-weekly service to Phu Quoc, a new city link for Changi, on 2 November.

On the Kuala Lumpur-Singapore sector, SilkAir added 14 weekly flights between the two cities. This brought the airline’s total number of flights to and from Kuala Lumpur to 108 weekly. Malindo Air, a joint venture between the National Aerospace and Defence Industries of Malaysia and Indonesia’s Lion Air, also started operating three new daily services to Kuala Lumpur on 3 November. In terms of the total number of flights, Kuala Lumpur is now Changi’s busiest city

travel on the Singapore Airlines network to Europe, Southeast Asia and Africa, as well as on the network of its regional subsidiary, SilkAir.

On the European front, British Airways upgraded its London-Singapore service to an Airbus A380 thrice weekly from 28 October. There are now more than 210 A380 flights at Changi every week operated by Singapore Airlines, Lufthansa, Emirates and British Airways connecting Singapore to 15 cities – Auckland, Beijing, Dubai, Frankfurt, Hong Kong, London, Los Angeles, Mumbai, New Delhi, New York, Paris, Shanghai, Sydney, Tokyo and Zurich. – EUGENE WONG





A THREE-STORY, INTERACTIVE NEUSCHWANSTEIN CASTLE TAKES CENTRESTAGE AT T3 DEPARTURE HALL. THE CASTLE FEATURES A MOVING TRAIN EXPERIENCE FROM WITHIN, TAKING VISITORS THROUGH THE IDYLIC CHARMS OF GERMANY'S COUNTRYSIDE

## CHANGI PRESENTS A MAGICAL CHRISTMAS!

The year-end festive period is a major highlight for Changi Airport. After all, this is the season of gifting, travelling and merry-making by many around the world.

This year, Changi Airport transforms into a Disney-themed winter wonderland for local and international visitors. From 14 November 2014 to 5 January 2015, its annual Christmas celebrations promises to be a photo-worthy affair filled with gregarious family fun!

So, what's in store for all visitors to Changi Airport this festive season:

### A STUNNING VISUAL TREAT

Changi Airport is decked out with decorations inspired by five different destinations around the world.

This year's highlight is the German-themed Christmas centrepiece (Terminal 3 departure hall) featuring the famous Neuschwanstein Castle, believed to have inspired Cinderella's castle - the icon of all Disney's Magic

Kingdom theme parks and film productions. Right here at T3, the castle comes to life with a light and sound show - complete with snow - at certain times of the day.

In a bid to inspire travel, guests to the airport will be greeted by displays of snowy Swiss chalets (T3 transit area), traditional Japanese cottages (T2 transit area), Broadway-styled New York City (T1 transit area) and two five-metre-tall Mickey and Minnie Mouse topiaries wearing Spanish costumes (T2 public area).

### SOME FUN FOR EVERYONE

Located at Terminal 3 Check-in Row 11 is a Mickey Mouse Clubhouse Bouncy Playground. Children will love the three-metre tall slide, velcro walls, ball pit - we promise.

If that is not enough excitement, guests can take home with them a photo with Mickey and Minnie Mouse on 19, 20 and 21 December during Meet-and-Greet sessions. There will also be stage performances to entertain visitors in the public area on weekends. As an added treat, roving performers will be entertaining and giving out goodies around the airport.

### WHAT IS CHRISTMAS WITHOUT TOYS?

Adorable Disney plush toys can be purchased at \$3 each with a minimum spending at Changi Airport. There are three sets dressed in cute costumes from Germany, Spain and USA.

For full details of the Disney-themed Christmas at Changi Airport, visit [changiairport.com/christmas2014](http://changiairport.com/christmas2014).

- MELVIN LEONG



## MAINTAINING OUR EDGE IN SERVICE QUALITY

Changi Airport is the most awarded airport in the world. While we have been receiving passengers' vote of confidence in service excellence through numerous surveys and satisfaction ratings, we owe it to the 40,000-strong airport community from over 200 partners who in their own unique capacity, help deliver the Changi Experience to our passengers.

CAG's Quality Service Management (QSM) unit is tasked to drive the engagement with airport partners to strive for service excellence. Changi Connection speaks to Ms Jacqueline Lau, CAG's Assistant Vice President of QSM, as she shares her team's journey in constantly maintaining Changi's high quality service culture.

