

Malaysia Airlines hosts inaugural global Trade Elevation Summit 2024

- A Monitor Report

Date: 16 July, 2024



Kuala Lumpur : Malaysia Airlines successfully hosted the largest ever airline trade event in Malaysia-its first Trade Elevation Summit 2024, in collaboration with Tourism Malaysia and the Malaysia Convention and Exhibition Bureau, said a press release on July 1.

The summit marked a significant milestone for Malaysia Airlines as it advances the goals of Visit Malaysia Year 2026 and positioned Kuala Lumpur as a gateway for Asia and beyond, establishing Malaysia as a true ASEAN tourism and aviation hub, added the release.

Speaking on the occasion, Datuk Captain Izham Ismail, Group Managing Director, Malaysia Aviation Group, said, "We will continue leveraging our partnerships to fuel our expansion, increase our reach and commit our efforts to drive growth both domestically and globally, looking forward to forging strategic partnerships that form a robust network,

broadening our market reach."

The inaugural event brought together 300 delegates, including over 200 international attendees from 48 cities and 21 countries. Key decision-makers from major trade companies worldwide participated in the summit.

The summit also featured the Golden Wau Awards, the first of its kind in the industry, to celebrate top-performing sales agents who demonstrated exceptional achievements in driving revenue.