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Sialkot International Airport Limited (SIAL) is now a vibrant Company and a well-known name domestically and internationally. In the 17th year of its operations, it has graduated from limited passenger and cargo operations to become one of the busiest international airports in the Country and growing.

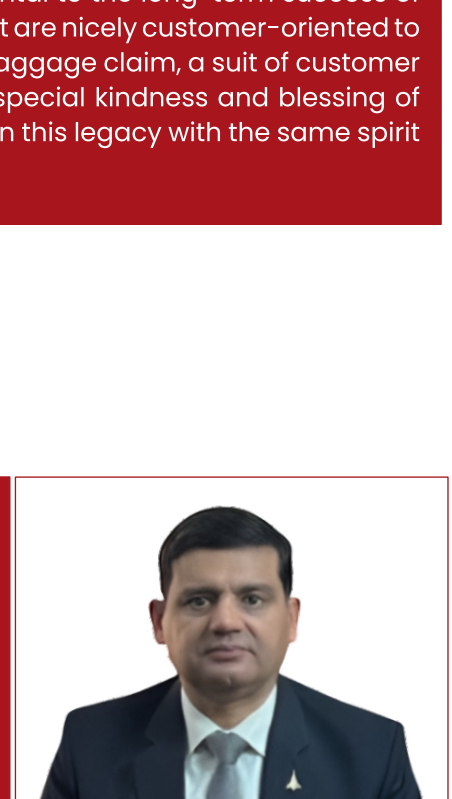
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In This Issue

- Chairman Message
- VCM Message
- CEO Message
- SIAL Held its 150th Board of Directors Meeting
- Inauguration of new Entrance Gate at Sialkot International Airport
- Executive Committee meetings
- SIAL Held Cargo Committee Meeting to Enhance Operations
- SIAL graciously welcomed Pakistan's women Karate team, who won the Asian Karate Championship held in Iran.
- Air Arabia Airport Manager Pakistan meeting Chairman SIAL
- Sialkot International Airport celebrated Independence Day on 14th of August with great enthusiasm
- Visit of First Secretary of the Australian High Commission, Islamabad and Counsellor from the Department of Home Affairs
- Visit of First Secretary of the Australian High Commission, Islamabad and Counsellor from the Department of Home Affairs visit Sialkot International Airport.
- SIAL taking all precautionary measures to tackle Monkey pox.
- Passenger awareness campaign conducted by SIAL
- Director AVEC PCAA meeting with Chairman, VCM and CEO SIAL
- Press Talk

Chairman Message

Mr. Hassan Ali Bhatti
Confidence-filled association of about 874 shareholders and 950 employees of the company is an enviable model of continued success and productive synergy for further expansion of SIAL. To achieve the set vision, mission, and goals of SIAL, all efforts are being made by its seasoned management under the guidelines of directors. "With the spirit and vision, we are progressing, many years of SIAL success are ahead".



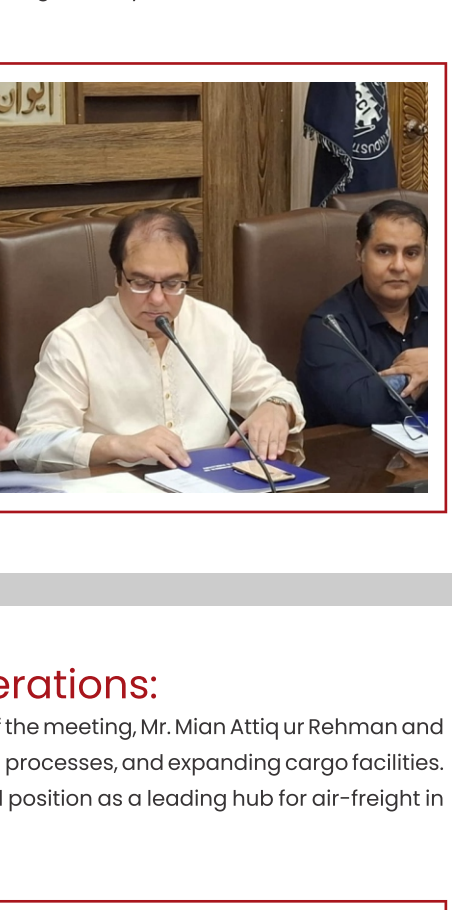
Vice-Chairman Message

Mr. Faraz Akram Awan
Delivery of a quality customer experience has always been of chief importance among other factors fundamental to the long-term success of SIAL. The untiring efforts of SIAL management are nicely customer-oriented to make this whole journey, from booking to baggage claim, a suit of customer care. This is being achieved only with the special kindness and blessing of Allah Almighty. We are confident to maintain this legacy with the same spirit in the years to come.



