



MOBY DICK



AVEX
AIRSHOW
& AVIATION EXPO

**SPECIAL EDITION
SHARM-EL-SHEIKH
2008**

Have a Whale of a Time

MOBY DICK GREETING AVEX Air Show & Aviation Expo 2008



Ahmad M. Shafik
Minister of Civil Aviation



Dear readers, dear partners and colleagues

Welcome to Avex Airshow & Aviation Expo 2008

Moby Dick Solutions S.A.E has the honour to participate in the Avex Airshow & Aviation Expo 2008 taking place at the Sharm el Sheikh International Airport on November 5th – 8th.

We would like to take the opportunity to express our sincere thanks to The Egyptian Ministry of Civil Aviation Authority to host one of the world's most exclusive aviation events.

His Excellency, Ahmad Mohammed Shafik, the Minister of Civil Aviation in Egypt, managed to bring this top-class event for the third time to our country. Under his ambitious leadership, the aviation industry in Egypt has made huge steps in the past. With his innovative way of thinking, the improvements in the civil aviation of our country are measurable for everybody: the membership of EgyptAir in the Star Alliance, the upcoming opening of the new Terminal 3 at Cairo International Airport, and the successful implementation of EgyptAir Express.

Guided by his vision, His Excellency, Ahmad Mohammed Shafik has succeeded to build up Cairo International Airport to an important and big hub in the Middle East. In turbulent times we are all facing now, we need pioneers like him to step forward in the development of our economic system. For Egypt, civil aviation and tourism are the main pillars supporting the national economy, and the AVEX Airshow & Aviation Expo is the perfect platform to present the wide range of offerings that serve these industries.

Sharm el Sheikh is becoming a significant midpoint for major strategic and business meetings and as a testimony to that – it is a regular host for the World Economic Forum and the African Summit. During the four days of the exhibition, Avex will be the melting pot for aviation management, world's leading businessmen and top investors.

Facing the tough days of the global financial crisis, we all have to find solutions to keep our business stable and growing. We are convinced that at the AVEX Air Show and Aviation Expo all participants will be given new perspectives and ideas to maintain that stability and to move towards that growth.

We are looking forward to meeting you at the AVEX Air Show. Our booth No. – B7

Sincerely yours,

Moby Dick Team

MOBY DICK SPECIAL EDITION AVEX Air Show & Aviation Expo 2008

01

CONTENTS

MOBY DICK Moby Dick Solutions attending AVEX in Sharm-el-Sheikh	02
EGYPTAIR Gen. Ibrahim Manaa, Chairman, Egyptian Holding Company for Airports and Air Navigation	03
EGYPTAIR Interview with Pilot Tawfik Assy, Chairman and CEO, EgyptAir Holding Company	04
EGYPTAIR Catering Station, Sharm-el-Sheikh	06
EGYPTAIR Catering Station, Hurghada	07
MOBY DICK In-Flight Solutions	08
MOBY DICK Company News	09

IMPRINT

Headquarter
Moby Dick Solutions S.A.E.
84511 Hurghada
Red Sea / Egypt
Phone + 20-65 344 51 60
Fax + 20-65 344 00 51
www.mobydick-egypt.com

Editorial / Press Release
Earthrise Solutions GmbH
Königsplatz 55
D-10707 Berlin / Germany
Phone + 49-30 221 624 977
Fax + 49-30 78 69 126
www.earthrise-solutions.com

Editor-in-Chief
Claudia Kleist (V.i.S.d.R.)

Layout / Design
Manoj Kurian Kalupurackal
Phone + 91 221 99 729 12
milkairgroup.com

Photographers

Katja Hoffmann / photographer
Tautraue 101
D-10119 Berlin / Germany
Phone +49 30 2463 77-07
Fax: Phone +49 30 2463 77-07

Karim Mahzen / photographer
shades advertising photography
1 Ab Ahmed Shawki Street
Alexandria / Egypt
Phone +2-03-5431388
Cell +2-01-23115574

Unless otherwise noted, all published
photos are private

Cover photo: Katja Hoffmann

Thanks to all our friends & partners



02 **MOBY DICK** **WHAT'S NEW?** **The world meets AVEX**

Moby Dick Solutions S.A.E is to participate in the AVEX Air Show 2008

Moby Dick Solutions S.A.E. is excited to be a part of a special occasion when representatives of the aviation world meet at the AVEX Air Show and Aviation Expo in Sharm-el-Sheikh on November 5th-8th 2008. During this premier event, many aviation professionals will come to this hotspot to a convention of elite and top executives, governmental and diplomatic representatives, international aviation authorities and top investors from around the globe. The AVEX Airshow and Aviation Expo consolidates decision makers and business people, who are all related directly or indirectly to the aviation industry.

For Moby Dick Solutions S.A.E, this top-class event is the perfect platform to present a wide range of Inflight Services we offer to our customers. We are the biggest private airline catering company in Egypt. Up till now, we have produced 1.7 million meals to be served in the sky, looking for 2.2 million at the end of 2008. Currently, we work together with 47 international airlines. During the days of AVEX, we will be able to actually demonstrate in full what we do best – uplift catering upon request to any aircraft, according to our customer's individual requirements. It is a great opportunity to prove the high quality and international standards of our products and services.

