

# MSC CELEBRATES ITS 25<sup>TH</sup> ANNIVERSARY IN ASIA



2021 marks the 25th anniversary for MSC Mediterranean Shipping Company's business in Asia. MSC maintains its firm commitment to enabling trade to and from the region. Despite the high volatility and huge swings in demand caused by the COVID-19 pandemic, MSC has kept a close eye on the market and has been nimbly adjusting its service network, including launching new services, to cater to new growth opportunities.

MSC set up its first office in the region in Singapore in April 1996, and today, it has over 50 offices in 10 markets: Singapore, Greater China, Indonesia, Thailand, Malaysia, Vietnam, Korea, Japan, Cambodia & Myanmar. Since June 2011, MSC is represented by a third-party agent in the Maldives under the brand name Centurion Group Plc.

Centurion group of companies are multi-disciplinary businesses that started its operation in Maldives in March 2009. We provide reliable and effective transport solutions, specializing in the delivery of cargo to any location within Maldives and engage in businesses that supports the trade in general.

Today, Centurion operates with more than one hundred staff from three locations in Maldives covering Northern and Southern international and domestic ports. Centurion operate with a fleet of our own boats, with modern refrigerated cooling system and equipment necessary to provide reliable, efficient and organized logistical solutions to individuals and businesses in the Maldives.



Centurion is perceived to be one of the most reputed and well-recognized transport logistic solutions providers in Maldives. After a few short years of operation, Centurion's success in this endeavor has enabled them to expand and at present, The company has been rebranded as Centurion PLC as a public limited company.

# Centurion Air appointed as PSA agent for Srilankan Airlines

Centurion Air has been appointed as Passenger Sales Agent for Srilankan Airlines.

The appointment was made at a small ceremony held at Ace Travels head office, on 30th November 2021, as the National Airlines of Sri Lanka seeks recovery, increased Sales and market share.

Srilankan Airlines has Cemented a firm reputation worldwide for its services, safety comfort and reliability notching many enviable industry awards along the way.



## Mrs. Aishath Naizoona

Work experience – 22 years at airline industry

Worked at The Presidents Office

Completed Associates Degree in Business Management

Dedicated 100 percent

Friendly with positive thinking at all times

Loves to laugh and love to see others happy

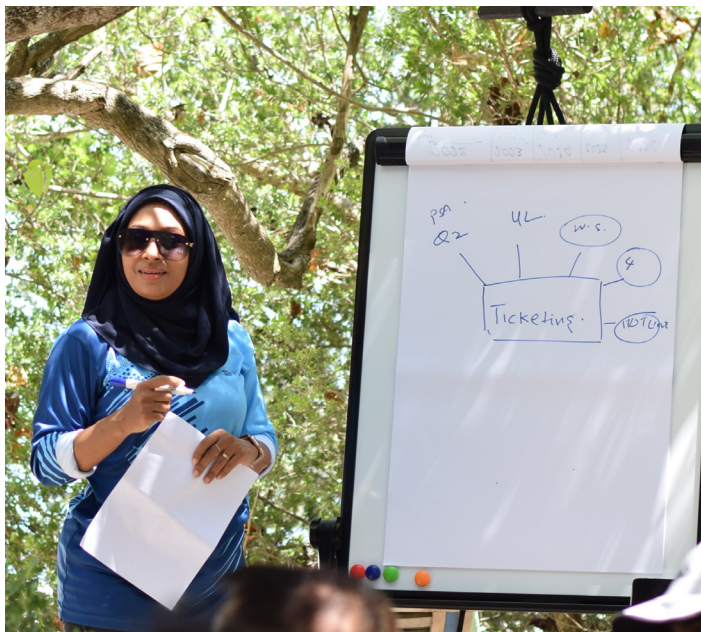
### Why do you need an airline ticketing agent?

*Travel agents are extremely important to luxury travelers as well as budget travelers.*

*Luxury travelers do not wish to waste their time on searching for flights. Rather would prefer someone else to make the arrangements for them as per their preference*

*Budget travelers want the cheapest option and would like to analyse all options before making a decision, and travel agents will have more visibility of options than an individual customer*

*In unfortunate events or emergencies like Climate change, civil unrest, disease outbreaks or some weather events (spoiler alert, it's real) Travel agents will be more experience and equipped with better options to help customers find the best alternative solutions during these times, assisting to make their journey as smooth as possible*



## Why do you want this job as Airline Ticket Agent?

*I started my career as a ticketing agent and with experience of 27 years in this field now I am in a position to run this Agency. I find this as a self developing opportunity where I feel a lot of job satisfaction knowing that I am able to help lot of people, specially when we have a happy customer*

## How do you handle confidentiality in your work?

- Ensuring that confidential information is always locked away and not left unattended.
- Password-protecting sensitive computer files.
- Marking confidential information clearly as such, and ensuring that paper copies are shredded before disposed.
- Avoid talking company information with outsiders or with juniors.