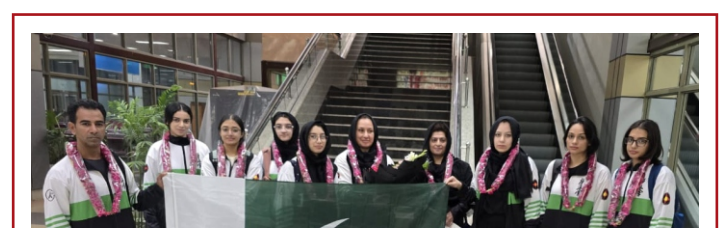
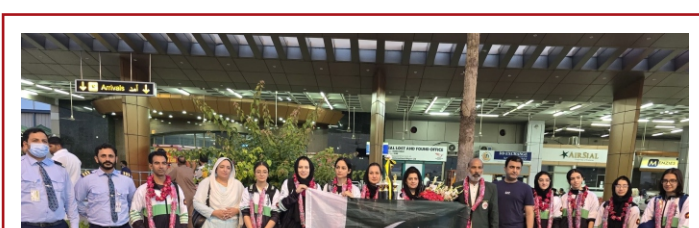
Chief Executive Officer Message

Air Vice Marshal Tanweer Ashraf Bhatti (R)
To encompass future challenges of innovations and development in ever growing industry of aviation, SIAL is leaning forward to create unrivalled passenger-oriented value. We have navigated evolving passenger needs, embraced technological advancements and enhanced our commitment to safety and sustainability by following related SOPs of PCAA and ICAO. Extension of terminal building, establishment of MRO facility, 5-star hotel, purchase of additional land for second runway coupled with the induction of latest ground handling equipment are considerable steps towards the set



150th Board of Directors Meeting:

Sialkot International Airport Ltd. (SIAL) recently held its 150th Board of Directors meeting on 23rd September, 2024, marking a significant milestone in the organization's journey. The meeting involved discussions on strategic directions, operational performance, upcoming projects, and improvements in services for passengers and cargo operations. As a privately owned public airport, SIAL continues to play a critical role in Pakistan's aviation and export industry, especially for the region's business community.



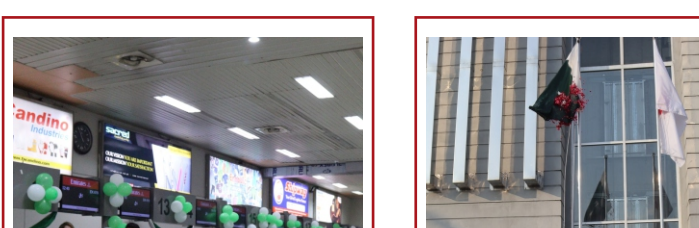
Inauguration of new Entrance Gate at Sialkot International Airport:

The Chairman, Vice Chairman, and CEO SIAL inaugurated a new Entrance Gate on 21st September, 2024, at Sialkot International Airport to enhance the infrastructure and facilitate smoother access for passengers and visitors. The new gate symbolizes the airport's commitment to improving services and handling increasing passenger traffic, given its role in Pakistan's export and travel activities.



Executive Committee meetings:

Given the airport's importance as a hub for both domestic and international cargo, SIAL continues to conduct regular Executive Committee meetings, these meetings encompass advancements in handling air freight, new airline partnerships, and enhancing the passenger experience. Regular Executive Committee meetings ensure that SIAL remains responsive to evolving industry demands and maintains its



SIAL Held Cargo Committee Meeting to Enhance Operations:

SIAL Held Cargo Committee Meeting on 18th September, 2024 to Enhance Operations. Convener of the meeting, Mr. Mian Attiq ur Rehman and other Senior officials participated in the meeting, deliberating on improving logistics, streamlining processes, and expanding cargo facilities. The committee also discussed innovations to optimize cargo handling, ensuring SIAL's continued position as a leading hub for air-freight in the region.



