

The islandchief

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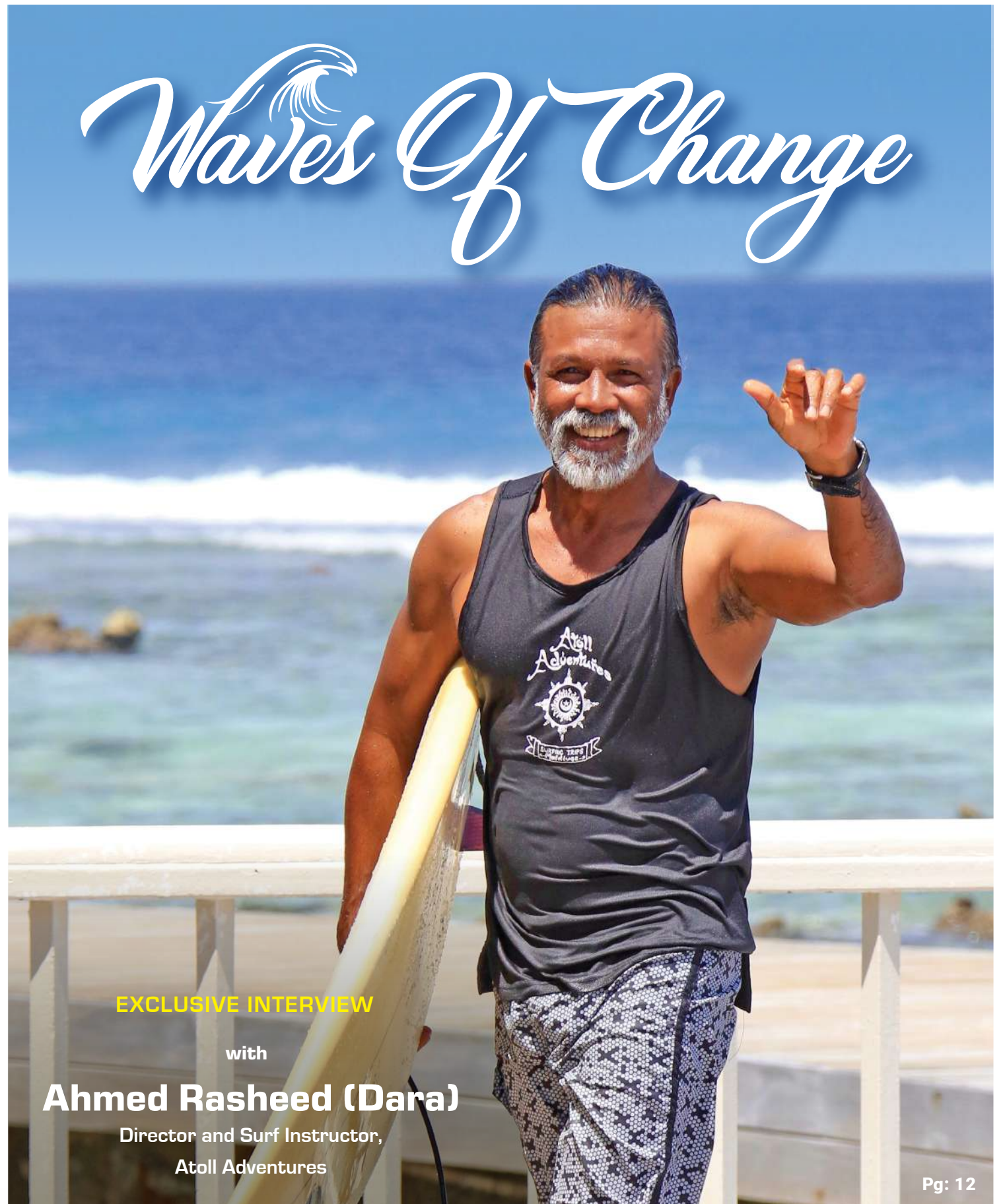
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Dear Readers,

Have you ever experienced the overwhelming weight of never-ending tasks or unexpected work obligations? This is a common occurrence, particularly in startups or small businesses.

We've all felt panic and procrastination in such situations. There are different strategies to conquer overwhelm, such as finding a sense of purpose or seeking support from colleagues, friends, or family. However, the key lies in understanding that overwhelming circumstances are temporary. It's okay to take time to acknowledge and process your emotions. Showing kindness to yourself, taking rest, and recalibrating are crucial. Balancing resilience and self-compassion is vital for overcoming overwhelm. Remember, asking for help is essential and can lead to personal growth and regaining control.

Now, let's shift our focus to the holidays. It's safe to assume that everyone is gearing up for a well-deserved break. Perhaps some of you are already enjoying a vacation with your loved ones, whether it's your entire family, partner, best friend, or even opting for a solo retreat to find tranquility and recharge.

In this month's exclusive interview, we delve into the remarkable journey of a well-known surfing personality, Ahmed Rasheed (Dara), as he reflects on his 'obsession' for the sport and reveals the top-notch surfing prospects available in the Maldives.

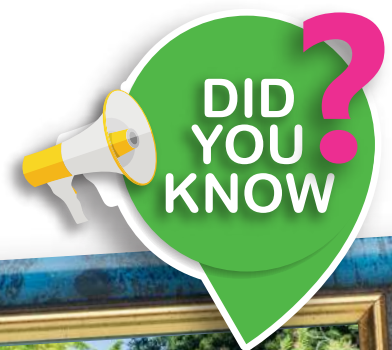
Elsewhere in our pages, in Bon Appetit you'll be tucking into the deliciously burgeoning fusion cuisine scene with Chef Ali Ziyen, Specialty CDP, Milaidhoo Maldives, Baa Atoll.

And over in the Frankly Speaking section, we have our industry experts' views and expectations on the proposed 5th Tourism Master Plan, which prioritizes increasing bed nights and enhancing services.

Your Maldives escape awaits, time to get traveling.

Until next time,

The Islandchief Team



TOMB OF MUHAMMAD THAKURUFAANU

Situated in Malé, the Tomb of Muhammad Thakurufaanu commemorates a revered national hero, renowned for leading the liberation of the nation from Portuguese colonial rule. Marked by blue and white hues, the tomb features intricately crafted steps and pillars. Upon stepping inside, one immediately senses the palpable aura of sacrifice and courage embodied by Muhammad Thakurufaanu. Be sure to visit this site and extend your respects to this exceptional warrior.

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ACROSS THE SKIES

Virgin Atlantic Announces Seasonal Flights to Maldives



Virgin Atlantic has announced its plans to introduce seasonal flights to the Maldives, offering three weekly flights starting from October 22, 2023.

Departing from London Heathrow, the airline will

provide direct services to Velana International Airport on Wednesdays, Fridays, and Sundays. Return flights from the Maldives to London will commence on October 25, 2023, operating on Mondays, Thursdays, and Saturdays. Passengers can

expect a flight duration of approximately 10 to 11 hours.

The United Kingdom holds a significant position as the Maldives' third largest source market, with a notable influx of over 74,500 arrivals recorded this year. This statistics underscores the popularity of the destination among UK travelers, further motivating Virgin Atlantic's decision to establish this seasonal route. Richard Branson, the founder of the Virgin Group, enthusiastically shared news of the upcoming route via Twitter.

By initiating these seasonal flights, Virgin Atlantic aims to cater to the demand for travel to the Maldives, offering increased accessibility and convenience for UK travelers. With direct flights from London Heathrow to Velana International Airport, individuals will have the opportunity to explore the breathtaking beauty and tranquility of this tropical paradise. Whether it's for leisure or relaxation, the Maldives is set to become an even more appealing destination for British tourists seeking an idyllic getaway.



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ACROSS THE SKIES

Maldivian Airline Reinstates Dharavandhoo Island Flights in Baa Atoll, Ending Four-Year Break

Maldivian Airlines has announced the resumption of flights to the stunning Dharavandhoo Island in the picturesque Baa Atoll after a long-awaited four-year pause on June 15.

To commemorate this joyous occasion, a special ceremony was held at the Dharavandhoo Domestic Airport, attended by officials and community members.

The airline has made it clear that it is committed to offering frequent and convenient travel options for passengers. Maldivian will operate daily flights between Dharavandhoo and Male', providing a seamless connection for travelers.

Passengers can now embark on this route for a nominal fee of MVR 849 per person for a one-way ticket from Dharavandhoo to Male' or from Male' to Dharavandhoo.

To facilitate ticket purchases, Maldivian has implemented a range of convenient options. Travelers can secure their seats by visiting the official Maldivian website, utilizing the user-friendly mobile app or reaching out to the dedicated call center.



It is worth noting that Maldivian temporarily suspended flights to Dharavandhoo back in 2019, making the recent revival of air travel to this island destination a highly anticipated and welcomed development.

With the resumption of flights to Dharavandhoo, Maldivian Airlines continues to play a crucial role in connecting travelers to the breathtaking beauty and vibrant culture that the Maldives archipelago has to offer.

Saudi Arabia's Low-cost Carrier, Flynas Launches Direct Flights to Maldives



Flynas, the low-cost airline of Saudi Arabia, has launched its flights to the Maldives from Riyadh. The inaugural journey of Flynas arrived at the

Maldives' Velana International Airport on Tuesday morning, where it received a ceremonial water salute.