*In a job where people share lots of personal detail, it is very important to make the client feel that their information is treated with the most confidentiality. Personally I make sure that all such information are stored in a secure location with password protection where need as well as discarded, in the a secure way like shredding.*

*Also all my staff are well educated on the importance of protecting the customer's confidentiality.*

## What motivates you to succeed?

*My husband motivates me to take challenges in life. He is the one who has motivated me to take this challenge and guided when whenever me get stagnated.*

## How do you measure success?

*Company Revenue and Profitability. Number of Satisfied Customers. Happy Team Members Self-Satisfaction. Level of Learning and Knowledge.*

## What is your greatest professional achievement?

*With limited resources available and at a difficult time like this, we are able to exceed our sales targets. As a result, Airlines recognize us as a successful agency.*

## What is your biggest weakness as Airline Ticket Agent?

*We require Proper system integration. Therefore, we can provide solutions at our finger tips I feel better not talk about weakness.*

## Describe your work ethic?

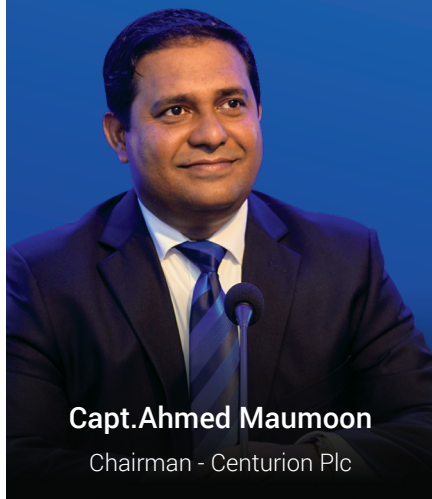
*Work ethic is a valuable attribute that employers look for in every industry.*

*I always do all possible to maintain Employees with a strong work ethic by exhibiting a particular set of values and behaviors.*

- Reliability
- Dedication
- Discipline
- Productivity
- Cooperation
- Integrity
- Responsibility



## Chairman's view from the corner office



**Capt. Ahmed Maumoon**

Chairman - Centurion Plc

### What do you feel is the biggest strength of our company right now?

*"Well, our company's greatest strength is having a young workforce that embraces change. In such a dynamic period, the innovativeness depends on these young talents and the changes they embrace. Hence, in my opinion, our most valuable asset is our workforce."*

### What goal do you have for the company?

*"Within the next five years, I would like to see us grow out of the Maldives. In terms of other objectives, I would like to see the company's revenue exceed a billion mark."*

### In your perspective, what more can we do in our role to help achieve this (goal)?

*"The most essential thing employees can do is bring changes in accordance with the company's direction and then push it and benefit from this particular time while positioning the company in the right direction by utilizing market opportunities."*

### What was the path you took to get to where you are today?

*"I had a very ambitious professional career. When I was in middle and high school, I knew exactly where I wanted to be. My first career path was in Maritime sector, and my target was to become the Managing Director of National Shipping Limited which I was able to achieve in no time. After that, I started my own business with the goal of bringing things to life, which piqued my interest further. I want to do more, and I wanted to make this company valuable enough that when handed over, others could continue to grow it for the next 50 years."*

### What have been the biggest challenges you've had to overcome?

*"My biggest challenge would be acquiring access to finance and propelling the company at the required speed. Unfortunately, in the Maldives it is challenging to find qualified personnel with prior experience in the shipping industry making it hard to find the right employees within the field. Therefore, finance and human resources are the biggest challenges we face."*

### What are your outside interests?

*"Aside from business, I enjoy philanthropy and working with Rotary. I enjoy reading as well, particularly relating to current affairs in business and politics."*

### Already being the Market Leader of Shipping and Logistics, why have you decided to start Air Segment?

*"In my opinion, a logistics company is not always required to transport cargo. It is only one segment of the logistics business, with passenger logistics being the other part. Hence, we let that part in as we want to be a company that offers a total 360-degree service in the industry. Currently, we have a complete profile with Air services, that includes everything from ground handling to passenger services. Since we have got the best of both segments in the logistic business covered, cargo and passengers, we feel we have now covered all grounds and rest is to keep on expanding each segment."*

### How is the Pandemic affecting the way company operates?

*"I believe we will be among the first companies to recognize the impending pandemic. Our Managing Director, Mr. Aimon Jameel, was in Singapore at the time, and he was able to quickly relay international reactions to us. As a result, we were able to prepare for potential pandemic situations, with us performing mock tests like working from home. Naturally, we had to shift our work from an office to a home-based environment which was a significant challenge that we handled admirably in comparison to others. As a logistic company, we encountered additional difficulties as a large portion of our business was dependent on transportation, both passengers and cargo. Centurion was, and continues to be one of the hardest hit industries. So, in order to continue, we must find alternative ways to sustain our business while managing to retain our employees without losing them. These factors influenced how we operated, necessitating the search for new business models and segments. From there we developed Cenex, which will be among the most important segments that would aid us to expand internationally."*

### How do you keep your team motivated in the face of conflict and obstacles?

*"Providing our voice and opinions through the weekly Teams meetings tend to be one of the benefits provided to our employees, both who work close to us and those who work far away. Along with that we organize events that involve the employees. Additionally, we would aggressively improve our financial positions to keep the employees focused on their work without having to worry about their payroll. These two elements contribute to motivation. Both financially and in terms of the working environment. In terms of the working environment, we strive to provide a welcoming environment in which there is an open-door policy, where staff have unrestricted access to their superiors."*