Sialkot International Airport welcomed Pakistan's women Karate team, who won the Asian Karate Championship held in Iran.

The champions were received with great pride and joy by SIAL on 11th September, 2024 celebrating their remarkable achievements in martial arts. The warm reception highlights the airport's commitment to honouring national talent and promoting sports in Pakistan.



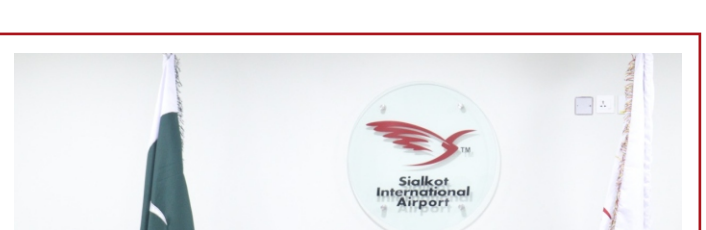
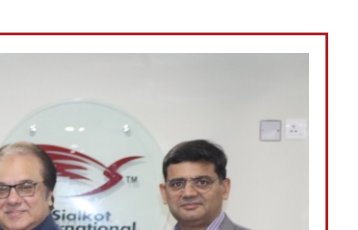
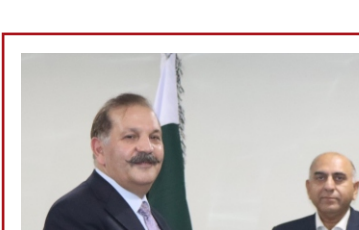
Air Arabia's Airport Manager Pakistan met Chairman SIAL:

In a notable meeting on 7th September, 2024, Air Arabia's Airport Manager Pakistan met Chairman SIAL, Mr. Hassan Ali Bhatti & Vice Chairman SIAL Mr. Faraz Akram Awan. The meeting emphasized the importance of expanding services to better serve the growing passenger base, considering Sialkot's strategic location as a major hub for trade and travel. Strengthening routes, upgrading facilities, and addressing the needs of business and leisure travellers were key points in the discussion.



Sialkot International Airport celebrated Independence Day on 14th of August with great enthusiasm

Chairman, Vice Chairman, CEO SIAL along with respectable directors, Passengers and airport staff came together to honour the nation's spirit of freedom. The terminal was adorned with vibrant decorations reflecting the colours of the national flag. Special activities were organized, including an Independence Day special cake-cutting ceremony, and patriotic songs creating a lively and united atmosphere within the airport premises.



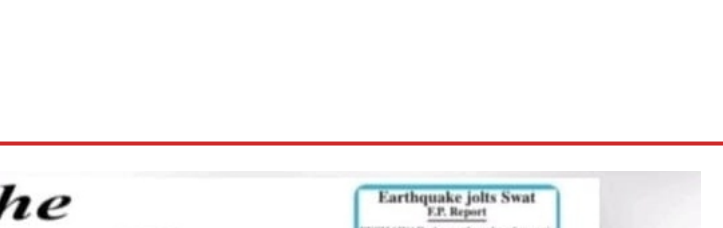
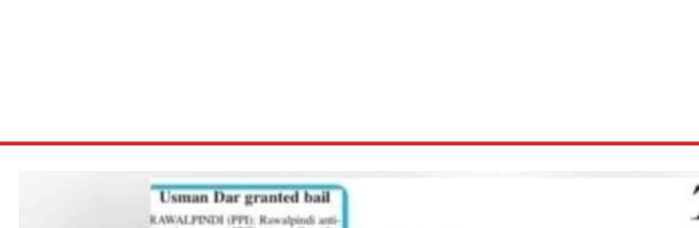
First Secretary of the Australian High Commission, Islamabad and Counsellor from the Department of Home Affairs visit to Sialkot International Airport, on 13th August, 2024

During their visit, they provided a specialized training session for the airport staff, focusing on the entry requirements for Australia. That initiative aimed to enhance the staff's understanding of the Australian visa and immigration processes, ensuring that passengers traveling to Australia are well-informed and comply with all necessary regulations