### CC: CAN YOU TELL US WHAT SETS US APART WHEN IT COMES TO SERVICE QUALITY?

At Changi, we value every connection with our customers that transcends beyond the basic functional needs. We recognise that the emotional bond is key in building a sustainable competitive service edge. Our focus is to constantly identify performance gaps, improve customer experiences, deliver consistency and create differentiators in the suite of the services rendered at all passenger touch points.

### CC: WHAT IS IT LIKE ON A TYPICAL DAY IN QSM UNIT?

I would like to use the metaphor of a Santa Claus workshop with dual responsibilities of 'gift-making' and 'gift-getting'. As gift-makers, we are focused in understanding the "orders" – dissecting the voice of customers, managing the processes, maintaining the standards and ensuring the joy in delivering the gifts. QSM is also about gift-getting. We are blessed to have airport partners sharing with us their service challenges and we deemed them as "gifts". This candid sharing allows us to have the opportunity to work closely with our airport partners to devise improvement interventions.

### CC: WHAT ARE THE KEY PRINCIPLES/ MANTRA THAT THE QSM TEAM BELIEVES IN?

The QSM unit is organised in three key thrusts - Service Process Management, Learning & Development and Service Driven Initiatives.

Service Process Management involves the rethinking and redesigning of airport service processes to enhance the overall passenger experience. The Learning & Development thrust holds steadfast in the belief to Enhance Capabilities, Achieve Service Consistency and to Build a Learning Culture within our airport community. Service Driven Initiatives seeks to drive top of mind awareness among airport staff to deliver excellent service. Key to this is by recognising and rewarding airport staff who have gone the extra mile in delighting passengers.

### CC: WHAT ARE THE KEY FOCUS THAT QSM UNIT HAS ITS EYES ON FOR THE AIRPORT COMMUNITY?

Customer service is an art that all airport staff is required to master. The focus has always been



equipping every airport staff with the right skillset, mindset and attitude to serve and continuously doing 'ABCD' – Above and Beyond their Call of Duty.

On the training front, our Changi Orientation Programme seeks to induct all airport staff to the Changi family – our Changi's Service Philosophy, Our Beliefs and Our Service DNA. Through our Ready-To-Serve programme, we seek to equip every airport staff with the right service techniques, known as the Changi Way of Service. Upsize Your Service is a Refresher Programme which seeks to reignite our airport staff and challenge their desire from "You CAN Serve" to "You WILL Serve".

### CC: HOW HAVE PASSENGERS' EXPECTATIONS/ NEEDS EVOLVE OVER THE YEARS? WHAT IS QSM DOING/ PLANS TO DO TO MATCH UP TO THESE DEMANDS?

Passengers' expectations are constantly an upward spiral. What is "WOW" today has become "Expected" tomorrow. The pursuit in meeting and/or exceeding customers' expectation is an onward journey. The true measure of a great Changi Experience is the sum of all the daily interactions of the passengers with the Changi's brand, products, services and people.

QSM will continue to challenge status quo in the way things are conducted on the ground. This would involve defining the desired customers' experience by design, equipping our service staff to deliver great service and continuously inspiring and recognising our service staff in making a difference. - JULIA JEMANGIN





## UNVEILING THE JEWEL IN CHANGI'S CROWN

5 December 2014 will go down in Changi's history as a truly memorable day, as we mark the birth of a brand new icon that will change the landscape of Changi Airport forever. It was the day we unveiled – to the world, quite literally – the first glimpse of Changi's game-changer in both scale and concept, and its promise to Singapore, on how it will propel aviation to new heights.

It was the day we broke ground for the construction of Jewel Changi Airport.

400 guests – from all walks of the airport community life including airline partners, retail owners, and industry leaders, together with local and international media – gathered within a grand white marquee, specially erected at the previous Terminal 1 (T1) open-air car park, to witness a most befitting launch ceremony graced by Minister for Transport, Mr Lui Tuck Yew.