The goal of Moby Dick Solutions S.A.E. at the Avex Air Show is to present ourselves as airline caterers of course, but our main concern is to show in reality that we can provide our customers with integrated Inflight Solutions to facilitate the cabin area. Each airline depends on its travelers, and each individual has his or her own needs and special requests regarding food and eating habits; in order to meet these demands we are specialized in working out individual offers for our clients.

Meet us at our booth # B7 at the AVEX Air Show we would like an opportunity of a face to face chat to find out what solutions we can offer for you.

We are looking forward to meeting you in Sharm-el-Sheikh. ■



EGYPTAIR INTERVIEW GENERAL IBRAHIM MANAA

03

Interview with Gen. Ibrahim Manna, Chairman Egyptian Holding Company for Airports & Air Navigation

MDS (Moby Dick Solutions)

Gen. Manna, the Avex Airshow & Aviation Expo takes place in Sharm El Sheikh 5-8 November 2008. What do you expect from this top-class event for Egypt/ Egyptian aviation?



General: This event is a real good opportunity to explain the big process in the civil aviation of Egypt. In the last five years my country did enormous efforts and improvement in this field. We can take the chance to announce our new activities to the airline industries worldwide, putting EgyptAir on this platform. For my opinion Sharm-el-Sheikh is a very nice place for this top-class event, there is no traffic problem like in Cairo and we have a very high security standard there.

MDS: In July 2008 EgyptAir joined the Star Alliance, how did this membership affect the daily operation business of EgyptAir?

General: 5 years ago the decision was made to develop International Cairo Airport to a hub with EgyptAir as the main player. The airline did big efforts to reach this goal and they did a great job so far. The main changes were made in the revenue management and in the installation of the network. The feedback from Star Alliance until now is very positive. EgyptAir announced to increase their fleet until 2012 to 75 aircrafts. They established the very successful „EgyptAir Express“, which is operating in the domestic market.

MDS: In the last three weeks the international financial crisis affects the business worldwide. Do you feel in your business any impact? In your opinion, how will this affect the aviation industry in the long run?

General: So far we don't feel an impact, but I am quite sure, it will come. In 2007 we had a growth in our revenue of 27% in domestic sector and 20% in the international one. I expect this year, as a result of the crisis; we will have a loss of 3-5%. But I hope the worldwide stability will come back.

MDS: Gen. Manna thank you very much for taking time for this interview. ■



04 EGYPTAIR INTERVIEW Pilot Tawfik Assy Chairman & CEO, EgyptAir Holding Company



Interview with Pilot Tawfik Assy, Chairman and CEO of EgyptAir Holding Company

MDS: Pilot Tawfik Assy, from the 5-8 th of November the “Avex Airshow & Aviation Expo” takes place in Sharm El Sheikh for the third time. What are you expecting from this top-class event for Egypt/ Egyptian aviation?

Mr. Assy: The “Avex Airshow & Aviation Expo” is very important for our country. Egypt with its population of around 80 million people is a very huge and interesting market. After the interval since 2006, the 3. Avex is pointing up the fast development of the civil aviation in Egypt. Considering that Cairo International Airport is on the way to become a big hub in the Middle East, the upcoming opening of the new Terminal 3 will be an important topic during the “Avex Airshow & Aviation Expo”. I am quite sure that the attendants from all over the world, coming to Sharm-el-Sheikh, will find out that we are living in a decade of peace and security. Especially in the very sensitive field of aviation and tourism we did enormous efforts in the last years to improve and establish a high class security system, based on international standards. ► (continued on next page)

EGYPTAIR
INTERVIEW
Pilot Tawfik Assy
Chairman & CEO, EgyptAir Holding Company



MDS: In July EgyptAir joined the Star Alliance. What impact this membership has on EgyptAir? What are the advantages for the airline, what are the major challenges for EgyptAir in future?

Mr. Assy: On the 16th October 2007 EgyptAir was invited to join the exclusive membership of Star Alliance. The committee mentioned that we have to finalize this process within the next 18 months. I am very proud that all EgyptAir staff managed to implement all required standards during the first 9 months! With this performance on the job EgyptAir established a record and the Star Alliance community was very impressed by the professional way of handling. The banner of Star Alliance is placed in 975 international airports worldwide. With the appearance of the EgyptAir logo on these banners, the image of our company raised up and we are now universal known and recognized. For me the major challenge for EgyptAir in future will be to maintain this high level in order to fulfil the international standards of Star Alliance. EgyptAir is stepping very optimistic in this new decade, knowing that all our staff is doing their best to meet the expectations of the market in the civil aviation field.

MDS: Pilot Tawfik Assy, thank you very much for taking time for this interview.



EGYPTAIR CATERING STATION SHARM-EL-SHEIKH



The station in Sharm El Sheikh opened in August 2006 and has a total area of 5500 sqm. The equipment satisfies highest international standards, following the HACCP hygiene regulations.