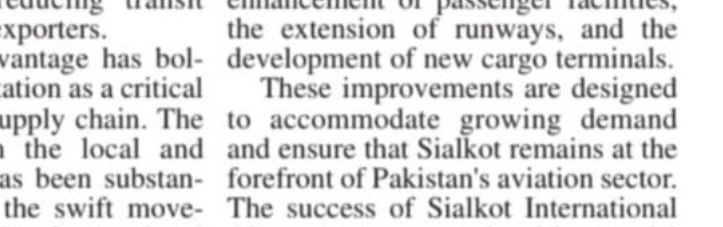
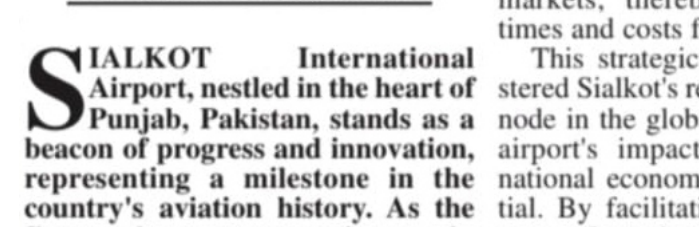
SIAL taking all precautionary measures to tackle Monkey pox

SIAL airport has implemented a series of stringent precautionary measures to prevent the spread of the virus and maintain a safe environment for everyone. Sialkot International Airport has started health screening for all incoming passengers. Thermal scanners have been installed at all entry points to monitor body temperature, and medical teams are on standby to conduct further assessments if necessary. Passengers exhibiting symptoms consistent with Monkeypox will be promptly isolated and provided with the necessary medical



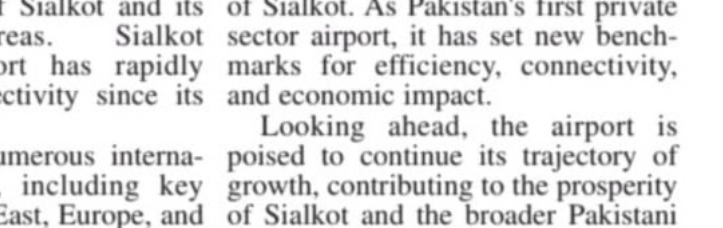
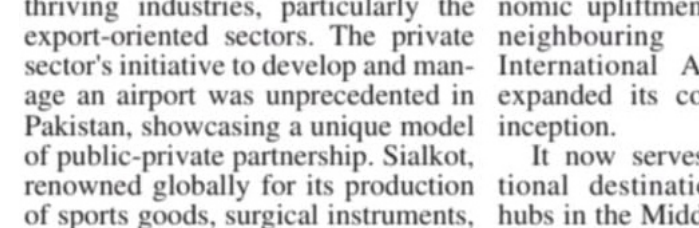
Passenger awareness campaign conducted by SIAL

Sialkot International Airport Ltd. (SIAL) regularly conducts awareness campaigns on digital media platforms to engage passengers, promote services, and ensure a smooth travel experience. These campaigns typically focus on various important areas such as Passenger Guidelines, Safety & Security Awareness and Customer Service & Feedback. These digital media campaigns help SIAL maintain clear communication with travellers and to keep them well informed about essential updates, enhancing their overall experience.



AVSEC Pakistan Civil Aviation Authority meeting with SIAL Management

On 9th October, 2024 the Director AVSEC of PCAA met with the Chairman, VCM, and CEO of Sialkot International Airport Ltd. The meeting involved discussing compliance with aviation standards, enhancing airport infrastructure, improving passenger services, and ensuring safety protocols aligned with national and international regulations. These meetings foster cooperation between the airport and aviation authorities, ensuring SIAL's smooth operation and continued growth.