The new route, which operates three times a week, departs from King Khalid International Airport in Riyadh at 12:05 am local time on Tuesday, Thursday, and Saturday. The flights are scheduled to reach Velana International Airport at 8 am local time. The return flight from Velana International Airport departs at 9:05 am local time and reaches Riyadh at 1 pm local time, following the same weekly schedule.

Flynas CEO, Bander Almohanna, expressed the airline's dedication to expanding its operations by boosting its fleet size by 50% in 2023 in comparison to 2021. In February, the airline received its initial A320neo aircraft, and an additional 19 will be delivered within the next 10 months. This will raise the total number of aircraft in their fleet to 44.

Currently, Saudia, the national airline of Saudi Arabia, offers flights to the Maldives twice a week, specifically on Mondays and Fridays. With the introduction of Flynas flights, travelers now have increased options for traveling between Saudi Arabia and the Maldives.

IN A NUTSHELL

Sun Siyam Resorts Holds Underwater Gathering to Sign a Declaration of Commitment to Sustainability



Sun Siyam Resorts honoured this year's World Ocean Day 2023 with a resort-wide and simultaneously held underwater gathering to sign a declaration of commitment to sustainability at precisely 09:30 am, local time on June 8, 2023, which was joined by the property heads of departments and sustainability committee members. The pledge goes towards supporting and continuing various sustainable initiatives and actions such as: picking up washed-up trash from beaches and the ocean, avoiding plastic bags, straws, cutlery, and unnecessary packaging, as well as cosmetics using microbeads, reducing energy and water use, managing waste to reduce plastic use, minimize the environmental impact, and preserving the ocean and its inhabitants.

In addition to the pledging ceremony held underwater, all resorts held a variety of sustainable activities during the day to mark the occasion and to

bring together guests, staff, and local communities to celebrate the beauty of the ocean and inspire action to protect it.

Guests at Siyam World Maldives joined the island-based, local marine biologist Thuhu and the island team for a special lagoon island clean up event in the morning, where everyone could actively "make a difference" while the team at Sun Siyam Vilu Reef hosted a lecture and awareness programme conducted by marine biologist Mr. Mohamed Zahuwaan Shakir from the Marine Research Institute in the Maldives on various ocean specific topics and preserving the oceans for the local community of nearby island Dh. Bandidhoo. Participants learned about the impact of plastic pollution on our oceans and marine life, and received tips on how they can reduce their own plastic usage.

All other properties in the Sun Siyam resorts portfolio, as well as Sun Siyam

Iru Fushi, Sun Siyam Iru Veli, and Sun Siyam Olhuveli carried out several environmental and sustainability activities throughout the day, from tree planting ceremonies, to reef,

well as on nearby local islands.

This initiative is part of the Sun Siyam Cares sustainability programme which is actively practised at all Sun Siyam Resorts to demonstrate support for environmental protection. The programme prioritizes sustainability through initiatives such as reducing energy and water use, managing waste to reduce plastic use, supporting community development, and investing in renewable energy. It also focuses on conservation efforts and work to preserve local heritage and cultural practices. By following these sustainability practices, Sun Siyam Resort aims to minimize its environmental impact, carbon



beach, and lagoon cleaning sessions, marine biology talks, and pledging ceremonies on the properties itself as

footprint and contribute to the socio-economic well-being of the communities in which they operate.

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IN A NUTSHELL

Tropical Eid al-Adha Celebrations at COMO Maldives

Luxury lifestyle retreats COMO Cocoa Island and COMO Maalifushi shares exciting Eid al-Adha celebrations. Taking place on June 28, 2023, this joyous occasion invites guests to experience the spirit of unity and togetherness amidst breath-taking surroundings.

COMO Maalifushi

Guests will have the unique opportunity to immerse themselves in local traditions and customs of the Maldives. A traditional masked 'Maali Hingun' parade headlines the day's celebrations where a captivating display of folklore performances adorned with vibrant costumes, accompanied by the enchanting rhythm of traditional BoduBeru drums, melodious songs, and energetic dancing, offering a truly mesmerizing experience for attendees.

No celebration is complete without indulging in exquisite culinary delights. Guests can embark on an unforgettable gastronomic journey savouring a wide array of Middle Eastern and Arabic delicacies, skilfully prepared by the resort's talented culinary team. Each dish will be infused with the enticing aroma of traditional spices, creating a feast for the senses and a memorable dining experience.

COMO Maalifushi is the first and only resort in the unspoiled Thaa Atoll in the south of Maldives reached by a 60-minute seaplane journey from Malé. With 33 overwater and 32 beach accommodations, these spacious accommodations each with its own private pool overlooks turquoise views. The COMO Shambhala Retreat offers wellness experiences in eight overwater treatment rooms with award winning massages for relaxation of the mind, body and soul. Children are engaged at Play by COMO, a nurturing and fun environment for young minds, encouraging their curiosity, creativity, and overall well-being.

A getaway for the whole family, book now to receive daily half board for two adults and complimentary full board and seaplane transfers for two children under 12 with a minimum stay of five nights. Terms & Conditions apply.

comohotels.com/maldives/como-maalifushi

COMO Cocoa Island

Immerse yourself in the spirit of joy and peace as you indulge in a culinary journey. Middle Eastern flavours take centre stage with its vibrant colours, rich flavours, and fragrant aromas on this day. Embark on a gastronomic journey with an exclusive Mezze lunch



special featuring a delectable array of traditional dishes. From 2pm to 5pm at Faru Bar, guests can relax by the beachfront pool and unwind while enjoying the flavours of aromatic shisha and afternoon tea, creating a serene atmosphere in which to celebrate Eid Al-Adha. To further enhance the dining experience, special Middle Eastern dishes will be incorporated into the à la carte dinner menu, allowing guests to savour the unique flavours and culinary traditions while enjoying the resort's renowned gastronomic offerings.

Tucked away in South Male Atoll and reached by a 40-minute speedboat

ride from Velana International Airport, COMO Cocoa Island is an intimate retreat with 33 overwater villas, most recognisable for its signature Dhoni Water Villas with the villa exterior capturing the essence of a traditional Maldivian boat. The COMO Shambhala Retreat, located at the heart of the island, covers one-third of the entire island. A variety of holistic wellness services are available, including yoga, Pilates, meditation, and spa treatments that help guests rejuvenate their mind, body, and soul. The resort also offers a range of activities such as diving and snorkelling, sunset fishing, and night fishing, among others.

Kaimoo Opens Internship Opportunities at Embudu Village and Summer Island Maldives



Kaimoo Resorts and Hotels have opened internship opportunities for aspiring individuals seeking hands-on work experience in the hospitality industry. The internships are available

at Embudu Village located in South Male' Atoll and Summer Island Maldives situated in North Male' Atoll. Applications were open to individuals between the ages of 17 to 25 years,

who have at minimum, completed GCSE O'level examinations with passes in English and Mathematics. Current students were also welcome to apply with a referral from their academic institution, or if allowed to work during their holiday break.

Interns will have the opportunity to learn and contribute to the operations and gain a wide variety of experience in key departments such as front office, F&B, housekeeping and human resources. They will gain hands-on experience, tailored towards understanding intricacies of resort operations.

Additionally, each intern will be assigned a mentor, ensuring the interns meet their learning objectives

and professional development. Kaimoo is offering 3-month and 6-month long internships, allowing interns to gain a comprehensive understanding of the resort industry and develop their expertise in their chosen areas of interest.

"We are thrilled to provide these internship opportunities to young Maldivians who are eager to gain practical experience in the hospitality industry," said Mohamed Maanih Ahmed, Managing Director at Kaimoo Resorts and Hotels. "Our goal is to nurture and inspire the next generation of hospitality professionals, and we believe that our internships will provide the ideal platform for aspiring individuals to kick-start their careers."

IN A NUTSHELL

Maldives Whale Shark Research Program (MWSRP) with Reethi Beach Resort Kickstarts Groundbreaking Survey and Education Initiatives in Baa Atoll



For the second consecutive year, Reethi Beach Resort is delighted to partner with Maldives Whale Shark Research Program (MWSRP) with the support extended by the resort’s parent company, SC Capital Partners Pte Ltd. MWSRP will undertake an extensive research project aimed at surveying the Baa Atoll for whale sharks in the first phase of their collaboration, studying their behavior and habitat, and engaging key stakeholders in

educational activities. As part of this exciting venture, MWSRP, and Reethi Beach Resort Maldives will work hand in hand to conduct comprehensive surveys to better understand the population and movement patterns of whale sharks in the Baa Atoll. This vital data will provide valuable insights into the conservation efforts and protection of these magnificent creatures.

Moreover, a key component of the program is community involvement and raising awareness among local communities, including school children. MWSRP, in collaboration with Reethi Beach Resort, will organize interactive workshops, presentations, and educational activities to engage and educate the local population about whale sharks and their importance in the marine ecosystem.

The initiative will provide a unique opportunity for visitors at Reethi Beach Resort to participate in guided excursions led by MWSRP with the support extended by Ocean Fanatics in their efforts to survey and study whale sharks. Guests will have the chance to contribute to ongoing research, observe these magnificent creatures in their natural habitat, and gain a deeper understanding of their behavior and importance to the marine ecosystem. "Reethi Beach Resort Maldives is

dedicated to sustainable tourism practices and the conservation of marine life," said Denise Schmidt, General Manager of Reethi Beach Resort. "Our collaboration with MWSRP aligns perfectly with our commitment to environmental stewardship and will offer our guests a unique and enriching experience."

