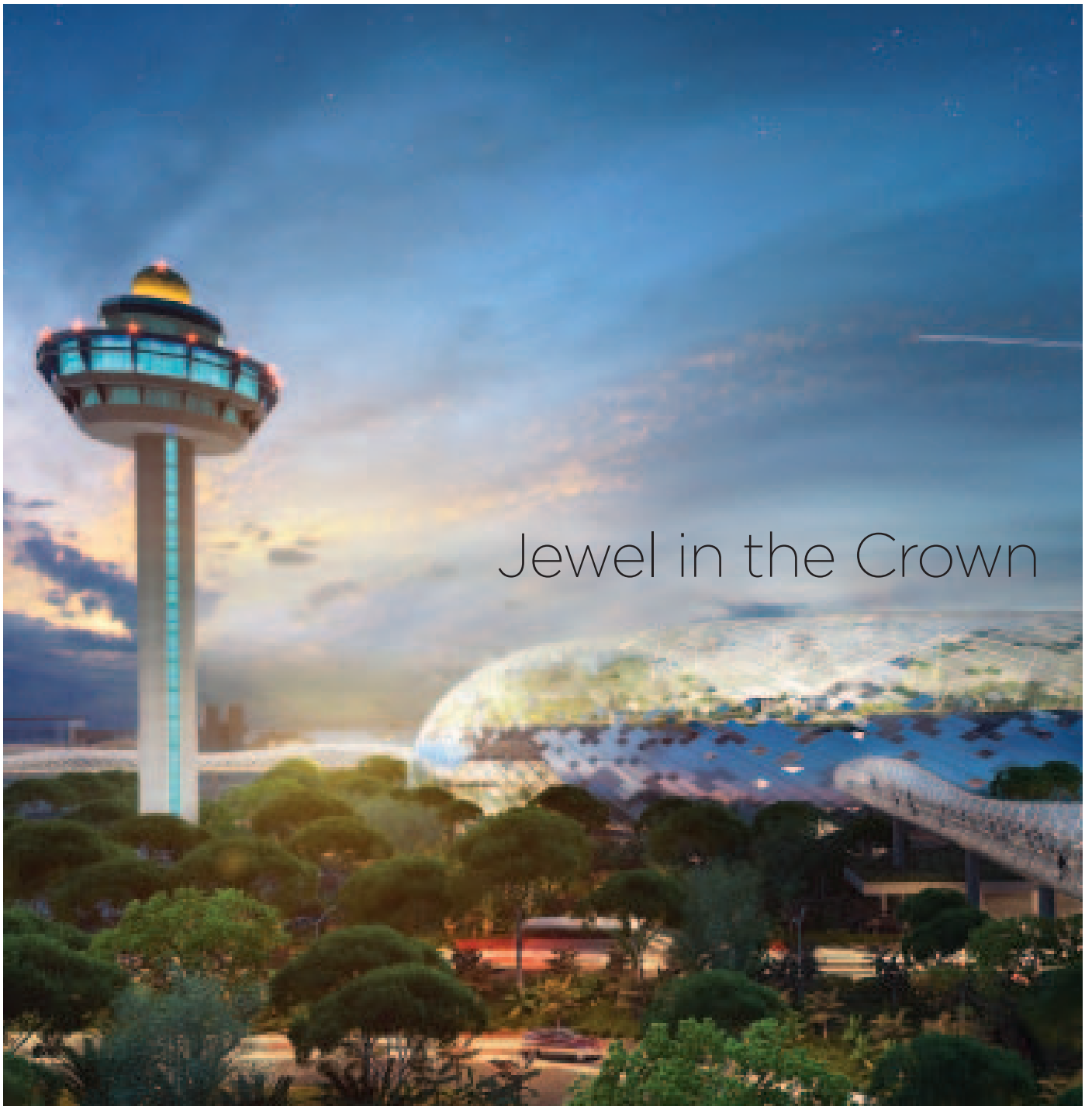




CHANGI
airport group

CHANGI CONNECTION

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Jewel in the Crown

CHANGI AIRPORT GOES TO CHINA

China is currently Changi Airport's fifth largest source of passenger traffic. In 2012, Changi received 4.36 million Chinese passengers, or about 8.5% of its total traffic. This was a record high and Changi expects the figure to continue to grow steadily. As the airport with the most connections to China, Changi Airport is well-placed to capitalise on this growth. Today, Changi is connected by about 300 weekly direct services to 24 cities in China. Yet, it is keen to do more to attract the Chinese traveller.