The first glimpse of Jewel's unique architecture and design, and myriad of attractive lifestyle offerings were unveiled for the first time, marking alongside the

**ONE OF JEWEL'S CENTREPIECE ATTRACTIONS: FOREST VALLEY, A HUGE FIVE-STOREY GARDEN FILLED WITH THOUSANDS OF TREES, PLANTS, FERNS AND SHRUBS, WHERE VISITORS TAKE A HIKE UP THE VALLEY OF VERDANT LANDSCAPING AND WATERFALLS IN AIR-CONDITIONED COMFORT. THE OTHER SHOWPIECE IS THE BREATHTAKING 40-METRE HIGH RAIN VORTEX, THE TALLEST MAN-MADE WATERFALL IN THE WORLD. COME NIGHT FALL, IT WILL TRANSFORM INTO AN ENCHANTING LIGHT AND SOUND SHOW WITH SPECIAL LIGHTING EFFECTS**

commencement of expansion works for T1 that will take place concurrently with the construction of Jewel Chang Airport.

### EXQUISITE LANDSCAPING

Jewel will be the first-of-its-kind in Singapore that seamlessly integrates lush greenery

and gardens with retail offerings, leisure attractions and hotel facilities all under one roof, spanning a total gross floor area of about 134,000sqm with five storeys above ground and five basement levels.

Extending Changi Airport's brand promise to passengers, and one that is consistent with Singapore's reputation as a Garden City, Jewel will be home to one of the largest indoor collections of plants in Singapore, with about 22,000sqm of space dedicated to landscaping throughout the complex.

### INNOVATIVE CONCEPTS

Bringing together the best brands from Singapore and



the world, Jewel will see new breakthroughs in retail and dining experiences.

To strengthen Changi's appeal as a transit hub, passengers connecting to cruises and cross-border coach services will be enthused with an integrated multi-modal transport lounge that offers dedicated services such as ticketing, issuance of boarding passes and baggage transfer services.

### EXPANSION OF T1

As passenger traffic continues to grow, there is a need to enhance the passenger experience and provide more room for airlines' growth at T1. The redevelopment of the 3.5 hectare site fronting T1 will extend the footprint of the terminal building and increase T1's passenger handling capacity to 24 million passengers per annum.

The expanded T1 Arrival Baggage Claim Hall will see more circulation space and the installation of additional baggage belts, operated by an upgraded baggage handling system. At the T1 Departure Hall, a revamp of the check-in counters will take place, with the incorporation of self-service kiosks to improve efficiency and optimise the space available.

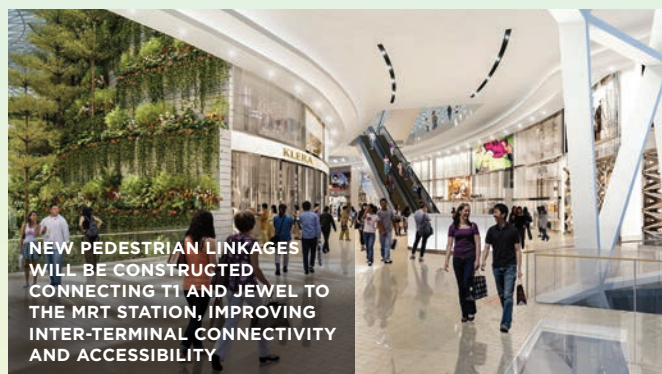
A much larger basement car park with 2,500 parking spaces will be built as part of the Jewel complex, providing T1 users with sheltered parking directly connected to the terminal. Facilities for taxis and coaches will also be expanded.



**WORLD RENOWNED ARCHITECT, MOSHE SAFDIE, THE MAN BEHIND THE DESIGN OF JEWEL, SHARED HIS DESIGN INSPIRATION AND VISION WITH GUESTS AT THE GROUNDBREAKING CEREMONY**



**BREAKING GROUND FOR JEWEL CHANGI AIRPORT**



**NEW PEDESTRIAN LINKAGES WILL BE CONSTRUCTED CONNECTING T1 AND JEWEL TO THE MRT STATION, IMPROVING INTER-TERMINAL CONNECTIVITY AND ACCESSIBILITY**



**CANOPY PARK, WITH ENGAGING AND FUN PLAY FACILITIES, IS DESIGNED TO BE A PLAYGROUND FOR BOTH THE YOUNG AND THE YOUNG-AT-HEART**

### A PLAYGROUND FOR EVERYONE

Recreational spaces at Changi – popular with Singaporeans – will take the stage in Jewel. More than 13,000sqm of park space comprising of gardens, walking trails and playgrounds will be designed to be enjoyed in cool comfort at all times.