The Maldives Whale Shark Research Program and Reethi Beach Resort Maldives invite visitors, local communities, and stakeholders to join hands in this crucial endeavor to protect whale sharks and ensure the long-term sustainability of the Baa Atoll's marine ecosystem.

As part of the collaboration with MWSRP, along with Reethi Beach Resort, SC Capital extends its support beyond the Maldivian archipelago in globally supporting the United Nations Sustainable Development Goals (SDGs) of 2030.

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MOVERS & SHAKERS

Banyan Tree Vabbinfaru and Dhawa Ihuru Welcome Hery Kuswoyo as New General Manager



Banyan Tree Vabbinfaru and Dhawa Ihuru welcomes its new General Manager, Hery Kuswoyo who will be heading the operation teams of both properties to elevate the delivery of excellent services to the guests, and achieve the desired business result.

A true home-grown executive in one of the world's leading independent, multi-branded hospitality groups, Hery has been part of the Banyan Tree family since 2010, when he first joined as Executive Assistant Manager – Food and Beverage at Banyan Tree Bangkok. In the same year, he was assigned to

Banyan Tree Macau during its pre-opening. He then moved as the Hotel Manager at Banyan Tree Phuket and Angsana Laguna Phuket in 2015.

With 30 years of experience in luxury hospitality, one of the highlights of Hery's career was his appointment as the Director – Regional Operations in Banyan Tree's Corporate Office in Singapore in 2016, where he was responsible for responding to operational issues raised by General Managers, and coordinating with them to find the most effective and efficient resolution. As an accomplished executive with expertise in the hospitality world, he was instrumental in ensuring that such issues would be prevented before they happened.

Equipped with an outstanding track record in setting up and implementing organisational structures in pre-opening destination properties, he returned to hotel operations in 2020 as the pre-opening General Manager of Homm Saranam Bali, one of the newest brands of the Banyan Tree Group.

Prior to joining the Banyan Tree Group, Hery had extensive experience in diverse management roles at luxury hotels, such as the Hyatt, JW Marriott, Four Seasons and The Ritz Carlton in various locations, namely US, Asia, and Middle East.

Hery hails from Indonesia, and is always inspired to work with dynamic teams from multicultural background. He is very excited for this new chapter of his career in the Maldives. As he expressed with enthusiasm, "Coming to the Maldives is like going home to Bali. The genuine care of the people and island life style we encounter daily motivate me to work closer with my team here at Banyan Tree Vabbinfaru and Dhawa Ihuru. The richness of the ocean with hundreds of living creatures to learn allow us to bond and have fun outside office hours – just like meeting my friends every single day." As an avid fan of Harley Davidson, Hery loves big bike riding. He also swings his golf club occasionally. Now that he is in the Maldives, he is very keen to start a diving lesson soon.

Set on North Malé Atoll, just 25-minute

away from Velana International Airport via speedboat, Dhawa Ihuru, formerly known as Angsana Ihuru, is a distinct island retreat of its own with 45 villas, where abundant nature, local culture and warm hospitality meet with stylish comfort and modern design, ideal for the new generation of independent travellers. Dubbed as one of the best house reefs and the most picturesque islands in the Maldives, Dhawa Ihuru is home to the signature dive spot, Rannamaari Wreck, which lies 26-metre deep a few metres off the house reef, offering diverse marine species to discover.

Situated just two minutes from Dhawa Ihuru is a luxury barefoot tropical paradise, Banyan Tree Vabbinfaru. With 48 pool villas dotting around the island, privacy and relaxation can easily be attained. The resort is home to the Banyan Tree Maldives Marine Lab, the first of its kind to be founded and built on a private resort, where guests can learn about marine conservation and partake in the many sustainability activities available, such as coral planting, reef cleaning and marine talk.

Emirates Announces Key Appointments for its Sri Lanka and Maldives Operations

Emirates has announced the appointment of Rashid Al Ardha as the new Manager for Sri Lanka and Maldives, with effect from 1 August. Rashid will take on the role previously held by Chandana de Silva, who will assume new responsibilities as the airline's Manager Government Liaison – Sri Lanka and Maldives.

In his new post, Rashid will be responsible for supporting Emirates' commercial objectives, overseeing the airline's operations across the two island nations as well as maintaining crucial relations with various stakeholders. He is currently Country Manager Singapore & Brunei, in a role he has held since 2019, and will continue to report to Ahmed Khoory, Emirates' Senior Vice President of Commercial Operations - West Asia and Indian Ocean. Prior to his role in Singapore, Rashid was Country Manager – Indonesia.

Chandana de Silva, who has served Emirates since 2008 has played a key

role in leading the airline's operations, driving growth and strengthening Emirates' footprint in the country over the past 15 years. His wealth of experience gained over his career in the two countries' aviation industries will be leveraged to facilitate the further growth of Emirates' operations in Sri Lanka and the Maldives.

On the two appointments, Ahmed Khoory, SVP of Commercial Operations-West Asia and Indian Ocean said: "I would like to wholeheartedly thank Chandana for his contributions to Emirates' success in both Sri Lanka and Maldives during his tenure as Country Manager. We wish him continued achievements in this new and important role where he will dedicate his efforts to nurturing long-standing relationships with government stakeholders and authorities and pivot his invaluable experience gained over an illustrious career with us."

"I would also like to congratulate Rashid on his new post and wish him



luck in this new role. Rashid's experience in various markets will bring a new perspective to how we serve customers and overcome unique challenges faced by the industry," continued Khoory.

Emirates launched its services to Sri Lanka in 1986 and since then has carried more than 11 million passengers on the route. The airline currently provides two direct daily flights to Colombo and an additional daily service via Male. It is also the only international carrier to

serve the country with First Class services.

Emirates has supported the development and growth of tourism as well trade in the Maldives for more than three and a half decades. The award-winning global airline commenced operations to Male on 27th May 1987 and now operates 28 flights a week between Dubai and the Maldives, connecting travellers and exporters to a network of over 140 passenger and cargo destinations.

Resumo Maldives Announces Event Featuring Global Keynote Speaker Afeef Hussein, Focused on Service Industry

Resumo Maldives, a consultancy and training firm specializing in PR, communications, and publishing, has exciting news for professionals in the service industry.

They have announced an upcoming event titled 'Developing and Leading a Culture of World Class Service and Mindsets', which will showcase the expertise of renowned global keynote speaker Afeef Hussein.

The event is scheduled to take place on July 15 at MNU Business School auditorium, commencing at 9 am and concluding at 5 pm.

The program promises to be dynamic and interactive, tailored specifically for employees and managers at all levels.

Resumo asserts that it will ignite participants' customer service

potential, providing a high-energy learning session that can transform their approach to customer service, enabling them to create delightful experiences and surpass expectations. Attendees can anticipate unlocking the power of exceptional customer service and elevating their skills to new heights.

Open to employees and managers from all walks of life, this program aims to raise service capabilities to unprecedented levels by sharing academic discoveries and field experiences within a stimulating and interactive environment.

Regardless of whether one works in a government office or a business company, where services are the core focus, this event guarantees to benefit all who participate. Additionally, it presents a valuable opportunity for students preparing to enter the

workforce and holds immense value for employees in the service sector, considering the crucial role tourism plays in the country's economy. This marks Resumo's second event of the year, following their successful program in February led by Afeef Hussein, which focused on developing a growth journey and mindset.

Afeef Hussein, the Senior Director, Maldives - Talent and Culture at LUX* Resorts & Hotels and Vice President of the Maldives Association for Human Resource Professionals, is recognized as one of the leading public speakers in the Maldives. With expertise in HR strategy, customer experience, and learning and development, Afeef's insights are highly sought after by professionals across various industries.

Resumo Maldives, helmed by local experts in the field, takes pride in



organizing this event and delivering unparalleled training and consultancy services to individuals and organizations.

Registration for the event is now open, and interested attendees can secure their spot by paying a nominal fee. Special pricing options are available for offices and companies keen on providing their employees with this exceptional learning opportunity.

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MOVERS & SHAKERS

Holiday Inn Resort Kandooma Maldives Promotes Hussain Shahid to Resort Manager



After 14 years of loyal service, which commenced as Director of Human Resources back in 2009, Mr Hussain Shahid has developed a broad cross-section of skills in hotel management, resulting in his promotion from Executive Assistant Manager to Resort Manager of Holiday Inn Resort Kandooma Maldives.

Speaking about his time at Kandooma, he reflects on the day he joined, saying it felt like home. Hotels were not in his blood. When Shahid was a teenager growing up in the Maldives, he wanted to follow in his father's footsteps into a Government role. He flashes a bright smile as he recalls, 'I wanted to wear a tie and look smart, which I did for a couple of years!' a contrast from the simple, impeccably presented linen shirt adorned with a polished name badge he is wearing today.

Shahid shares that after secondary school, when he formed a music group with friends, his relationship with resorts began, entertaining guests for a couple of years.

"This experience made me really happy. However, I didn't realise at the time that resorts would become my career one day." You can see the joy in his eyes that this memory evokes.

