

## **Cathay Pacific appoints Rakesh Raicar as new Regional GM**

- A Monitor Desk Report

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Dhaka: Hong-Kong based Cathay Pacific has appointed Rakesh Raicar as its new Regional General Manager for South Asia, Middle East and Africa.

Raicar has over 30 years of experience working with Cathay Pacific and now will take over from his predecessor Mark Sutch.

Based in Mumbai, India, Raicar would be responsible for the growth of the airline's business and operations in the aforementioned regions.

Raicar started his career with Cathay Pacific in 1992 and has held several roles through the course of his tenure including Regional Marketing and Sales Manager, South Asia and Sales and Country Manager, South Africa and Indian Ocean.

His most recent role was General Manager - South West Pacific where he led, developed and executed commercial strategies for the entire region.

On this occasion, Rakesh Raicar said, “My journey with Cathay Pacific has been very enriching. Cathay Pacific has always seen SAMEA as an important region in the network to grow our passenger and cargo business.”

“As an airline with a vision to be one of the world’s greatest service brands, we continue to stay true to our brand ethos and move forward for our customers and partners by offering them a series of enhancements and services across our business verticals.”

Rakesh holds a Bachelor’s degree in Commerce from University of Mumbai and a post-graduate diploma in Marketing from the Jannalal Bajaj Institute of Management Studies.

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