In his opening address at the ceremony, CEO of CAG, Mr Lee Seow Hiang said: “Changi Airport has always enjoyed the engagement of Singaporeans. The bond that we share with them is something we deeply treasure and which we don't take for granted. With Jewel, we will be able to serve both passengers and those who just want to hang out – whether you are a student or a parent with your kids. And the space in Jewel will give a whole generation of Singaporeans a chance to stay engaged with us.”

With more than 40,000 staff members working at Changi Airport, the groundbreaking ceremony marks the start of an exciting journey, not only for CAG, but also the entire airport community as we look forward to delivering an iconic, world-class destination that both Singaporeans and passengers from all over the world will enjoy, elevating Changi Airport's appeal as one of the world's leading air hubs.

- EUGENE WONG & ROBIN GOH





## PREPARING FOR CRISIS

Facing the fears of anxious relatives, scenes of grief in the waiting areas of Changi Airport and injured passengers being stretchered to triage areas – are just some scenes that are enacted at emergency exercises at Changi and Seletar Airports once every year.

In fact, CAG conducts full-scale emergency exercises with mutual aid agencies like Ministry of Health and Singapore Police Force, and airport partners such as airlines and ground handlers annually. Recommended by International Civil Aviation Organisation (ICAO) to be conducted at least biennially, the exercises allow various agencies to test the robustness of their emergency procedures.

They also present opportunities for CAG and the agencies to identify operational gaps in the handling of an emergency.

With Changi Airport located next to Singapore's eastern coastline, CAG alternates its exercises between an air and a sea scenario, with the Airport Emergency Services (AES) as the first responder to aircraft incidents occurring in Singapore's waters up to a radius of 10 nautical miles off the airport.

Emergency exercises at Changi Airport are codenamed

Exercise Bobcat, and are typically conducted in the second half of the year. Each exercise is designed to test certain functions such as search and rescue efforts by AES, casualty management, and the handling of next-of-kin waiting at the airport. In addition to the full exercises, CAG also conducts smaller-scale table top exercises with various groups to identify gaps within specific functions or procedures.

In addition to AES, CAG has in 2013 set up a new Business Continuity Planning (BCP) Policy section under its Airport Operations Planning Division to sharpen its planning efforts on crisis preparedness. Tasked with a wider coordination role to bring the airport's crisis preparedness to a higher level, the unit has led concerted efforts in reaching out to more airport partners. One example is the Changi Airport Crisis Seminar, co-organised with AES, held on 7 November, where CAG shared its emergency preparedness plans with more than 120 representatives from 44 airlines and ground handlers. With a better understanding of the support offered by CAG in a crisis situation, the community will then be able to enhance their own preparedness plans.

In addition to the drills run at Changi Airport, CAG also studies the crisis frameworks of counterpart airports all over the world, to learn from their best practices in handling crises. - NG KOON LING



CHANGI AIRPORT ENHANCES ITS EMERGENCY PREPAREDNESS AND RESCUE CAPABILITIES THROUGH SIMULATED AIRCRAFT CRASH AT SEA AT THE RECENT EXERCISE BOBCAT 2014





CHANGI AIRPORT TOOK UP AN EXHIBITION BOOTH DISPLAY AT THE RECENT 27TH INTERNATIONAL AIR CARGO FORUM & EXHIBITION IN SEOUL

## CHANGI'S AIR CARGO VOLUMES GOING STEADY

A stable 10-month performance in 2014 has laid the bedrock for what looks set to be Changi Airport's steady cargo performance for the year. From January to October 2014, Changi Airport handled over 1.52 million tonnes of cargo, as stronger imports outweighed slower exports and transshipment volumes.

Nevertheless, amid volatilities in the global airfreight industry with consumer demand and cargo yields remaining low, CAG will continue to grow its connectivity and build closer partnerships with airlines to weather the fragility of the cargo industry.

In fact, at the recent TIACA Air Cargo Forum in Seoul in October, CAG, together with five partners - SIA Cargo, Tri-MG airlines, SATS, dnata and Alliance 21 - showcased Changi's capabilities and offerings as a leading trusted cargo hub.

Likewise, it is this collaborative stance that CAG takes in providing end-to-end solutions to airlines, cargo agents, freight forwarders and shippers. While the airport is an important aggregator bringing different players of the supply chain together and providing the necessary infrastructure, CAG also keeps close contact with all partners to understand their needs and provide customised support for them.

As of October 2014, there are 338 weekly freighter flights at Changi Airport, a 2.4% increase from the previous year. This year alone, Changi established a new freighter service and established new passenger services to provide substantial bellyhold cargo capacity.