He explains that when he married and started a family, his government pay wasn't enough to cover the bills, "I wanted more for my family and joined the hospitality industry. The pay was much better, and my professional experience landed me in a managerial position."

Shahid attributes being able to help a guest achieve a 'once in a lifetime'

dream to being critical to his job satisfaction, "When I know that I was part of a guest achieving their bucket list goal or fulfilling a dream, then that is when my day is done!"

He shares a similar philosophy about his team, "I take great pride in being able to shape and assist a team member to develop a career path and nurture their growth within our industry. Seeing my team succeed, build capability or achieve goals, together or as an individual, gives me inner satisfaction."

Shahid shares that he derives a tremendous sense of motivation from guest feedback, "Looking back on memories of guests who visited us and their feedback plays a vital part in my daily routine. It inspires me to do better but also makes me smile when we do things right. This feedback and my genuine concern for people drive my passion for the industry."

Talking about the qualities needed to be a great leader, Shahid rates patience at the top of his list.

"Patience is significant in everything I do and who I am as a leader. Respect, humility, staying calm, listening, and resilience are the other leadership traits that are core qualities of good leaders that I do my best to embrace."

Shahid shares that this promotion brings him closer to his ultimate career goal. "Being promoted to Resort Manager at Kandooma means more responsibilities and a greater focus on our culinary division. Being more

accessible to the team, playing a key role in problem-solving and offering guidance on all operational aspects of the property,"

As a role model for many in the Maldives, Shahid shares his advice for young people looking to join the industry, "I have always believed that a person needs to possess two things to reach a leadership position in the hotel industry: one, an appropriate amount of education and two, experience."

"If I were young again, I would complete my high school education and perhaps a Diploma in Hospitality and start in a branded resort, local or international, to acquire a few years of experience. I would then embark on getting a university degree or an MBA to assist me in climbing the management ladder. I also think that an international stint is equally as important."

His most important advice is, "Giving everything you've got to each job you fill is important for your career's next steps. Long after you leave a job, others will remember the good or not-so-good things you've done and how professional you were. It goes a long way!"

Shahid has his sights set firmly ahead to achieve his goal to not only manage an operation but be responsible for the overall management of a property, "I want to be known as a great operational leader and one that can manage large-scale resort operations". He will surely achieve this goal one step at a time in the not-too-distant future.

CROSSROADS Maldives Appoints David Arul Pragasam as Cluster Director of Sales & Marketing

David Arul Pragasam has been appointed as the Sales and Marketing Cluster Director for CROSSROADS Maldives. With an extensive background in the hospitality and travel trade industry spanning over 30 years, David brings valuable expertise and experience to his new role.

David began his career at Mayflower Tours and Travel Co, where he specialized in managing groups and international convention groups. He then transitioned to the hospitality industry and gained extensive experience working with well-known hotel and resort chains across

Southeast Asia, including Malaysia, Brunei, Indonesia, and Thailand.

David's impressive track record in the hospitality industry includes his recent position as the Cluster Director of Sales and Marketing at Pan Pacific Hotel Group. In this role, he successfully oversaw the commercial aspects of PARKROYAL Penang Resort and PARKROYAL Langkawi Resort, achieving remarkable results by significantly increasing room, banquet, and overall resort revenue.

Prior to his role at Pan Pacific Hotel Group, David held prominent

leadership positions at renowned hotel chains such as Banyan Tree Hotels & Resorts, Langham Hotels & Resorts, Shangri-La Hotels & Resorts, and Abdul Razak Holdings (ARH) Group of Hotels in Brunei. He also served as the General Manager at AOS Conventions & Events, where he skillfully managed large-scale events and executed hotel contracts for significant conferences.

In addition to his expertise in sales and marketing, David is well-versed in revenue management, digital marketing, crisis management, and has a strong commitment to



continuous learning and development. He holds an MBA in Tourism & Hospitality Management from AIB University Australia and certifications in Hotel Industry Analytics from the American Hotel & Lodging (AHLE) and B2B Digital Marketing from the Malaysia Institute of Management.

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Waves Of Change

EXCLUSIVE INTERVIEW

with

Ahmed Rasheed (Dara)

Director and Surf Instructor,
Atoll Adventures

Meet Ahmed Rasheed (Dara), a well-known personality in the realm of surfing, serves as the Director and Surf Instructor at Atoll Adventures, a sustainable surfing tour firm operating in the Maldives. Referred to as the Oceanic Phoenix of the Maldives, Dara has devoted 27 years to mastering the art of riding waves and discovering the awe-inspiring surf locations across this idyllic haven. In this exclusive interview, we delve into Dara's remarkable journey as he reflects on his 'obsession' for the sport and reveal the top-notch surfing prospects available in the Maldives.

“During your youth, it is beneficial to dedicate long hours to your work. This investment will yield rewards as you grow older. It is essential to discover a job that you are passionate about. After all, work comprises a significant portion of your life, and true satisfaction can only be achieved by loving what you do.”

Can you tell us about your journey with Atoll Adventures and how you became involved in the surfing industry in the Maldives?

In June 1993, I encountered Tony. At that time, I had limited knowledge of surfing, despite having a few friends who were experienced in it. Tony had a small operation back then, and because of my connections to surfers, he sought my assistance in finding a surf guide for the upcoming season, which was expected to be busier than usual. Consequently, I aided him by arranging for one of my friends, who was both a diver and surfer, to fill the position. However, as the season approached, the arrangement fell through due to my friend receiving another diving job offer. Fortunately, by 1994, I had developed an interest in bodyboarding and had acquired the necessary skills. As a result, I offered to help Tony temporarily until he could secure another guide. This marked the beginning of my surfing journey and career. With a salary of MVR 2000, I took on the role and haven't looked back since. Now, 29 years later, I find myself as one of the permanent directors, contributing to steering the company towards the future. Additionally, I hold accreditation as an ISA Surf Coach/Level 2 instructor and serve as the ISA's official course organizer and presenter in the Maldives.

As a Director and Surf Instructor for Atoll Adventures, what are your responsibilities and how do you ensure a sustainable surfing experience for visitors?

The core of my day involves constant communication with guests, surf guides, and boat crews. It's an engaging experience, as there's always someone to talk to about various aspects of our daily operations. This includes understanding the preferences and requirements of our clients, staying vigilant for any changes in surf conditions, and ensuring their needs are met. Additionally, I handle the organization of surf lessons for the resort's general tourists, keep our social media channels up to date, and maintain communication with our booking office.

To ensure a sustainable surf experience, we implement capacity restrictions and allocate specific numbers of passengers to different nearby surf breaks.

Could you share some insights into the history of surfing in the Maldives and the role played by Tony Hussein Hinde in popularizing the destination?

The inception of modern surfing in the Maldives can be traced back to late 1973 when Tony Hinde and his friend found themselves shipwrecked here. It was in early 1974 that Tony stumbled upon the surf breaks of North Male Atoll and made the decision to settle on Himmafushi village island, where he entrusted the secret of Maldives surf to a select group of friends. He introduced the locals of Himmafushi and Male to the world of surfing, which gradually grew to form a thriving local surfing community. This led to the

emergence of many talented Maldivian surfers in both Male and the atolls.

Tony made his base at renowned surf spots such as Himmafushi Jails, Honky's, Sultans, and Pasta Point. Recognizing that the secret would eventually be revealed, he established Atoll Adventures in 1991, together with his Maldivian wife. This marked the first surf tour operation in the Maldives, initially based in Tari Village and now known as Cinnamon Dhonveli.

I had the fortunate opportunity to join Tony on his surf expeditions across the Maldives, searching for new surf spots. Some of these spots are now utilized for commercial purposes, while there are still a handful of untouched surf breaks waiting to be explored.

It was Tony Hussein Hinde who truly put the Maldives on the world map as a renowned surfing destination.

How has Atoll Adventures evolved over the years in terms of surf operations and guest services? What changes have you witnessed since the early days when you joined the company?

Since I joined in 1995, there has been a significant and rapid transformation. In the past, there were very few flights to the Maldives compared to the present day. For surfers, the journey was lengthy, and there were limited international connections in this sector. Additionally, there were no sea planes or speed boats available locally, and domestic travel was not well-established. Transporting surfboards to the resort

and outer islands where we conducted charters was quite challenging. It required a three-day sail to reach Gaafu Dhaalu, followed by another three-day journey back. Despite the actual sailing time being two days, we allowed an extra day as a precautionary measure for both trips. Moreover, the harbors were unsafe during stormy weather, necessitating everyone to remain vigilant in order to protect the boat. Even reaching Dhonveli (then known as Tari Village) took two and a half hours on an engine Dhoni. Nowadays, with the use of speed boats, guests and their boards can reach Dhonveli in less than 15 minutes. Additionally, the flight time to Gaafu Dhaalu is just one hour, allowing us to be in the surf together within one and a half hours.

With the advancement of technology, how has it influenced the surf operations at Atoll Adventures? How do you leverage modern-day technologies to enhance the surfing experience for your guests?

Thanks to advanced technology, the difference between then and now is like night and day. In the past, we lacked any means of communication such as mobile phones, internet, or computers. Our operations were entirely manual. We would gather the group of guests and provide a briefing about surfing, safety measures, timings, and the duration they could spend in the water. The Surf Guide would accompany them to the surf location and remain there throughout the session. Everyone would return together once everyone had finished surfing. To ensure safety, we relied on three different colored flags, even for assessing wind conditions using flags and a compass. If someone got injured, a red flag would be raised on the mast, and we would dispatch another Dhoni to bring the injured guest back.