STRATEGIC APPROACH

According to some estimates, China has the world's largest mobile phone market with more than 1.1 billion mobile phone users in 2013. With the proliferation of smartphones and 3G connectivity, social media has become the most important source of news for Chinese citizens. In addition, mobile users frequently snap photographs and share content with their friends. Thus, Changi decided to develop a mobile application (app) and website to reach out to Chinese consumers.



THE WEBSITE SHARES LATEST INFORMATION SUCH AS SHOPPING DEALS AND EVEN MOVIE TRAILERS

The Chinese-language app, available on both iOS and Android platforms, aims to further bridge the gap between Changi Airport and Chinese travellers. At the core of the app is the PlayPlanner, otherwise known as "gonglue", which allows users to customise and plan their itinerary and share photographs taken at Changi.

This allows them to spend their time at Changi more effectively, and even share their "gonglue" with others, so that the less experienced traveller can benefit from finding out what others have done at Changi.

The app also features the "Win Time" contest, in which users can gain points by engaging in activities such as inviting friends to sign up, "checking-in" at Changi or creating and sharing their PlayPlanner itineraries. Special prizes are awarded to those accorded the highest points, courtesy of Changi Airport.

SINA WEIBO

As part of its efforts to engage Chinese netizens, Changi Airport launched its official Sina Weibo account in January this year. Sina

Weibo is the most popular social media platform in China, with 500 million registered users in 2012. Changi Airport's Weibo account dishes out the latest information on Changi Airport as well as travel tips on Singapore, while serving as a consumer touch point for enquiries.

As of August 2013, the Changi Airport account has already attracted over 100,000 followers. Through these three platforms, the airport hopes to increase its mindshare among Chinese travellers, and ultimately attract more Chinese travellers to use Changi for their travels.



THE WEBSITE OFFERS COMPREHENSIVE AIRPORT AND TRAVEL INFORMATION TO CHINESE TRAVELLERS

ZHANGYIJICHANG.COM AND MOBILE APP

Changi's new Chinese-language website, *zhangyijichang.com* was created to specifically cater to the needs of Chinese travellers who would like to seek out official information on Changi or have specific questions pertaining to travelling to Singapore. Providing pertinent information from flight info and shopping deals to movie trailers for movies screened at Changi's movie theatres, it promises to be a one-stop shop for travellers who are doing research on Singapore and Changi.



PHOTOGRAPHS AT THE SOCIAL TREE CAN BE FLICKED ONTO THE LED DISPLAY PANEL FOR DISPLAY



A GIANT BOUQUET AT THE ENCHANTED GARDEN WELCOMES TRAVELLERS

“TECHNOTAINMENT” AT CHANGI

Famed for pushing the envelope in the use of technology across its myriad of entertainment options, Changi Airport has added two attractions that continue to wow travellers. They can now look forward to experiencing the wonders of The Social Tree, taking pride of place at Terminal 1’s (T1) Central Piazza, or getting immersed in the Enchanted Garden at Terminal 2.

FUN FACTS

- **THE SOCIAL TREE STANDS AT 8.7M TALL AND IS SUPPORTED BY 100 ALUMINIUM BARS THAT CHANGE IN COLOURS.**
- **USERS CAN “FLICK” THEIR PHOTOS UP TO THE SOCIAL TREE’S 11-METRE WIDE DISPLAY, WHICH WILL THEN BE DISPLAYED AGAINST VARIOUS BACKDROPS SUCH AS THE SINGAPORE SKYLINE**
- **THE SOCIAL TREE’S 360-DEGREE DISPLAY IS MADE UP OF 64 47-INCH TELEVISION SCREENS.**

THE SOCIAL TREE

Unveiled in June, The Social Tree towers majestically in T1 and is the largest interactive installation at Changi Airport. An eye-catching showpiece, The Social Tree binds travellers with Changi by encouraging them to share and leave their digital memories with Changi by taking a picture or recording a video at its eight surrounding kiosks. These photos and videos can be stored in the tree’s memory bank,

enabling travellers to retrieve and relive their digital memories when they return to Changi Airport.

