



Malaysia Airlines

HISTORICALLY, the flight began on April 2, 1947, with a charter service from Singapore to Kuala Lumpur. Malayan Airways Ltd (MAL), founded by the now-defunct British Overseas Airways Corp. (BOAC), Ocean Steamship Co Ltd and the Straits Steamship Co Ltd, carried five passengers on the 320-kilometre journey in a twin-engine Airspeed Consul. Within two years, three 21-seater DC3s were added and domestic and regional flights expanded to Jakarta, Medan, Ho Chi Minh City, Bangkok, North Borneo, Sarawak and Yangon.

A GROWING REPUTATION: MAL's reputation grew as it won the Comberbatch Trophy for a zero-accident record awarded by the British Guild of Air Pilots and Air Navigators in 1957. In that same milestone year, Malaya became an independent country and the airline was then restructured into a public limited company owned by the Federation of Malaya and Singapore, Borneo Airways, BOAC and Qantas in 1958. It was a period of rapid growth, which saw the addition of the Douglas DC4 Skymaster, followed by the lease of two Vickers Viscounts and the acquisition of a Lockheed Super Constellation.

THE JET AGE: MAL entered the jet age with the Bristol Britannia in 1962 and five De Havilland Comet 4s in 1963. With the formation of Malaysia in 1963, the airline was renamed Malaysian Airways Ltd. Two years later, Borneo Airways Ltd merged with MAL, increasing both the carrier's fleet and network.

On the separation of Singapore from the Federation of Malaysia on August 9, 1965, the governments of Malaysia and Singapore took over majority control of the airline from BOAC and the other shareholders. Within the year, the airline became known as Malaysia-Singapore Airlines (MSA).

A NEW NAME, A NEW LOGO: On April 3, 1971, a split in MSA led to the incorporation of Malaysian Airline System Berhad (MAS). A new-look airline took off with a moon-kite logo on October 1, 1972, as the national carrier of Malaysia. MAS began modernising its fleet with wide-bodied aircraft to meet increased passenger and cargo business. With new, quality service came recognition, when MAS won the first of five Boeing awards for Dispatch Reliability in 1974, the year pilgrimage charters to Mecca began and flights to Tokyo, London, Manila and Sydney were

inaugurated. In 1979, as MAS won a Outstanding Performance award for operating Boeing 737s in Southeast Asia, its first A300-B4 entered service. In January 1986, the 35-storey MAS corporate head office in Kuala Lumpur became a new city landmark, and on October 15, 1987, a refined MAS corporate logo showing a restyled kite was unveiled, along



with the official name change to Malaysia Airlines.

WORLD FIRSTS: The airline continues to spread its wings wider and further, with fleet modernisation programmes and new international routes. Today, Malaysia Airlines flies to over 110 destinations across six continents with a modern fleet, including the B747-400s and the B777-300s.

And just like the country, the most exciting years are still ahead for the airline. Reflecting a commitment to setting new world standards, Southeast Asia's largest passenger carrier continues to break world records and set a number of industry firsts. It is the only airline in the world to offer a 10.4 inch (26.42 centimetre) in-seat touch screen in First Class and Golden Club Class.

The world's first airline to offer a Business Centre in the sky, Malaysia Airlines has a fully-equipped, state-of-the-art working environment for

First Class and Golden Club Class passengers. This service is available on Malaysia Airlines B777.

Malaysia Airlines was the proud recipient of the Quality Award for Best Cabin Staff Services for First Class in 2001. The award was given based on the World First Class survey done by Skytrax Research (formerly known as Inflight Research Services),

Malaysia to be a fully developed and prosperous nation by that year.

Thus, as one of the pillars of the nation's future, Malaysia Airlines prides itself on being the ambassador of a new, contemporary Malaysia, flying further than ever before.

Inflight services
ENTERTAINMENT: Welcome to

50 CD library to make up your own unique song list for your listening pleasure.

Airshow is available at a click of a button. Select "Games" for a choice of 36 Nintendo Games, four single PC Games and three Multiplayer PC Games. You may play Chess, Reversi or Inflight Trivia or talk on the phone using the seat-to-seat functionality with any onboard colleague who is in a different section of the same aircraft.

Select "News" for hourly updates of live text news on World News, Business, Sports, Travel, Technology and Weather.

Select "Infotainment" for KL Planner, Malaysia Now, Golden Holiday, Golden Boutique and Onboard Services information.

ON BOARD SERVICES: Call anywhere in the world from the comfort of your seat. Use our telephone facility that is available on every seat in B777-200 and B747-400 aircraft. For a private conversation or work, you may use our Business Center, which is equipped with satellite phone and fax machine.