Nowadays, we have the convenience of walkie-talkies and mobile phones. We obtain surf and weather forecasts from multiple websites, enabling us to anticipate storms, wind patterns, and swell directions in advance. We employ speed boats and a rescue jet ski for emergencies. Furthermore, all our surf guides are certified under the International Surfing Association for surf rescue and life-saving procedures. Additionally, the resort now has an in-house doctor. We are now capable of mobilizing emergency rescue plans within seconds.

We can analyze forecasts, determine the most favorable wind and surf conditions, and guide our guests to maximize their surfing experiences during their trips.

The philosophy of Atoll Adventures is to not overcrowd the waves. How do you manage the number of surfers at Pasta Point to maintain a sustainable experience? Can you provide some insights into the strategies you employ?

In order to provide our guests with the best sustainable surfing experience, we have implemented a daily cap of 33 surfers across our entire operation, which is the lowest cap compared to any other surf operation. We maintain constant surveillance of the surf breaks from sunrise to sunset. However, the 33-person limit is not allocated to a single surf break; instead, we restrict the number of surfers to 8-10 per break. This approach ensures that our line-up is never overcrowded and guarantees an enjoyable experience for all our clients.

To ensure smooth distribution of our guest numbers, we have a dedicated boat service consisting of multiple Dhonis and a speed boat that is specifically designed for surf transportation. Clients can request these boats at any time without prior booking. We firmly believe that by keeping our capacity small, it becomes easier to manage and maintain high-quality surfing experiences for our guests. I would like to highlight that the success of Atoll Adventures is its entire team. We will not be where we are without our teamwork.



What are some unique features or qualities of Pasta Point that make it a popular destination among surfers?

Pasta Point, being the closest break to the International Airport, has gained popularity among surfers due to its unique features and qualities. One of its key advantages is the convenience of reaching the break within a mere 20-minute speedboat ride.

Another appealing aspect is the flexibility it offers in terms of arrival and departure days, accommodating the varied schedules of surfers. This flexibility sets Pasta Point apart from other destinations. Moreover, Pasta Point boasts the distinction of being the most consistent surf break in the region, making it the go-to spot when the swell is small. Surfers can rely on the reliable and consistent surf conditions throughout the year. Furthermore, Pasta Point prides itself on being the first ISA certified Surf Operator. All instructors are ISA certified, ensuring top-notch instruction and guidance for surfers.

In addition to its exceptional qualities, Pasta Point enjoys a strategic location in close proximity to other prime surf breaks such as Sultan's, Honky's, and Jailbreaks, all of which can be reached within a short 10-minute distance from the break. For those moments when surfing is not possible, Pasta Point offers additional activities like fishing, snorkeling, and yoga, free of charge, providing options for non-surfers who may be accompanying surfing clients.

Lastly, Pasta Point is operated by Atoll Adventures, a company dedicated to employing local staff, showcasing their commitment to the local community and culture. We are proud to say that Pasta Point has one of the largest repeater client-base in Maldives. We operate on an 85% persons repeater clientele.

Could you share a memorable experience or story from your time working with Tony Hussein Hinde? How has his legacy shaped the values and culture of Atoll Adventures?

I had the privilege of working alongside him for 14 years, and I consider myself incredibly fortunate. He served as my mentor, and the memories I have of our time together are indescribable. Not only was he one of the kindest individuals, but he also proved to be one of the most approachable employers. He was more than just a boss to me; he was a friend and a brother. His passion for surfing was evident as he effortlessly rode Boogie boards, surf boards, short boards, and long boards. Despite his accomplishments, he remained grounded and down to earth. In fact, he seemed more connected to the Maldivian culture than his Australian

roots. His influence extended beyond Atoll Adventures; he played a pivotal role in shaping the modern surfing scene in the Maldives. Tony Hussein Hinde's final wave was ridden at Pasta Point, leaving behind a remarkable legacy that continues to thrive and bring joy while significantly contributing to the nation's economy. His absence is deeply felt, but his memory will always be cherished.

As the most experienced Surf Operations Manager in the Maldives, what advice would you give to aspiring Maldivians seeking a career in the surfing industry? What skills or qualities are essential for success in this field?

Commitment is crucial in whatever endeavor you undertake. The presence of discipline and strong work ethics cannot be overstated. Each person has the same 24 hours in a day, so it is important to prioritize a healthy routine by sleeping early, waking up early, and engaging in stretching exercises before heading out to surf. This early morning session is often the most enjoyable part of the day.

During your youth, it is beneficial to dedicate long hours to your work. This investment will yield rewards as you grow older. It is essential to discover a job that you are passionate about. After all, work comprises a significant portion of your life, and true satisfaction can only be achieved by loving what you do. Continuously explore different opportunities until you find something that genuinely brings you fulfillment. Once you encounter it, you will instinctively know.

How does Atoll Adventures contribute to the local community and the surf community in the Maldives? Can you tell us about any initiatives or projects aimed at supporting the development of surfing and benefiting the island nation?

From the very beginning, Atoll Adventures has been dedicated to supporting the local surf community. During the initial stages, surf-related equipment was scarce in the Maldives, and importing it was not feasible. Therefore, we took the initiative to provide all the necessary equipment, including surf boards, leg ropes, wax, and more, for many years. In 1996, we organized the first invitational surfing competition in the Maldives and extended invitations to all local surfers. The aim was to familiarize them with the competition structure and judging criteria, allowing them to gain valuable experience. Furthermore, we have been consistent sponsors of almost all surfing competitions held in the Maldives, serving as either the main sponsor or co-sponsor to this day.

As part of our corporate social responsibility (CSR) programs, Atoll Adventures allocates over MVR 500,000 annually to support the local surf community. This support includes funding international travel and covering travel expenses for competitions held both domestically and abroad. Additionally, we conduct surf instructor courses in Male and nearby islands, offering internationally recognized certifications such as the International Surfing instructor course and water safety courses in affiliation with the International Surfing Association.



PROPERTY HIGHLIGHT

Turtle Maldives: A Peaceful and Captivating Destination Within the Maldives

Turtle Maldives, is nestled on the picturesque island of Omadhoo, situated in the South Ari Atoll, a captivating region within the Central Maldives. The tropical paradise of Omadhoo is conveniently located 75 kilometers away from Velana International Airport, providing discerning guests with the option of a delightful 1-hour and 30-minute speed boat transfer or a leisurely 4-hour and 30-minute ferry Dhoani.

Turtle Maldives is dedicated to offering an exceptional experience to its esteemed guests. Featuring both Standard and Deluxe rooms, the establishment ensures comfortable accommodations for all travelers, while maintaining affordability without compromise.

At Turtle Maldives, they pride themselves on creating memorable stays for guests by providing a gateway to the wonders of the surrounding waters and captivating island life. Its extensive range of activities rival those found in luxury resorts, allowing guests to indulge in

exciting excursions such as invigorating Fishing Trips, mesmerizing Snorkeling Trips, captivating Dolphin Watching expeditions, and enchanting journeys to the pristine Picnic Islands and Sand Banks.

The knowledgeable and attentive staff are dedicated to ensuring that guest experiences are nothing short of extraordinary. From the moment you arrive, you will be greeted with warm hospitality and personalized service that will leave a lasting impression. Whether you are seeking a blissful retreat or thrilling escapades, Turtle Maldives Guesthouse offers a comprehensive experience that showcases the natural splendors of the Maldives while providing exceptional value for your investment.

One of the standout features of Turtle Maldives is its prime location, as it is the nearest guesthouse to the popular tourist beach and feeding point. A mere 2 to 3 minutes' walk from the establishment, guests can enjoy the pristine sandy shores and crystal-clear waters at their leisure.



To enhance your beach experience, Turtle Maldives offer the convenience of renting snorkeling gear and sun umbrellas directly from the guesthouse, completely free of charge. Dive into the vibrant marine life and explore the mesmerizing coral reefs just steps away from your room.

For your convenience and enjoyment, the first floor houses a cozy coffee shop. There, you can indulge in the finest coffee and tea, available to you around the clock. Additionally, a refrigerator

and utensils are provided in the coffee shop, ensuring that your refreshments and snacks can be conveniently stored and enjoyed at any time.

Experience the unparalleled beauty of the Maldives with Turtle Maldives Guesthouse. Turtle Maldives invites you to embark on an unforgettable journey where adventure and relaxation harmoniously coexist. Discover the wonders of the Maldives and create cherished memories that will last a lifetime.