THE ENCHANTED GARDEN

Changi Airport’s fifth and newest themed garden is now in full bloom! Located at Terminal 2’s Departure Transit Mall, the Enchanted Garden is an oasis of relaxation for even the most weary of travellers.

A multi-sensory and immersive experience, the Enchanted Garden “magically” comes to life with sights and sounds, captivating travellers as they stroll through the garden. Motion sensors trigger sounds of nature and blooming flowers while fibre-optic and LED lighting, embedded in its flooring, form a fascinating carpet of sparkling lights. Travellers feel as if they were strolling through a tranquil and soothing sanctuary.

FUN FACTS

- **THE ENCHANTED GARDEN FEATURES A 22,000-LITRE FISH POND, HOME TO ARCHERFISH AND KOI.**
- **THERE ARE MORE THAN 1,000 PLANTS OF 50 DIFFERENT SPECIES FLOURISHING IN THE GARDEN.**
- **EACH MOSAIC TILE OF THE GLASS BOUQUETS WAS PIECED TOGETHER BY HAND, TAKING EIGHT MONTHS TO COMPLETE.**
- **THE SOOTHING SOUNDS OF NATURE EMITTED THROUGHOUT THE GARDEN ARE ACTUAL AUDIO RECORDINGS TAKEN FROM THE RAINFORESTS OF BORNEO.**

FROM PILOTING HELICOPTERS TO TERMINAL PLANNING – ONE WOMAN’S VISION FOR SINGAPORE AVIATION

Rising soon from the ground of the old Budget Terminal will stand – tall and proud – Changi Airport’s Terminal 4 (T4), sporting a spanking new personality that promises to enhance passenger convenience, accessibility and the iconic Changi Experience, come 2017. T4 will cater to the future needs of Changi’s airlines partners, equipped with the flexibility of meeting the operational needs of both full service and low cost carriers.

Changi Connection speaks to the lead of the T4 Programme Management Office (PMO) and uncovers some challenges she faces and the vision she has for Changi’s latest addition.

Ms Poh Li San, Vice President of the T4 PMO at Changi Airport Group (CAG), was a recipient of the Singapore Armed Forces Merit Scholarship and started her career with the Republic of Singapore Air Force (RSAF) as a military helicopter pilot.

In 2006, Li San was selected to be the first female officer to be appointed as a full-time military Aide-de-Camp (ADC) to the President of Singapore. In her four years working in the President’s office with then-President Mr SR Nathan, she was responsible for coordinating and organising many national-level events, grassroots community functions, as well as planning and leading overseas State-level and private visits for the President.

LI SAN’S LOVE FOR AVIATION AND STRONG ORGANISATIONAL CAPABILITIES PUT HER IN GOOD STEAD IN HER CURRENT ROLE. SHE WORKS CLOSELY WITH BOTH INTERNAL AND EXTERNAL KEY AIRPORT STAKEHOLDERS TO CONCEPTUALISE FUTURE OPERATION PROCESSES, INFRASTRUCTURE AND FACILITIES, AS WELL AS A WEB OF COORDINATION WITH ARCHITECTS AND ENGINEERS ON THE DESIGN AND FUNCTIONAL ELEMENTS OF T4.

At a more strategic level, Li San and her team at T4 PMO plans the T4 Project Roadmap and keeps an overview on the budget, timeline and risks associated with such a large-scale and complex undertaking.

When asked about her vision for the new terminal, Li San said, “In many ways, T4 challenges the old



CLOCKWISE FROM TOP: **MS POH LI SAN, VICE PRESIDENT, TERMINAL 4 PROGRAMME MANAGEMENT OFFICE; LI SAN DURING HER DAYS AS A HELICOPTER PILOT; LI SAN WAS THE FIRST FEMALE OFFICER TO BE APPOINTED AIDE-DE-CAMP TO THE PRESIDENT**

norms in the current three terminals by way of design philosophy, concepts and technology such as FAST Travel (self-service options for passengers), with the aim of delivering a terminal that is appreciated by passengers, airlines and airport staff. A lot of deep, integrative and innovative ideas developed to the small details have been contributed by colleagues from various divisions. I hope that T4 would give Changi Airport the quantum leap to cement its standing as the world’s best airport and an endearing terminal that all Singaporeans can be proud of.”

