

## Press Release for The Launching of “VIA Maldives” Magazine

November 5, 2018



The first edition of “VIA Maldives” was launched on 5th November 2018 in Maldives, along with WTM (World Trade Market) in London. The event held in the Maldives took place at Maamahi Executive Lounge in Velana International Airport, and the magazine was launched by Mr. Adil Moosa, Managing Director of Maldives Airports Company Limited & Mr. Adeel Ismail, CEO of Think Associates Pvt. Ltd. Concurrently, the magazine was launched at WTM in London by Mr. Ahmed Shiaan, Ambassador of UK/Belgium and the European Union. The launch included the website and social media of the magazine as well.

The magazine includes information about the Maldives and Velana International Airport with dedicated sections on news & highlights, VIA passenger facilities, and information about selected atolls, resorts & guest house islands.

As Velana International Airport provides access to over 4.4 million passengers annually, this magazine will open an excellent platform for advertising and destination marketing. The magazine will be available via Kiosks placed at prime locations of the airport. Maldives Airports Company Ltd (MACL) awarded Think Advertising the right to develop and publish the official magazine of Velana International Airport, “VIA Maldives” on 01<sup>st</sup> February 2018.

Velana International Airport “VIA” is the primary Airport of the Maldives since 12th April 1966. Managed and Operated by Maldives Airports Company Limited, VIA has been serving as the gateway to the Maldives for over 52 years. At present, VIA connects over 35 international destinations via over 30 international airlines including major hubs in Europe, Middle East, South Asia, South East Asia and Far East.

Formed in 2005, Think Advertising is one of the leading advertising and events management company in the Maldives serving a major clientele. Think Advertising has published the Trans Maldivian in-flight magazine for the past 8 years, and in addition, published two editions of the Maldivian in-flight magazine “Vara”.

#### **About Maldives Airports Company Ltd**

Maldives Airports Company Limited (MACL) is a 100% government owned limited liability company incorporated under the Companies Act of the Republic of Maldives. MACL is governed by a Board of Directors appointed by the Privatisation & Corporatisation Board of the Maldives. The Corporate Office of MACL is located on the island of Hulhulé, Republic of Maldives.

Maldives Airports Company Limited is the operator of Velana International Airport and has been massively involved in destination marketing and bringing in new airlines to the Maldives to boost up the tourism industry. MACL has embarked on one of the biggest development projects in the history of Maldives to transform Velana International Airport into a world class Airport. The developments include a brand-new International Passenger Terminal, a Code F runway, a Cargo Terminal Complex and a Fuel Farm along with a Hydrant System and other infrastructural developments at Velana international Airport.

#### **For further information please contact**

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#### **About Think Advertising**

THINK is a full-service advertising and event management agency with a rich portfolio that consists of the most prestigious names in the country. Formed in 2005, THINK brings together local talent that combine knowledge, creativity and organizational strength to create and execute advertising and marketing campaigns nationwide. THINK’s services include Advertising, Video Production, Branding, Digital Marketing, Event Management, Publishing and Market Research.

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