FIRST TIME IN MALDIVES - DRY SOLID WASTE THERMAL DECOMPOSITION MACHINE (SMART GARBAGE SOLID WASTE (DRY) DISINTEGRATION MACHINE)



Installed at (Real picture) – Kendhikulhudhoo, Maldives



Google Map Location

Type of Waste can be Decompose: <ul style="list-style-type: none">! Dry solid waste (Plastics, Paper, Card Board, Rubber, Thermocol sheet, Clothes, Shoes)! Sanitary pad, Nappy and Disposable medical waste! Plants, Wood, Organic sludge, Kitchen waste etc. (80% Dry Waste + 20% Wet Waste)	Residues after decomposition process: <ul style="list-style-type: none">! Hot flue gas (Non Hazardous)! Bottom ash (Very less amount generation) Can be used in paver block & Cement industries . Volume of waste reduce to 500% . i.e. 10 Ton waste converts into 50 Kg of Ash.! No Smoke
Advantages: <ul style="list-style-type: none">! Easy operation and not required any high skilled man power.! Processing chamber does not required any Electricity, Fuel or Solar energy. (Electricity required only for waste handling, Water circulation & Shredder)! Low operational & Maintenance cost.	Buyer's Obligation: <ul style="list-style-type: none">! All government taxes, duties, port expenses, Local transportation, Agent charges, Helper & Instruments for onsite installation.! Installation & Maintenance team (From India) expenses from male International Airport including local Transportation, Food, Accommodation & Medical if require.

WE WILL APPOINT SOON LOCAL MALDIVIAN AS A OUR ASSOCIATES FOR CUSTOMER CARE, SERVICES AND MAINTENANCE

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EVENTS & AWARDS

South Asian Travel Awards Unveils Hospitality Partners and Begins Jury Evaluations



The South Asian Travel Awards (SATA), a prestigious platform recognizing excellence in the travel and hospitality industry, has announced the commencement of its highly anticipated jury evaluation sessions. Starting June 3, 2023, the evaluation process kicked off in the Maldives, where nominated properties from Maldives were meticulously assessed.

The jury, comprising esteemed travel and hospitality experts and industry pioneers, plays a pivotal role in identifying the finest establishments across South Asia. They bring a wealth of experience and knowledge to the table, ensuring that the evaluation process is comprehensive and impartial.

The jury members for this year's SATA evaluation sessions are:

Mr. Abdula Latheef -

An eminent travel industry figure known for his exceptional insights and expertise.

Dr. Mahamood Shougee -

A renowned professional in the hospitality sector, contributing significantly to its growth and development.

Dr. Sachin Bansal -

A leading expert in the field of travel and tourism, with a deep understanding of industry trends and consumer preferences.

Ms. Mariyam Noordeen -

A respected hospitality industry figure known for her dedication to the culinary field.

Ms. Sangeeta Rana -

An accomplished professional in the travel sector, recognized for her exceptional leadership and industry contributions.

Mr. Tek Mahat -

A trailblazer in the travel and hospitality field, known for his innovative approach and commitment to excellence.

Hospitality Partner:
Maagiri Hotel, Maldives


Maagiri Hotel, renowned for its exquisite accommodations and world-class facilities, has been selected as the Hospitality Partner Hotel for the Maldives Jury Evaluation Sessions. Situated in the heart of Malé, the capital city of Maldives.

"We are thrilled to have Maagiri Hotel as our Hospitality Partner for the Maldives Jury Evaluation Sessions,"

said Suraj Khan, VP of SATA. "With its stunning location, elegant accommodations, and impeccable service, Maagiri Hotel perfectly embodies the essence of the South Asian Travel Awards. We are confident that the jury members will enjoy their stay at this exceptional property and appreciate the hotel's unwavering commitment to excellence."

Hospitality Partner:
Sheraton Grand Bangalore Hotel at Brigade Gateway, India


Sheraton Grand Bangalore Hotel at Brigade Gateway is a luxury hotel located in the heart of Bengaluru. With its contemporary design, world-class amenities, and warm hospitality, the hotel offers a truly exceptional experience to its guests. The hotel features luxurious rooms, state-of-the-art facilities, exquisite dining options, a rejuvenating spa, and a range of event spaces, making it an ideal choice for business and leisure travelers alike.

Hospitality Partner:
Mandarina Colombo, Sri Lanka


Mandarina Colombo is a luxurious hotel located in Colombo, Sri Lanka. With its contemporary design, world-class amenities, and personalized service, the hotel offers a sophisticated experience to its guests. The hotel features spacious and stylishly appointed rooms, a range of dining options highlighting international and local flavors, a rooftop bar with breathtaking views, versatile event spaces for conferences, and other special occasions.

Hospitality Partner:
Hyatt Place Kathmandu, Nepal


Featuring 153 guest rooms including 3 suites and 7 rooms with sit out terraces, Hyatt Place Kathmandu, a modern hotel designed for the multi-tasking traveler welcomes you to find uncomplicated experiences in a casual atmosphere. Experience the seamless shift from corporate to leisure at the place located in peaceful Tahachal, 3km from the Swayambhunath Stupa and 4 km from the city centre.

Jury Evaluation sessions have been currently conducted in the above mentioned regions. SATA team will gear up to travel in July to assess the remaining properties in Bangladesh and Bhutan.

Ooredoo Masrace 2023 Announced with Prize Pool of MVR 160,000 to be Held Across Four Cities of Maldives, as Part of 18th Anniversary Celebrations

Ooredoo Maldives announced on June 15, 2023, the highly anticipated Ooredoo Masrace 2023, the annual fishing competition that has become an integral part of our community every year. Marking Ooredoo Maldives' 18th anniversary, this year's Masrace promises to be bigger and more exciting. The event will take place in four different cities across the Maldives, including Male' City, Kulhudhuffushi City, Fuvahmulah City, and Addu City, throughout the month of August 2023.

Masrace, since its beginning, has captured the hearts of communities nationwide, bringing people together through the joy of fishing. As an activity deeply rooted in the Maldivian culture, Ooredoo Maldives is proud to host this event that showcases our rich fishing heritage. In a press conference held on a fishing boat, Ooredoo Maldives announced its partnership with the Ministry of Fisheries, Marine Resources, and Agriculture, and opening the registration for interested participants via an online portal <http://ore.do/masrace>

"We are excited to join hands with the Ministry of Fisheries, Marine Resources, and Agriculture in organizing Ooredoo Masrace 2023. As we are about to celebrate the 18th Anniversary of our journey here in the Maldives, we have extended the competition to all four cities of the nation enabling more people to join the fun and excitement of Ooredoo Masrace. As a community focused company, we invite all fishing enthusiasts to join us and be a part of the biggest fishing competition of the Maldives." Ooredoo Maldives Managing Director & CEO, Khalid Al-Hamadi.

"We are delighted to partner for Ooredoo Masrace 2023, a significant event that celebrates our fishing heritage. Together, we aim to empower our communities to uphold our traditions and spread awareness on safeguarding our marine resources for future generations. I encourage our youth participation in events such as this, as it not only fosters a sense of companionship but also allows them to connect with our traditional values." Minister of Fisheries, Marine Resources,



and Agriculture, Dr. Hussain Rasheed Hassan. Upon submitting the registration form, teams will be prompted to purchase Masrace Kits for MVR 150 per kit, which will include MasRace Koari and a T-shirt. Each team shall consist of 12 members, including the captain and officials.

The competition will commence on the following dates in each respective city:

- Male' City: 4th August 2023
- Kulhudhuffushi City: 11th August 2023
- Addu City: 18th August 2023
- Fuvahmulah City: 25th August 2023

Ooredoo Masrace 2023 will see max 30 teams competing from each city with a minimum participation of 12 teams. In the case of an overwhelming number of registrations, a draw will be conducted to select the participating teams. Teams that are not selected will receive a full refund.

Prizes worth a total of MVR 160,000 will be awarded, including:

- 1st Place Team: MVR 25,000
- 2nd Place Team: MVR 10,000
- 3rd Place Team: MVR 5,000
- Best Fisherman: MVR 1000
- Best Fisherwoman: MVR 1000



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EVENTS & AWARDS

MNACI Signs with Medium Events to Organize and Manage National Build Expo and Additional Components



Maldives National Association of Construction Industry (MNACI) has signed with Medium Events to organize and manage National Build Expo, National Builders Awards and Maldives Builders Magazine.

MNACI has also signed to endorse

Construction Industry Forum (CIF) 2023. CIF brings together construction business owners, Executives, Engineers, Surveyors and others involved in the industry to exchange ideas and valuable information through interactive practices such as panel discussions and keynote speeches.

The events and magazine will provide a platform for construction industry professionals to showcase their products, services, and achievements. The National Build Expo will serve as a gathering for companies involved in the construction sector, allowing them to exhibit their raw materials, heavy vehicles, and other construction-related products. This will create opportunities for networking, business partnerships, and knowledge sharing among industry stakeholders.

The National Builders Awards will recognize and honor outstanding achievements and contributions by individuals and companies in the construction industry. This will not only serve as an incentive for excellence but also raise awareness of the high standards and professionalism within the industry.

Additionally, the Maldives Builders

Magazine will serve as a valuable resource for industry professionals, providing information on the latest trends, technologies, projects, and developments in the construction sector. It will contribute to knowledge dissemination and promote best practices, further enhancing the overall growth and sustainability of the industry.

Given that the construction industry is one of the key contributors to the Maldives' economy, these initiatives will play a crucial role in its development and success. By fostering collaboration, promoting innovation, and recognizing excellence, the MNACI and Medium Events partnership will contribute to the overall growth and competitiveness of the construction industry in the Maldives over the next six years as per the agreement.

Urbanco Endorses Maldives Living Expo 2023 as Title Sponsor

Maldives Living Expo returns for its 11th Edition with Urbanco, the leading urban developer of Maldives, as the title sponsor.