The biggest challenge for Li San is the fact that the project started from scratch in mid-2012, and with her being new to the airport industry, with no prior experience in project management to guide her. This phase coincided with the closure of the Budget Terminal. Li San credits her dedicated and dynamic team at the former Budget Terminal for helping her through the challenging times.

Terminal planning was tough at the beginning when the concept of T4 was yet to be clearly crystallised and many major decisions were inter-dependent, leading to several permutations of cascading changes whenever certain key decisions were made, Li San said.

She recounted: “I had to be extremely imaginative to figure out how to kick-start the work in T4 PMO and align everyone from various divisions towards a common goal quickly. It was like putting together a 10,000 piece jigsaw puzzle together with many different colleagues within a compressed timeline, when the final picture still looked quite vague.

“For that, I am thankful for everyone’s patience and contribution, for the project to have made such tremendous progress within the past one year.”

With progress of T4 well underway, Li San and her team are now looking forward to its first major milestone in November – the T4 groundbreaking ceremony – a befitting start that signifies the commencement of construction.

NOT A FLIGHT OF FANCY: THE CHANGING ROLE OF THE AIRPORT

A recent survey by Changi Airport Group sought to uncover what influenced the travel decisions of Singaporean travellers. More than 2,200 people took part in the online Changi Airport Travel Survey, which, among others, sought to answer a fundamental question: What do travellers want when they travel?

Major airports around the world, and especially in Asia, are constantly thinking of new ways to make the airport a destination in itself. At first glance, such luxuries may seem totally unnecessary. However, could this simply be a response to the evolving wants of the seasoned globetrotter?

WHAT TRAVELLERS WANT

According to survey results, the top three things that Singaporean travellers most look forward to on their flights are: entertainment, a good meal and a good slumber. Good in-flight entertainment, decent food and comfortable seats are well-provided for by many full service airlines.

However, the changing face of travel towards low-cost carriers may mean that travellers will no longer be able to look upon their airline as the provider of such creature comforts. By its very nature, food and entertainment options on low-cost carriers are either limited, or only available at a premium.

AIRPORTS TO THE RESCUE?

Enter the expanded role of the airport. If recent airport developments are indications, airport operators are well aware of changing needs of travellers and are making attempts to capitalise on them. Can airports step up to the plate? The evidence would at least suggest a concerted effort to do so.

Changi Airport is currently building Terminal 4, which promises to feature a range of retail options and facilities, a far cry from the old Budget Terminal. It also has plans to develop a new mixed-use complex at Terminal 1 dubbed Project Jewel, which is envisaged to be a world-class signature lifestyle destination when completed in 2018.

FACTS YOU MIGHT NOT KNOW ABOUT CHANGI AIRPORT:

- Changi Airport has over 130 food and beverage outlets in its three terminals, providing travellers with all sorts of cuisine at a range of prices
- There are free Snooze Lounges in Changi's transit areas, with comfortable reclining chairs for tired travellers to take a nap
- There are two free movie theatres in the transit areas of Terminals 2 and 3, where movie aficionados can watch recent Hollywood blockbusters



FREE MOVIE THEATRE AT TERMINAL 3 SCREENS RECENT HOLLYWOOD MOVIES FOR MOVIE AFICIONADOS

But it is not just Changi that is working hard to attract travellers. Dubai Airport recently introduced cocoon-like sleep pods for travellers, and South Korea's Incheon Airport had grand plans to develop a resort, complete with hotels and a casino, before the plans were scrapped due to a lack of investment. Kuala Lumpur hopes to unveil a spanking new airport for low-cost carriers in 2014, while Hong Kong airport authorities are also studying plans to develop a northern commercial district to cater to future growth.

These developments are clear indications that what travellers expect out of their flights and airlines are no longer enough to satiate their needs. For countries with ambitions of attracting more visitors, airports have now become their weapon of choice.

OTHER SIGNIFICANT FINDINGS

The Changi Airport Travel Survey also uncovered other facts about the Singaporean Traveller:

Stop rocking my world!

More than 63% of respondents listed fellow passengers' habit of kicking or pushing their seats as one of their pet peeves on flights. The implication is clear - it disturbs their sleep!

Scream and shout

Another pet peeve about fellow passengers was that of loud children on flights. Here's a tip: If you're travelling with kids, check-in early and bring your kids to the playgrounds in Changi Airport. Hopefully, you might just end up with exhausted (but quietly sleeping) kids when your flight finally takes off.