ANA Cargo commenced a six times weekly service serving Okinawa-Singapore-Narita (OKA-SIN-NRT),

adding a new freight link, Okinawa, for Changi. New passenger ports also include Tashkent in Uzbekistan, Lanzhou in China and Ulaanbaatar in Mongolia, strengthening our networks within Asia. With over 300 cities in more than 70 countries in our network, shippers and freight forwarders enjoys excellent connectivity when they operated out of Changi Airport.

Intra-Asia trade has grown 14% on average each year in last decade. The growth will continue in the years ahead as Southeast Asia continues to take significant strides to transform the region into a single market and production base through the free flow of goods, services and investments within the 10-member Association of Southeast Asian Nations (ASEAN). This can be attributed to the economic development of Asian countries and the opening up of international trade within Asia. For instance, ASEAN Economic Committee's (AEC) goal of economic integration by 2015 would potentially spur airfreight demand in the region. Therefore, as the air cargo hub in the region,

**AS OF OCTOBER 2014, THERE ARE 338 WEEKLY FREIGHTER FLIGHTS AT CHANGI AIRPORT REPRESENTING A 2.4% INCREASE FROM THE PREVIOUS YEAR**

Changi Airport is well-placed to tap on the growth in intra-Asia airfreight demand with our excellent connectivity, service reliability and efficiency.

- SHANNON LIM







STUDENTS FROM VARIOUS SCHOOLS COLLECTING THE CAG-HOWE YOON CHONG BOOK PRIZE AT THE AWARD CEREMONY HELD ON 23 SEPTEMBER 2014

## 108 STUDENTS BENEFIT FROM CAG-HYC BOOK PRIZE

CAG was greeted with wide smiles, proud faces and joyful hearts as 108 students took to the stage to collect the CAG-Howe Yoon Chong Book Prize. The award, which recognises students for their academic achievements as well as positive character development, was presented to students from NorthLight School, Assumption Pathway School and Students Care Service on 23 September 2014.

Having completed their secondary school education, the book prize, which was given out by Mr Foo Sek Min, Executive Vice President for CAG's Corporate Cluster, will go towards supporting the students in their pursuit of a higher education in the local polytechnics and Institutes of Technical Education.

Making the occasion even more memorable, the award recipients together with their family members, were taken on an exclusive tour of the many unique attractions that make Changi the best airport in the world. Led by more than 20 CAG staff volunteers across various divisions, the special guests were taken on a guided tour that spanned the beautiful butterfly garden, the action-packed movie theatre as well as the much-loved Slide@T3. - SHERMAN PUN

## CAG'S SATURDAY NIGHT LIGHTS CENTRAL TURNS ONE

Football action, cake-cutting and inflatable castles – just some of the highlights that came together at the first anniversary celebrations for Changi Airport Group's Saturday Night Lights (CAG-SNL) Central programme.

The event which saw Mr Lee Seow Hiang, CEO for CAG, and CAG staff take on the opposing team comprising Mr Lim Teck Yin, CEO for Sport Singapore, Mr Martin Tan, Principal for NorthLight School and students from the CAG-SNL Central programme, ended in a 5 - 2 win for the CAG side.

Goal-scoring aside, the attendees of the event which included over 100 family and friends of NorthLight School students and CAG staff, were treated to popcorn, candy floss and other carnival-style festivities such as face-painting, balloon-sculpting as well as inflatable bouncy castles that captivated the attention of the kids.

The spectators also witnessed Mr Lee present the Best Sportsmanship, Most Improved and Most Valued Player awards to participants of the CAG-SNL Central programme.

YOUTHS FROM THE CAG-SNL CENTRAL PROGRAMME CHEERING ON IN CELEBRATION OF A MILESTONE MOMENT WITH CEO FOR CHANGI AIRPORT GROUP, MR LEE SEOW HIANG (CENTRE)

The CAG-sponsored programme, which first kicked-off in September last year, leverages on the popularity of football to reinforce positive values and promote character development among youths aged between 12 and 20.

- SHERMAN PUN





## CHANGI'S BEAUTY STORES HIT BY KOREA'S "HALLYU"

Korean dramas, pop music, fashion and the recent craze of Korean fried chicken with beer is evidence of the "Hallyu" (otherwise known as Korean wave) riding strong in Asia. In recent years, this phenomenon has spread to the beauty category and now, hitting Changi Airport's beauty stores as well.