Under the new brand name Urbanco, the state-owned corporation has diversified its scope to include the urban development of Hulhumalé, Gulhifalhu, Thilafushi, Kudagiri and Urban Isle. Thus, making Urbanco the most ideal title sponsor to represent Maldives Living Expo 2023.

The latest edition of Maldives Living Expo will be held on 10th, 11th, and 12th August 2023 at Central Park, Hulhumalé.

Maldives Living Expo 2023 has currently unveiled the following main sponsors and partners:

- Co-sponsor - **TATA Housing**
- Co-sponsor - **Mohan Mutha Exports**
- Home Appliance Partner - **STO People's Choice**
- Banking Partner - **BML Islamic**
- Insurance Partner - **Allied Insurance**

About Maldives Living Expo

Initiated by Highrise Pvt Ltd in 2013, Maldives Living Expo is the only Property exhibition held in the Maldives to target the Maldivian investors / potential buyers who want to invest in a second Home with the Luxury Real Estate options, other



service providers for Home, Living & Lifestyle with Financial Service providers.

The key objective to host the event in this challenging time is to provide elite information in one platform with the competitors of luxury living and lifestyle in the market. Also, to inspire and meet the aspiration of the young, modern, and first-time home buyers who want a house which

fulfills their dreams with respect to the lifestyle they want to live. This event will be a stepping-stone for a strong foundation for the future generation.

Highrise team is delighted to announce that they have local key businesses, foreign exhibitors, exciting Visit and Win Lucky draws, new product launchings, inspirational talk shows happening in the 3 days event of Maldives Living Expo 2023.

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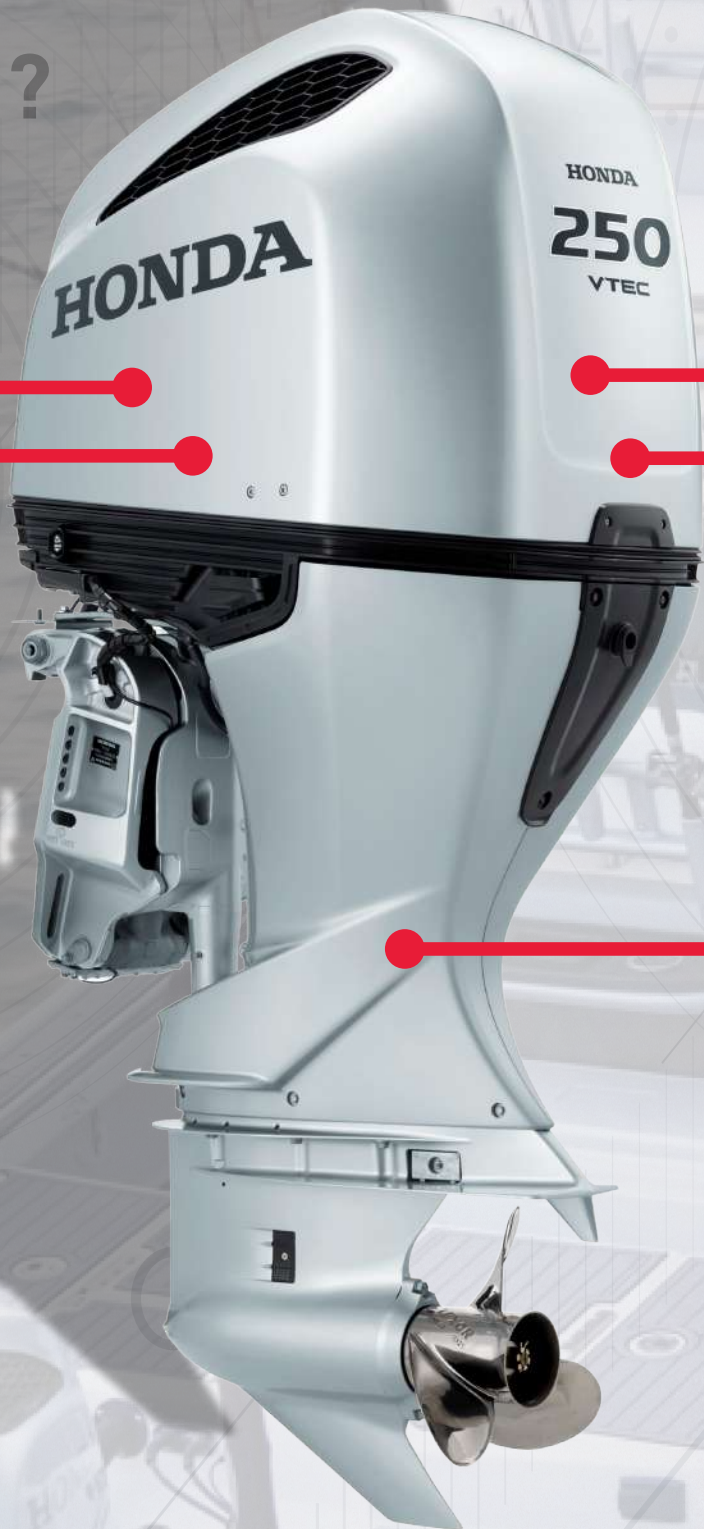
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IN THE NEWS

MACL Collaborates with Maldives Police Service to Inaugurate Comprehensive Road Safety Awareness Program

In a significant move towards reinforcing safety on the roads, Maldives Airports Company Limited (MACL) has launched a Road Safety Awareness Program in collaboration with the Maldives Police Service.

The inauguration ceremony held at Hulhule', was officiated by Deputy Managing Director of MACL, Ibrahim Thoha, and Assistant Commissioner of Police, Ahmed Abdul Rahman. This event marks a new chapter in MACL's commitment to fostering a safe environment within and around the airport premises.

The Maldives Police Service's Road Safety Awareness and Prevention section is instrumental in planning, directing, coordinating, controlling, and enforcing land transport laws and requirements. Through this partnership with MACL, the agency aims to strengthen its relationship with the public and spread safety awareness nationwide.

MACL's Safety, Security and Compliance Department has lined up a series of activities throughout the year under this newly inaugurated Road Safety Awareness



Program. The initiative will include targeted awareness sessions for senior management, general employees, and drivers.

During his address at the inauguration, Deputy Managing Director Thoha underscored the importance of rule adherence and speed limit observance. He urged everyone to exercise caution, noting the frequent traffic of large buses and vehicles in Hulhule'.

Likewise, the Assistant Commissioner of Police encouraged staff to remain vigilant to potential risk factors and to report any safety concerns to the relevant authorities promptly.

The inauguration ceremony concluded with an informative awareness session for the senior management of MACL. This program marks a firm commitment towards creating a safer environment for all staff and visitors at Velana International Airport.

Allied Community Fund and Education Fund Opens for Applications



Community Fund and Education Fund created by Allied Insurance Company under their corporate social responsibility initiative "Premium for Good", opens for application submission.

"Allied Community Fund" is a funding program aimed towards funding the community-based organizations in the atolls to empower their initiatives towards

enhancing the community. The initiatives are categorized into the sections of health, social services, environment protection, rights of women and children, education, and history. The applicants are to submit their proposal via email to communityfund@allied.mv before 16:00 hrs of August 15, 2023, and the 4 finest concept applications will receive a fiscal assistance of MVR 50,000.

"Allied Education Fund" is targeted towards encouraging initiatives that empower teachers and students as well as strengthen the education system. The applicants interested in applying for this fund are to submit their proposal via email to educationfund@allied.mv before 16:00 hrs of August 15, 2023, out of which the 8 most compelling proposals will receive a fiscal assistance of MVR 25,000.

Allied highlighted that the funding programs had been initiated with a lot of high hopes and in reference to the experience of last year, this year too can become a medium to overcome the monetary hurdles faced by the communities from different parts of the nation when it comes to community refining activities. Further, to have witnessed prosperity in these communities has been instrumental in deciding to continue with these funding programs. The latest updates of the programs can be viewed from <https://allied.mv/csr>

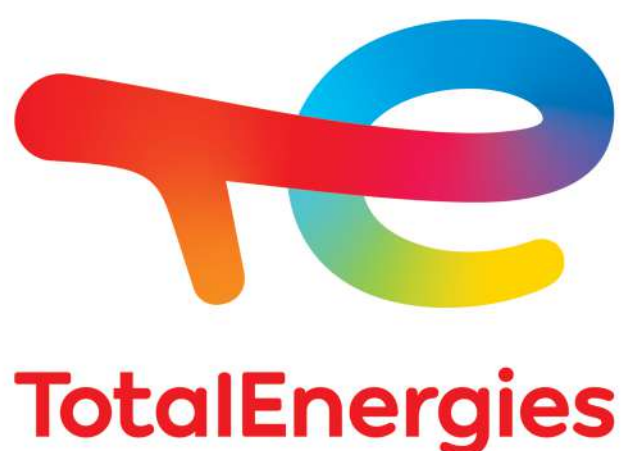
"Premium for Good" is a CSR initiative launched by Allied in 2018 that aligns with the sustainable development structure by the UN and acts as an underlying base to ensure continued sustainable programs by Allied to foster a healthier community growth. Through this initiative, Allied has successfully been working on bringing environment friendly changes as well as changes to the academic system consistently.