Food connoisseurs

Singaporeans are true foodies. Not only were places with good food the most cherished aspect when deciding ideal vacation destinations, a whopping 93% of respondents highlighted trying local food is one of their top must-try activities while overseas.

Jetlag and bowel issues

Unsurprisingly, jetlag was the most common problem faced by Singaporeans while overseas, with close to half of the respondents affected by it. Surprisingly, more than 30% also said constipation was one of their main issues. Could this be due to overly-adventurous taste-buds?



PROJECT JEWEL IS ENVISAGED TO BE A WORLD-CLASS, SIGNATURE LIFESTYLE DESTINATION

PROJECT JEWEL UNVEILED AT NATIONAL DAY RALLY

The night of 18 August was a proud moment for Changi Airport Group (CAG). As Singaporeans across the island tuned in to Prime Minister Lee Hsien Loong's 2013 National Day Rally speech – the Prime Minister's most important speech for the year – he kept the Nation riveted on their first glimpse of Project Jewel – CAG's exciting new mixed-use complex being planned at Changi Airport.

To be developed at the open-air car park site fronting Terminal 1 (T1), the new complex, which CAG has codenamed Project Jewel, is envisaged to be a world-class, signature lifestyle destination. Offering aviation facilities, retail offerings and unique leisure attractions, Project Jewel will enable Changi Airport to capture tourism mindshare, and strongly boost Singapore's appeal as a stopover point for global travellers.

Designed by a consortium of design consultants led by world-renowned architect Moshe Safdie, comprising

Benoy and local architects RSP, Project Jewel is expected to be architecturally unique. With a stunning glass and steel façade that presents an impressive view of the complex – from both Airport Boulevard and the sky, Project Jewel is envisaged to become an iconic landmark for Changi Airport. A key feature of the complex is a massive, lush indoor garden with a breathtaking waterfall.

Mr Lee Seow Hiang, CAG's Chief Executive Officer, said, "We are very excited about this opportunity to create at Changi Airport an iconic global attraction that will capture the hearts of both tourists and Singaporeans. For tourists, we envisage Project Jewel to be a must-visit Singapore attraction, located strategically at the doorstep of one of the world's busiest air hubs, and an extension of the Changi brand promise that many travellers worldwide have come to know us for. For Singaporeans, it will be an exciting world-class destination right here at home, where they can relax and enjoy with their loved ones, again and again."

At the same time, Project Jewel will meet another important objective – increase Changi Airport's handling capacity. As part of the redevelopment of the T1 car park, the terminal will be expanded to allow



PROJECT JEWEL WILL OFFER AVIATION FACILITIES, RETAIL OFFERINGS AND LEISURE ATTRACTIONS

more space for the arrival hall, baggage claim areas and taxi bays, as well as a new multi-storey basement car park. These enhancements will increase T1's passenger handling capacity to 24 million passenger movements per annum. To be seamlessly connected to Terminals 1, 2 and 3, Project Jewel will serve as a node linking the terminals, improving inter-terminal connectivity. There are also plans for the complex to provide a central communal facility for the 32,000-strong airport community.

CAG is currently working with CapitaMalls Asia on the concept and plans of Project Jewel. The two parties are also exploring a joint venture partnership to develop and manage Project Jewel when it is completed. This process is expected to be concluded by the end of the year.

Project Jewel is one of the major infrastructure projects being undertaken at Changi Airport to build its capacity for growth and augment its position as a leading global air hub. When completed, Project Jewel, together with Terminal 4, will boost Changi Airport's handling capacity to 85 million passenger movements a year, to cater for Changi's growth into the next decade. In his speech, PM Lee also said that

long-term planning for Terminal 5 and the third runway has begun. Work is expected to take the next 12 to 15 years, with completion targeted for the mid-2020s.

The Prime Minister stressed the importance of these projects in maintaining Changi Airport's position as a vibrant air hub in Southeast Asia, against an increasingly competitive landscape. Changi Airport's continued growth is important to Singaporeans.

“CHANGI AIRPORT IS MORE THAN AN EMOTIONAL SYMBOL. IT IS HOW THE WORLD COMES TO SINGAPORE AND HOW SINGAPOREANS CONNECT WITH THE WORLD. IT IS WHY WE THRIVE AS AN INTERNATIONAL HUB FOR BUSINESS, FOR TRADE, FOR TOURISM,” SAID PM LEE, ADDING THAT CHANGI AIRPORT PROVIDES 163,000 JOBS AND ACCOUNTS FOR 6% OF SINGAPORE'S GDP, CREATING MANY OPPORTUNITIES FOR SINGAPOREANS.