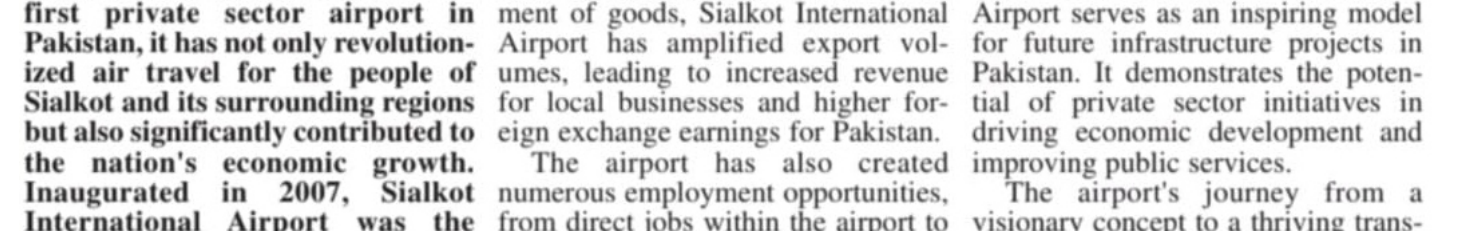


Press Talk-Media Coverage

The Public Relations (PR) Department of Sialkot International Airport Ltd. (SIAL) plays a pivotal role in providing comprehensive media coverage of the airport's operations and achievements. By leveraging both traditional and digital media platforms, the department ensures that the public remains informed about SIAL's activities, growth, and contributions to the aviation sector. By maintaining strong media relations, the PR department enhances the airport's public image and keeps stakeholders updated on its progress and strategic initiatives.



ARTICLE



SIAL deciphered as catalyst in Pakistan's economy

Muhammad Umair Khan
SIALKOT International Airport, nestled in the heart of Punjab, Pakistan, stands as a beacon of progress and innovation, representing a milestone in the country's aviation history. As the first private sector airport in Pakistan, it has not only revolutionized air travel for the people of Sialkot and its surrounding regions but also significantly contributed to the nation's economic growth. Inaugurated in 2007, Sialkot International Airport was the brainchild of the Sialkot Chamber of Commerce and Industry (SCCI). This ambitious project was driven by the collective vision of local business leaders who recognized the need for an efficient and accessible transportation hub to support the region's thriving industries, particularly the export-oriented sectors. The private sector's initiative to develop and manage an airport was unprecedented in Pakistan, showcasing a unique model of public-private partnership. Sialkot, renowned globally for its production of sports goods, surgical instruments, leather products, and textiles, required a robust logistical network to enhance its export capabilities. The establishment of Sialkot International Airport addressed this need by providing direct access to international

markets, thereby reducing transit times and costs for exporters. This strategic advantage has bolstered Sialkot's reputation as a critical node in the global supply chain. The airport's impact on the local and national economy has been substantial. By facilitating the swift movement of goods, Sialkot International Airport has amplified export volumes, leading to increased revenue for local businesses and higher foreign exchange earnings for Pakistan. Moreover, the airport has also created numerous employment opportunities, from direct jobs within the airport to ancillary services in transportation, hospitality, and retail. Furthermore, the airport has spurred infrastructure development in the region, attracting investments in roads, hotels, and industrial zones. This ripple effect has contributed to the overall economic upliftment of Sialkot and its neighbourhoods. Sialkot International Airport has rapidly expanded its connectivity since its inception. It now serves numerous international destinations, including key hubs in the Middle East, Europe, and Asia. Airlines operating from the airport provide passenger and cargo services, ensuring that both people and products can reach global destinations efficiently. The airport's continuous expansion plans include the

enhancement of passenger facilities, the extension of runways, and the development of new cargo terminals. These improvements are designed to accommodate growing demand and ensure that Sialkot remains at the forefront of Pakistan's aviation sector. The success of Sialkot International Airport serves as an inspiring model for future infrastructure projects in Pakistan. It demonstrates the potential of private sector initiatives in driving economic development and improving public services. The airport's journey from a visionary concept to a thriving transportation hub underscores the transformative power of collaboration between private enterprise and public interests. Sialkot International Airport is more than just an aviation facility; it is a testament to the ingenuity and determination of the people of Sialkot. As Pakistan's first private sector airport, it has set new benchmarks for efficiency, connectivity, and economic impact. Looking ahead, the airport is poised to continue its trajectory of growth, contributing to the prosperity of Sialkot and the broader Pakistani economy. Through innovation and strategic expansion, Sialkot International Airport will undoubtedly remain a pivotal player in the region's development for years to come.