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BON APPÉTIT

Hickory smoked lonumirus baked fish



I was born in kaafu huraa island. I have always been passionate about cooking which was first inspired from my father. After completing my studies at Sri Lanka I started my career from the Fourseasons resort Maldives apprenticeship program and then continued in few other resorts such as six senses laamu, Vakkaru, fushifaru & LUX* north, then followed footsteps of one of the best chefs around the Maldives. I found my special interest in the Japanese cuisine and learnt a good practical level under chef Fatheen and chef Adhil and later completed a year in LUX* North as a sushi chef. Right now I'm working as a speciality CDP at the Maldivian fine dining restaurant "Batheli" in Milaidhoo island, Baa Atoll.

Hickory smoked lonumirus & lemon zest crusted baked white snapper, breadfruit-coconut & banana blossom salad, sweet potato yellow curry, kulhi Roshi cracker. This dish was inspired by local delicacies "fihunu mas" & "kiru garudhiya". Dish combines with additional local ingredients carried with different cooking methods.

INGREDIENTS:

For the fish

- 180g white snapper fillet
- 3g Maldivian hanaakuri havaahu
- 03g Lonumirus
- 01g zest of lemon
- 15g panko breadcrumb
- 14g butter
- 1 tbsp lemon juice
- Salt & pepper to season

For the Salad

- 60g Boiled & diced breadfruit in turmeric
- 20g fried banana blossom
- 15g grated fresh coconut
- 04g chopped fried curry leaves
- 1tsp coconut honey
- 1 piece of fried red chili
- 2tsp extra virgin olive oil
- 2tsp lime juice
- Salt & pepper to season

For the Curry Sauce

- 60g Maldivian sweet potatoes diced
- 15g pumpkin diced
- 20g red onions finely sliced
- 2g pandan leaves
- 2g curry leaves
- ½ tsp turmeric powder
- ½ tsp roasted cumin powder
- 10g chopped fresh tomatoes
- 10g butter
- 50ml vegetable stock
- 05g garlic & ginger paste
- 20ml coconut cream

Rihaakuru Cracker

- 05g rihaakuru
- 20g all-purpose flour
- 6ml warm water
- 1tsp of salt
- For smoking the dish
- Hickory smoked wood
- Smoke gun
- Glass lid to cover the plate

METHOD:

- 1) Marinate the fish with hanaakuri havaadhu, salt, pepper & lime juice and sear the both sides of the fish on a medium-high heat on a non-sticky pan.
- 2) Combine the Lonumirus with breadcrumb & butter and mix it well and apply the crumb on top side of the fish and set aside.
- 3) For the salad, mix well the coconut honey, lime juice & extra virgin olive and toss in with all the salad ingredients & season with salt & pepper.
- 4) For the rihaakuru cracker make the dough by adding flour, salt & water together then knead it to make a dough. add the rihaakuru and knead it well & with a rolling pin knead it thinly and use a metal mold with baking paper around it to make a spiral and bake it in the oven in 180°C for 7-10 mins.
- 5) To begin with the curry sauce, in a small pot on medium heat melt the butter & add the onions, curry leaves, pandan leaves, ginger & garlic paste and sauté until fragrant.
- 6) Add the dry spices and sauté for 2 minutes and add the chopped tomatoes with the pumpkin & sweet potato and continue to sauté until the potatoes get soft.
- 7) Now add the vegetable stock and cook until its reduced and add the coconut cream. Season with salt and simmer for a while and turn off the heat.
- 8) Blend the sauce until smooth and strain with a fine strainer.
- 9) Bake the fish in 180 °C for 5 minutes (depending on the thickness, freshness of the fish fillet) Once the fish is ready grate fresh zest of lemon on top of the fish.
- 10) Warm up the sauce and plate it along with the fish fillet, salad and the rihaakuru cracker on top of the fish.
- 11) Cover the plate with the glass lid and use the smoke gun to smoke the dish and let it sit for 2 minutes and serve.

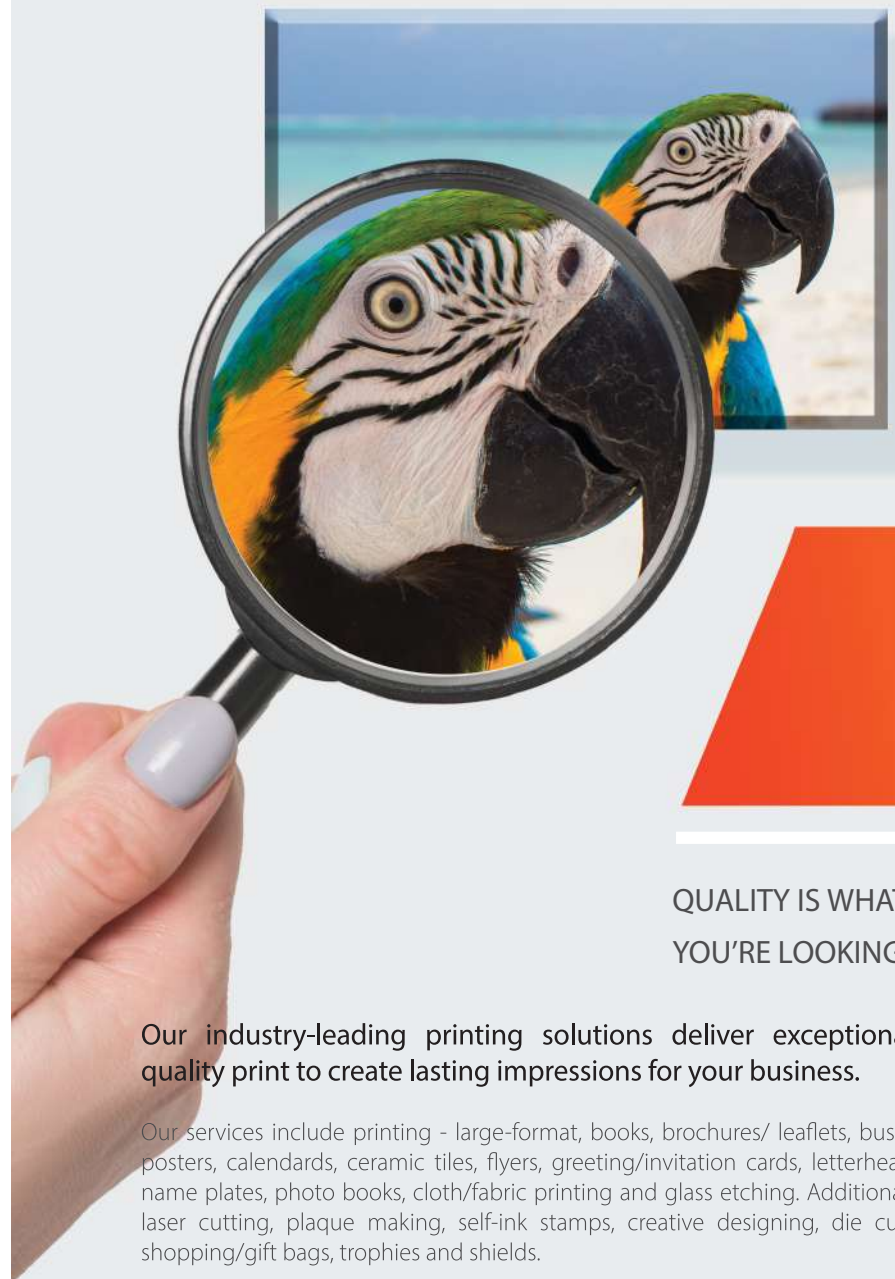


Courtesy of
Speciality CDP
Ali Ziyen
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Frankly Speaking

What impact do you anticipate the government's fifth tourism master plan, which prioritizes increasing bed nights and enhancing services, will have on the tourism industry?



Ahmed Zubair Adam
Director
Blue Horizon

Maldives is a leading destination in the tourism sector and as Maldives increase bed capacity, we need to increase our bed nights and focus on service delivery as well. The 5th tourism master plan should also be addressing the need for a strong international Maldives national carrier to achieve that goal. With so many International Airports developed in Maldives, we need to be looking at Maldives as a hub destination that connects Africa to the Far East and as a stopover holiday destination as well.



Ibrahim Ali Jaleel
Vice President
SME & Entrepreneurs Federation of Maldives

I believe increasing bed nights & enhancing services is going to be a good move as this will maintain a good occupancy rate.

More importantly, we need to expand the National Carrier, Maldivian, to facilitate convenient transfer of tourists. I further believe a JV model with a market giant would be ideal, providing us with a swift result.



Ismail Hameed
President
National Boating Association of Maldives

Master plans should be implemented and adopted well. Otherwise, the purpose of making master plans would be useless spending. Plans made in the last 20 years had development of marinas included and no efforts were made.

The number of beds on boats increases year by year. But the challenges of anchoring become higher as the number grows. Meanwhile, the domestic air transport prices are absurdly high to conduct the business, which will also become a big issue to expand tourism to far atolls.



Ahmed Afrah
Director
Canopus Maldives

The 5th Tourism Master Plan (5TMP) is an ambitious and crucial plan to take the tourism industry to a new height. The 5TMP's primary focus is on increasing yield, occupancy rates and relying less on volume. This focus will allow greater improvement to the guest holiday experiences, maintain the high quality standard of Maldives brand and benefit every stakeholder in the industry (investors, workers, communities and support sectors). This focus will also allow better management of the impact on the environment and utilization of limited resources such as natural attractions, aviation capacity and human capital.

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