PM Lee too, has fond memories of Changi – he had taken off on a test flight at Changi more than 30 years ago, even before it opened. “To travellers – (Changi Airport is) an icon of Singapore. To Singaporeans – a welcome landmark telling us that we have arrived home. To me it is a part of the Singapore identity – a symbol of renewal and change.”

SAVING TIME TO BOOST PRODUCTIVITY

In recent years, Rolls-Royce has become an important business partner for Singapore, having invested more than S\$700 million to build its largest aerospace facility in the Asia-Pacific region at Seletar. The global power systems giant assembles and tests new Trent aero engines that power aircraft such as the Airbus 380 Superjumbo and the Boeing 787 Dreamliner, before delivering them across the world.

As access to the airport is restricted, Rolls-Royce previously had to apply for permits to deliver these



AN EMPLOYEE INSPECTS A TRENT 900 AERO ENGINE AT THE ROLLS-ROYCE SELETAR CAMPUS IN SINGAPORE (CREDIT - ROLLS-ROYCE PLC)

engines to Changi Airport. Special arrangements also had to be made for them to be loaded onto trolleys and towed to the aircraft parking bays before lifting them into the aircraft.

To shorten and facilitate the transportation process, CAG, partnering authorities such as the Singapore Police Force and Economic Development Board, issued seasonal airside permits for trailers to be driven directly to the aircraft parking bays at Changi before the engines are loaded onto the aircraft directly. The new process improves productivity by shortening the process from a day and a half to just five hours, leading to significant savings on cost.

Mr James Fong, Assistant Vice President for Cargo & Logistics Development, said, "This initiative is an excellent example of how Changi Airport works with various partners, to facilitate the growth of the air cargo business in Singapore. As a supportive air hub, CAG is committed to work closely with each aviation partner to facilitate their operational processes at Changi Airport for improved business outcomes as best as we can."

CRISIS COMMUNICATIONS COMES TO LIFE

More than 50 representatives from 25 airline partners gathered at Crowne Plaza Changi Airport Hotel on 31 May 2013 for the inaugural Changi Airport Group (CAG) Crisis Communications Workshop for Airline Public Relations Managers.

The workshop was organised at an opportune time, amidst the backdrop of increasing scrutiny on companies' response capabilities during a crisis as well as the rise of citizen journalism and social media.

The workshop featured an insightful session by aviation crisis communications specialist Mr Rick Clements, formerly Head of Singapore Airlines Public Affairs, who brought participants through the crisis communications process. Mr Tim Sutton, Asia-Pacific Chairman of renowned public relations firm Weber Shandwick, also shared recent case studies of how consumers can take to social media to voice their frustrations at perceived bad service and how communicators can take advantage of digital media to win over critics.

Participants at the workshop were also pleased to hear from the media. Mr Kevin Lim, Reuters News Correspondent, shared on how airlines could help the press during a crisis and insights into how news could develop over the first 24 hours of an aviation crisis. The speakers were also joined by Ms Karamjit Kaur, Senior Aviation Correspondent at The Straits Times, on a discussion panel for an engaging Q&A session.

The workshop also covered CAG's crisis communications framework, with a visit to Changi Airport's crisis facilities, including the Crisis Management Centre, Relatives Holding Area, Media Centre and Fire Station, in order to improve attendee' crisis response capabilities and knowledge should any unfortunate event happen at Changi Airport.

SPEAKERS AND MEDIA GUESTS ENGAGING WITH WORKSHOP PARTICIPANTS





THE ICONIC CHANGI AIRPORT CONTROL TOWER DISAPPEARED FROM VIEW DURING A PARTICULARLY HAZY DAY; INSET: CHANGI ASSURED THE PUBLIC THAT FLIGHTS OPERATIONS WERE NOT AFFECTED THROUGH FACEBOOK

UNITED WE STAND

In June 2013, hazy skies consumed Singapore as smog created by massive forest fires in neighbouring Sumatra, Indonesia, descended upon the country. The haze caused widespread concern among citizens, dominating the national discourse and prompting the Ministry of Environment and Water Resources to hold several press conferences to allay public fears. Government officials were tasked to rally their counterparts in Indonesia to solve the issue.

