

Saimon Global celebrates new GSA partnership with SIA

A Monitor Report

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Dhaka: Saimon Global, the newly appointed General Sales Agent (passenger) of Singapore in Bangladesh, held a reception ceremony for the airline officials to celebrate the new partnership at the former's head office in the capital on February 17.

George Robertson, General Manager Bangladesh, Haziq Sulaiman, Station Manager Dhaka, and Rifat Kader, Sales Manager from Singapore Airlines and Yami M Saleh, Managing Director, Afsia Saleh, Deputy Managing Director and Nazeeba Sara, Director from Saimon Global were present on the occasion among others.

"Representing a leading international airline was my late father's dream. This is an excellent complement to Saimon's Brand as a whole. I am very much committed in providing my company's utmost dedication to Singapore Airlines and add value to the carrier's operations in Bangladesh", said Yami M Saleh in his welcome speech.

SIA General Manager Bangladesh George Robert-son also spoke on the occasion and congratulated the newly appointed general sales agent of the airline.

The programme ended with a cake-cutting ceremony to celebrate the occasion. Singapore Airlines started its operations between Dhaka and Singapore in October 1986 with two weekly flights. It has been serving the Bangladesh market since then

growing to 10 weekly flights until the airline temporarily suspended operations following the Covid-19 pandemic.

On October 20 last year, SIA reinstated operations in Bangladesh with again two weekly flights, and currently the airline flies four weekly on Dhaka-Singapore route with Airbus A350-900. Recently, Singapore Airlines has been awarded the Diamond rating in the APEX Health Safety powered by SimpliFlying audit of global airlines.

On the other hand, Saimon Global is a concern of the renowned Saimon Group. Other than representing multiple airlines as GSA, the company is involved in providing several travel related services such as operating Visa Application Centers for Thailand, Singapore, Dubai, US and Spain.

Also, the company has now stepped into the travel tech sector by launching an online flight booking app Tryotel.