On First and Golden Club Class seats, a power point for your personal laptop computer is available. Selected brands of power adaptors are available upon request, on first come, first served basis.

Malaysia Airlines shall not be liable for any kind of injury, loss or damage arising from the use of adaptors.

COMFORT AND LUXURY: On all B747 and B777 aircraft, the "Easy Sleeper" seats in First Class recline a full 165 degrees with three-way extended rests and a seat pitch of 72 inches. The recline and extendable leg rest is electrically operated. Passengers can choose from a selection of four gourmet meals tastefully presented on fine china and accompanied by exquisite silver cutlery, crystalware and table linen.

Golden Club Class passengers enjoy the comfort and privacy of an exclusive cabin as well as the luxury of 50 inches of seat pitch with 145-degree recline. Three fine dining meals are offered with service to match.

Economy Class provides passenger seats with 125-degree recline and 33 to 34 inches of seat pitch. In addition to the main menu, a selection of beverages and liquor are also available.

FREQUENT FLYER: Malaysia Airlines' frequent flyer programme,

Select Malaysia Airlines In-flight Entertainment. For your entertainment pleasure, personal TV screens are provided in all classes. For First and Golden Club Class, sit back and enjoy our Select plus Movie and CD library on the 10.4 inch personal in-seat, touch screen -- one of the world's largest in-flight screens. Personal televisions in all classes offer 11 channels and 19 audio channels with a selection of music, comedy and children's programmes. Details are available in the Select Entertainment Guide provided in the seat pocket in front of you.

INTERACTIVE SERVICES: For First and Golden Club Class, welcome to Select Plus, the exclusive Movie and CD library, where you may choose your entertainment at will, controlling what you watch or listen to when you choose to do it.

In CD Library Jukebox, you may select up to 30 song tracks from the

entire development together.

To further drive the development and growth of the MSC, eight MSC Flagship Applications were launched. They are the Electronic Government, Multipurpose Card, Smart Schools, Telehealth, R&D Cluster, Borderless Marketing, World Wide Manufacturing Web and Technopreneur Development. Together, these flagship Applications will jumpstart the development of the MSC, provide business opportunities for ICT companies especially Malaysian ICT SMEs and spearhead the transformation of the Malaysian society into a knowledge society.

The technological achievements and breakthroughs of the MSC and Malaysia can be seen in both the public and private sectors. In the public sector, the Malaysian technological achievements are best exemplified by the progress of the Electronic Government (EG) Flagship Application and the Government Multipurpose Card (GMPC) Flagship Application. The EG is now being implemented and one of its key component, the Electronic Procurement is boosting the e-commerce activities in the country by connecting more than 30,000 suppliers to the Government as the government forges ahead with the procurement of products and services electronically. The Government Multipurpose Card (GMPC) or MyKad as it is known locally has also been launched and is now used by approximately 2 million citizens in the Klang Valley. MyKad contains not just national identification but also the person's driver's licence, passport, basic health information and a cash component. MyKad is the first smartcard in the world with Public Key Infrastructure (PKI) security features built in for security and to facilitate e-commerce.

"In the recent CeBit 2002 in Hannover, Germany, both Flagship Applications attracted tremendous interest any praise for its cutting-edge technologies and sophistication," said Tan Sri Dato' Dr Othman Yeop Abdullah, Executive Chairman, Multimedia Development Corporation, the organization that was mandated by the Malaysian Government to develop the MSC.

"The interesting phase is just about to start as we begin rollout of the Flagship Applications to the rest of the country and see the success stories of the Malaysian ICT companies," he added.

United Kingdom.

For the third consecutive year, Malaysia Airlines Cabin Staff have been voted (BEST CABIN STAFF) by qualitative researchers Skytrax. In excess of 1.5 million votes were received through the Skytrax Online Passenger Survey, Travel Questionnaires and Outbound/Airport consumer interviews. Malaysia Airlines has managed to maintain its leadership in terms of customer support for the quality of cabin staff service.

The awards for the World's Best Cabin Staff encompassed staff efficiency, staff cabin presence, service attentiveness, staff friendliness, consistency among staff and warmth sincerity of staff.

This record of tremendous growth and success is closely tied to the values and objectives of the nation. Both are building world-class reputations by fully supporting the government's "Vision 2020," which calls for

Enrich, opens up a world of free travel, upgrades and exotic holidays. Accumulation of frequent flyer points is easy with worldwide partnerships with codeshare airlines, credit/charge card companies, hotels, car rental firms and telecommunication companies. For more information, please consult the cabin crew or contact the Enrich Call Centre at 1-300-88-300.