The haze quickly engulfed Singapore, with record Pollutant Standards Index (PSI) levels smashed a day after another and moving into hazardous levels for the first time in history. At its worst, the PSI peaked at 401. Visibility was so badly affected that even the iconic control tower at Changi Airport 'disappeared' from sight.

Changi Airport Group (CAG) was also deeply concerned over airport operations and the welfare of travellers and its 32,000 strong airport community. As an airport that operates round-the-clock, many of its workers spend a great deal of time in the outdoors, exposed to the air pollutants. The welfare of airport workers thus became utmost priority for CAG and its partners. Healthy airport workers would also naturally ensure that the airport could operate as normal, fulfilling its important role of facilitating passenger and cargo traffic.

Working closely with its ground handling agents, CAG implemented various measures to ensure that airport staff were protected. These included the redeployment of older workers and workers with existing health issues to indoor duties to minimise their exposure, while those who had to continue working outdoors

were given masks to protect themselves. Notices were installed at the exit points to inform staff about the current PSI levels and bottles of mineral water were made readily available.

WITH THE REDUCED VISIBILITY, AIRSIDE LIGHTING EQUIPMENT WERE ALSO SWITCHED ON THROUGHOUT THE DAY AND AIRSIDE VEHICLES WERE REQUIRED TO SWITCH ON THEIR LIGHTS, IN ORDER TO ENSURE THE SAFETY OF FLIGHT OPERATIONS.

The airport community also braced itself for the possibility of flights being affected, in the event of the haze situation worsening and reducing visibility to levels where flight landings would have to be performed under stricter requirements to maintain high levels of safety. In addition, airlines, ground handling agents and dining establishments made preparations to cater to more passengers, who might be stranded at Changi Airport if flights had to be cancelled or delayed.

Aware of the public concern over the possible disruption of flights, Changi Airport posted advisories on its Facebook and Twitter accounts to assure fans and followers that flights continued to operate as usual, with timely updates on the haze situation.

The airport community joined hands, fought well and emerged from the haze unscathed. However, there have been constant reminders from the National Environment Agency that the haze may return in future and likely on an annual basis. Changi Airport promises that it will continue to work closely with its partners with a united front to ensure that the welfare of the airport community and safety of staff and passengers will never be compromised.

THE FAMILY STORE

Changi Airport adds another “first” with La Famille, a family concept store that gives the expression “a chip off the old block” a whole new meaning.

The store features a wide variety of matching apparels for toddlers, young children and their parents, ranging from T-shirts, dresses to cardigans. To top off the look, even matching shoes, bags and accessories can be found! Items are sold separately, allowing shoppers and their kids to mix and match their preferred look. This could mean matching sets for siblings, or even the same T-shirt for the whole family, including Grandpa and Grandma!

La Famille has a sister brand – Elephant and Castle at Changi Airport Terminal 3 – which has been retailing children apparel since June 2011. When asked why La Famille was set up at Terminal 3, the Director of La Famille, Ms Lynn Tang, said: “Through the years, many of our regular customers at Changi Airport had asked us to bring in matching apparel for the entire family. Hence, the brand La Famille was created and the first outlet opened in 2013. Naturally, the location of choice for the new brand is at Changi Airport itself, where we already have a loyal customer base.”



HALAL FOOD, PENANG STYLE

Penang Culture restaurant has opened its doors in Terminal 2, catering to the high demand for more Halal food options at Changi.

A sister restaurant of Gurney Drive, founders Ricky and Ven said they constantly receive enquiries at the Gurney Drive outlets as to whether the restaurants were Halal-certified. Many of their Muslim friends also lamented that it was difficult to find good Halal Penang food, even in Penang. This inspired the two friends, who believe that ‘good things needed to be shared to be enjoyed’, to start Penang Culture.

The ingredients used in creating the Penang-style dishes at Penang Culture are slightly different from the traditional ones because of the Halal requirement, but the strength of the brand is in maintaining the authentic flavours whilst adhering to Halal standards. All key ingredients and products are brought in from Penang, and the owners say this is essential in delivering a true and authentic dining experience.

Besides being halal-certified, Penang Culture is also one of the Health Promotion Board’s “Healthier Choice” restaurants, offering healthier variants of many traditionally flavourful dishes. The menu features traditional Penang favourites, as well as new creations by the chef. To keep the experience interesting, new dishes and changes to the menu are introduced every three months.