**SHILLA DUTY FREE, CHANGI'S NEW COSMETIC & PERFUMES OPERATOR, TOOK OVER THE 19 BEAUTY STORES IN OCTOBER AND IS IN THE MIDST OF GIVING THESE STORES A MAJOR FACELIFT. THE THREE PUBLIC AREA BEAUTY STORES IN TERMINALS 1, 2 AND 3 HAVE BEEN CONVERTED TO K-COS (KOREAN COSMETICS) CONCEPT STORES THAT HOUSE SIX POPULAR KOREAN SKINCARE BRANDS.**

The Cosmetics & Perfumes store at Terminal 1 carries the theme of wellness and organic, featuring two brands - Whoo and Belif. Whoo is brand new to Changi, and this store marks the brand's first footprint in Singapore. At Terminal 2, under the youthful theme of colours and fun are Etude House and Innisfree, and Terminal 3 houses premium Korean brands Laneige and Sulwhasoo. These brands are highly popular and well-known in Asia, offering a good range of products that will appeal to not just travellers, but to locals,



**BY END JAN 2015, SHILLA WILL ADD MORE THAN 50 NEW BRANDS TO THE EXISTING COLLECTION, OFFERING A TOTAL OF 190 BRANDS FOR ITS CUSTOMERS**

making Changi Airport the place to stock up on their beauty essentials. In addition, these stores will be absorbing 7% GST, translating to even greater savings for shoppers.

The adoption of K-Cos concept for Changi's Cosmetic & Perfumes stores is a response to increasing demand for Korean skincare among the Asian audience.

Over in the Departure Transit Malls, the Cosmetics & Perfumes stores are in the midst of some exciting transformation. A key highlight is the world's first airport beauty duplex store at Terminal 3 which will feature unique experiential retail concepts such as beauty cafés where passengers may sip on tea while choosing the perfect shade of make-up. Within the duplex, passengers can also receive beauty consultation and facial spa services by world-renown brands.

When completed in January 2015, these stores will boast a fresh look and ambience, exciting new brands and an extensive product range wider than before. Other than top notch skincare brands such as Estée Lauder and SK-II, shoppers can look forward to new inclusions like Burberry Cosmetics, Cosme Decorte, Urban Decay, Vichy, La Roche-Posay, as well as popular Korean brands such as Missha, Etude House and The Face Shop.

- KWAN SHU QIN & TEO XIN YI



### 4 EASY MAKE-UP STEPS TO LOOK LIKE A K-POP STAR

#### 1. FLAWLESS SKIN

Want that glowing and flawless skin that every K-pop star seems to have? Start treating your skin well and it's actually not that difficult  
**Try: Laneige BB cushion - a new-concept cushion-type whitening BB for 6 effects (Whitening + Moisturizing + Sunscreen + Water resistant + Soothing + Makeup Effects)**

#### 2. STRAIGHT EYE BROWS

If you haven't noticed, Korean women's brows are always thick, straight-across lines. They are meant to look sweet and youthful  
**Try: The Faceshop's Design My Eyebrow Pencil**

#### 3. THOSE BIG ROUND EYES

Draw and extend your liner following the slope of the eye downwards, to make the eye appear rounder and more doll-like.  
**Try: Missha's Black Art Liquid Pen Liner**

#### 4. GRADIENT LIPS

Ditch that liner + lip brush combo, and start creating a gradient lip with a creamy pink tint (as if you've just sucked on cherry lollipops)  
**Try: Etude House's Fresh Cherry Tint**





JOINT DEVELOPER OF THE HAIG CLUB, DAVID BECKHAM GAMELY MINGLED WITH FANS AND PASSENGERS AT THE LAUNCH OF DIAGEO'S NEW SINGLE GRAIN SCOTCH WHISKY

## DAVID BECKHAM TURNS UP THE STYLE AT CHANGI AIRPORT!

English football legend, David Beckham, surprised travellers at Changi Airport by dropping by the Terminal 1 DFS store to experience the world's first travel retail activation for Diageo's new Single Grain Scotch Whisky - Haig Club. Fans and passengers were given the opportunity to take selfies and interact with the retired football stud, as he savoured sips of his whisky label at the special Mix-It Bar. - JIANG KEJIA



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