SPECIAL ATTENTION: Special care and attention are extended to the aged, expectant mothers, children and the physically challenged. For convenience, their seats are allocated near the aisle. Baby food, feeding bottles and nappies are available on request. Since there is a wide variety of milk formula available, mothers are strongly advised to carry their own preferred brand. Some washrooms on the wide-bodied aircraft are equipped

with nappy changing shelves. Passengers are advised to request for these services at the time of seat booking.

INFLIGHT SHOPPING: Duty-free goods are sold during international flights through the inflight Golden Boutique. Browse through the Golden Boutique brochure global buys in the seat pocket and shop from the relaxed comfort of your seat. Select from a variety of Malaysia Airlines' exclusives at unbeatable duty-free prices and pay by cash or credit card.

SAFETY: For passenger safety, seat belts must be fastened during flight take-off and landing. Passengers are also advised, however, to keep their seat belts fastened whenever seated during the flight.

SMOKING: Please be advised that all Malaysia Airlines' flights are non-smoking.

replace or blend with petroleum fuel. MPOB's long-term program is to establish a bio-diesel plant that will produce methyl ester (bio-diesel) to replace petroleum diesel. This project is attractive as co-products, namely, B-carotene and tocotrienols, can be extracted in the process. MPOB has also carried out trials on blending petroleum diesel with refined bleached deodorized (RBD) palm olein as fuel for motor vehicles. The results have been convincing with a cleaner fuel produced. There is thus potential for motor vehicles. The results have been convincing with a cleaner fuel produced. There is thus potential for palm oil as a fuel.

Concern Over GMO and Trans-fatty Acid: The growing concern over the deleterious health effect of consuming food made from genetically modified organism (GMO)

products and those that contain trans-fatty acids have had a positive impact on palm oil. Palm oil is GMO free and therefore is not affected by the controversy over the GMO which has affected other oilseeds like soybean and canola (rapeseed). There are calls to segregate GMO and non-GMO oilseeds in the trading and distribution chain. Some countries are also establishing stringent rules regarding trans-fatty acids to ensure health protection for consumers. Palm oil being semi-solid need not undergo the process of hydrogenation, which produces the trans-fatty acids that studies have shown to be deleterious to health. In fact there is beginning to be a realization even in the US that palm oil is the best choice for the preparation of foods that use solid fat, as it is trans-free.

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"Citrawarna" - a yearly cultural festival in Kuala Lumpur

The Malaysian palm oil industry and its contribution to the world oils and fats trade

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Environmentally Friendly Crop: The cultivation of oil palm in a sustainable manner has enhanced its image as an environmentally friendly crop. It is to be noted that oil palm is a perennial crop that provides a forest-like cover for at least 25 years. A new consideration is the use of the oil palm as a carbon sequester of carbon dioxide. Under the Kyoto Protocol, the carbon sink of the oil palm can be converted to carbon credit, which can then be traded. The high productivity of oil palm will allow the importing countries to free the land otherwise allocated to oilseed crops.

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Malaysia's engine of growth to the knowledge-based economy

MALAYSIA has embarked on a number of measures since the early 1990s to capitalize on the potential economic and social value to be created through information and communications technology (ICT). This is in the line with Malaysia's Vision 2020, which entailed a transformation of the country's socio-economic landscape. One of the key targets set was to transform Malaysia from a user to a contributor of knowledge and ICT. This required the building of a technologically savvy and knowledge driven society.

Thus, on August 2nd 1996, the Government of Malaysia launched the

Multimedia Super Corridor (MSC) initiative with a two-pronged strategy. The MSC in its first instance is designed to create an ideal environment for global ICT companies to use the MSC as their regional hub and test bed and in the second instance, to catalyze a highly competitive cluster of Malaysian ICT companies that can become world-class over time.

In a matter of six short years, the Multimedia Super Corridor (MSC) is already transforming Malaysia into a knowledge-rich society to create an ideal multimedia environment for topflight Malaysian as well as international IT and multimedia companies --

or those that have the potential to become world-class over time.

The 15kmX50 km corridor -- launched in 1996 by Malaysian Prime Minister Mahatir Mohamad and run by the high-powered one stop agency known as the Multimedia Development Corp. (www.mdc.com.my) -- comes complete with a world-class infrastructure, modern real estate developments, a new federal administrative centre, new universities and research institutes. An integrated logistical hub of smart highways, high-speed rail links, all complemented by a 2.5-10 gigabits digital fiber optic backbone, ties the

Warmest Felicitations to the Government and the Friendly People of Malaysia on their National Day

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