

Oman Air Hails Success Of Air Cargo China 2016

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Oman Air's participation at Air Cargo China 2016 has been hailed as an important opportunity and a great success for the airline. Held recently in Shanghai, Air Cargo China 2016 brought together airlines, freight forwarders, GSSAs and other logistics businesses to seek new opportunities, establish new partnerships and renew existing relationships.

Oman Air's delegation to this major industry event was headed up by Mr. Mohammed Al Musafir, Senior Vice President - Commercial Cargo to promote Air Freight and Logistics to and through Oman. His team used Oman Air's impressive dedicated stand as a venue in which to meet with a range of invited customers and industry partners. They also met with a large number of contacts throughout the exhibition.

Mohammed Al Musafir commented:

"Air Cargo China 2016 has been a great success for Oman Air. As our airline continues to expand and prepares to launch a new service from Muscat to Guangzhou, we have been able to use this event to

strengthen existing partnerships and to enter into new relationships which will benefit the company and our customers.

“We were able to secure some excellent deals at a regional level by promoting Oman Air’s cargo incentive programme, which will improve our overall cargo load factors going forward. And, vitally, Air Cargo China 2016 provided a great platform to promote within the local market our upcoming direct flights to Guangzhou (CAN) and to get essential ground work done before the start of operations.

“I would like to thank my colleagues for their invaluable commitment throughout the event. I am also grateful to our existing and future industry partners, and to Air Cargo China 2016’s organisers, for ensuring that Oman Air’s presence in Shanghai delivered such positive results.”

Oman Air’s cargo business has undergone a series of significant developments over recent months. Oman Air has entered into a partnership with SATS which will provide cargo handling services at Muscat International Airport. In addition, Swissport has been appointed to provide full cargo handling services at London Heathrow, Paris Charles De Gaulle, Munich and Frankfurt airports.

Mohammed Al Musafir added:

“Such developments not only generate increased cargo traffic and important revenue streams for Oman Air, but also demonstrate to the global market the outstanding, modern cargo infrastructure that Oman offers.”

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