WHO WILL BE THE NEXT CHANGI MILLIONAIRE?

Two lucky shoppers have already emerged as finalists for the "Be a Changi Millionaire" Grand Draw, to be held in early 2014, with the shopping promotion closing on 31 October 2013.

Launched on 1 May 2013, the six-month promotion is the fourth instalment of Singapore's largest retail promotion in terms of prize money. A finalist will be drawn every month to participate in the Grand Draw, where one of the six finalists will take home the grand prize of S\$1,000,000. Of course, the other finalists will not leave empty-handed either, but will walk away with a cash prize of S\$5,000 and a three-night stay in Singapore.

SINCE THE SHOPPING PROMOTION BEGAN IN 2010, THREE SHOPPERS HAVE BEEN MADE OVERNIGHT MILLIONAIRES AT CHANGI AIRPORT. THE THREE PAST WINNERS CONSIST OF TWO SINGAPOREANS, MR IVAN RANTUNG IN 2011 AND MR PEH HOCK PENG IN 2013, AND AN AUSTRALIAN, MS JESSICA DOWN, IN 2012.



RUSSIAN VALERIY VAL'CHUN PURCHASED A TISSOT WATCH AT T1'S GASSAN WATCHES AND BECAME THE FIRST FINALIST

While transiting through Changi Airport on his way home to Vladivostok in May this year, Mr Valeriy Val'Chun, a 52-year-old engineer from Russia shopped his way to become the first potential Changi Millionaire. During his nine-hour layover, he spent most of his time shopping for gifts for his family and himself. His purchase of a Tissot watch from Gassan Watches at Terminal 1's transit mall secured him a place in the Grand Draw.

Come 2014, Mr Val'Chun will be bringing along his wife for support as well as a lucky charm – his granddaughter's beloved teddy bear - which he incidentally won at Changi Airport during a previous visit. If he does win the grand prize, Mr Val'Chun has simple dreams: he will take his family on a vacation and build a children's playground for his two young granddaughters where they can play with their friends.

THE SECOND DRAW

A lucky Singaporean is the second finalist to qualify for the draw. Ms Giam Hui Geok, 47, is a merchandising manager who was returning home from a business trip to China. Upon her arrival from Guangzhou in June, she picked out some gifts for her family before heading home. She



MS GIAM HUI GEOK, THE 2ND FINALIST, PURCHASED BEAUTY PRODUCTS FROM THE PERFUMES AND COSMETICS STORE AT T2

purchased S\$313 worth of SKII products from the Perfumes and Cosmetics store at Terminal 2's Arrival Hall, which proved to be her golden ticket for a one-in-six chance to be the next Changi Millionaire.

Ms Giam's whole family will be present to provide her with moral support at the Grand Draw. When asked about her plans if she were to emerge triumphant, Ms Giam demurred to answer, preferring not to count her chickens before they hatched: "I shall figure out what I will do with it when the money is in my pocket!"

GRAND DRAW 2014

Four more finalists will be picked to join Mr Val'Chun and Ms Giam to take part in a highly dramatic grand finale early next year to determine who among them would walk away a millionaire. For more exciting updates on the upcoming finalists and details of the final showdown, visit www.changiairport.com/millionaire.

TO CHARGE AND NOT TO CHARGE, THERE IS NO QUESTION

We live in times where the majority of travellers now equip themselves with at least one mobile device, be it a smartphone, laptop or tablet – which are balms for long airport layovers.

With much of their entertainment and work dependent on these devices, having access to charging points surely ranks high up on a traveller's wish list for an airport.

Enter Changi Airport.

Not content with simply providing a small number of points for travellers to charge their devices, perhaps for a fee, Changi has introduced a whopping 856 charging consoles to its facilities.

With USB ports and universal sockets to cater to any mobile device, travellers from around the world can make use of these charging points, absolutely free of charge.

Conveniently located next to seating areas spread across all three terminals, travellers can enjoy a cup of coffee or even sneak a quick nap while using their devices – yet another example of the Changi Experience – personalized, stress-free, and positively surprising.



THE MOBILE CHARGING POINTS ARE LOCATED CONVENIENTLY NEXT TO COMFORTABLE SEATING AREAS

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