Photos: Kqriri Mohamed

Technical facts for EgyptAir station in Sharm El Sheikh:

- Maximum meals capacity per day: 7000 main meals and 1500 refreshment meals
- High loaders with cooling
- Hot/cold kitchen areas (191/126 sqm)
- Cold storage and freezer area (195 sqm)
- Direct access to the airport ramp area
- 24 hours availability
- Separated trolley washing area
- Driving time from the station to the aircraft parking areas is an average 5 minutes



EGYPTAIR 07 CATERING STATION HURGHADA



The EgyptAir station in Hurghada opened October 2005. It has a total area of 3409 sqm, the equipment satisfies international standards and is following the HACCP hygiene regulations. Mr. Magdi is supported by Ahmed Ragheb, GM Planning and Abdel Mansef Hassan Ahmed, GM Production and Stores. This successful team ensures the constant level of high quality for all customers of EgyptAir.

Technical facts for EgyptAir station in Hurghada:

- Maximum meals capacity per day:
7000 main meals and 1500 refreshment meals
- High loaders with cooling
- Hot/cold kitchen areas (191/126 sqm)
- Cold storage and freezer area (195 sqm)
- Direct access to the airport ramp area.
- 24 hours availability
- Separated trolley washing area
- Driving time from the unit to the aircraft parking areas is an average 5 minutes

08 MOBY DICK INSIDE IN-FLIGHT SOLUTIONS

Moby Dick Solutions S.A.E- always at your service

Founded in 2000, Moby Dick Solutions S.A.E (MDS) has developed in the last eight years into the biggest airline catering contractor in Egypt providing meals and equipment for the flights taking off from Egyptian airports. From the beginning, we have been committed to provide our consumers with quality products and services at competitive prices.

We are running our business in close cooperation with Egypt Air Inflight Services Company, supplying from 9 ultra-modern catering stations, most of which are based at the main airports. The stations are all based on HACCP principles with a highly trained and qualified staff. Colin Banks, Director of International Food Safety Association and ITCA tutor, joined the company as the Food Safety Consultant. He is currently looking after the Food Safety Management Program.

Throughout 2008, we have produced more than 1,7 million meals to be served in the sky up till now, estimated to reach 2.2 million meals by the end of this year. Till now, we serve 47 international airlines. To name a few: TUIFly Group, SAS Group, Transaero Airlines, S7 Airlines, Novair and TNT Airways benefit from the individual service we provide. The packaging is light and eco-friendly and is subject to an individual custom design according to the airline wishes. The multilingual and carefully trained staff is ready to take requests 24h/7d. The goal of Moby Dick Solutions S.A.E. is to provide our customers with inclusive In-Flight Solutions to facilitate the cabin area. Each airline has its own needs and special requests in catering; in order to meet these demands, we specialize in working out individual offers to our customers.

Moby Dick Solutions S.A.E. offers exceptional payment facilities and accepts AVCARD and Multi Service Aviation Card. As a Member of ITCA, IACA and IATA, we have access to the latest trends in Aviation and in-flight services industry.

We are ready to make individual offers based on your requests.

Contact us any time

Sales & Marketing:

inflight.services@mobydick-egypt.com

Ops Hot Line: + 2 010 003 5221

[24h/7d]

www.mobydick-egypt.com ■



Aviation is a fast moving industry, and Middle East market is a very healthy environment for it, as it has a lot of potential for further developments.

Moby Dick Solutions S.A.E, based in Egypt, is part of this growing market. Since the beginning of operations in 2000, the number of our international customers has been constantly growing, thus the management of MDS has decided last year to establish a subsidiary in Berlin. Earthrise Solutions is representing MDS in Germany to study closer and penetrate the European market and is in parallel responsible for all marketing and PR affairs of MDS.

The next important step to improve our international standard is to follow the guidelines of protecting our environment. We serve all types of meals: hot, cold and snacks – all in new lunch boxes which are light and eco-friendly. We offer individual design and logo printing according to our customers' desires or wishes.

This year, Moby Dick Solutions S.A.E is proud to welcome TUIfly.com among our most valuable and respected clients. Since July 2008, we have been uplifting hot meals for all flights of TUIfly.com back to Germany from the catering unit at Hurghada Airport.

For the upcoming winter season 2008/ 2009, we are developing our catering volume in Marsa Alam. It is in our goals to open a catering facility in this rapidly expanding gateway: Marsa Alam, which is 270 km south of Hurghada, is becoming a thriving hot spot for tourists from around the globe. There, you can still enjoy calm days, pure nature by the Red Sea, away from a busier life of Hurghada.

To keep you updated with all the latest news subscribe for our newsletter
www.mobydick-egypt.com





MOBY DICK

SOLUTIONS S.A.E.

For more details and information, please find our contact details:

Headquarter office:

Tel: + 2 065 344 5160

Fax: + 2 065 344 0051

Email: catering@mobydick-egypt.com

European office:

Tel: + 49 30 22 16 24 977

Fax: + 49 30 78 69 126

Email: c.kleist@earthrise-solutions.com

Russian office:

Tel: + 7 985 970 2808

Fax: + 7 495 917 5125

Email: general@mobydick-russia.com

Sales & Marketing:

inflight.services@mobydick-egypt.com

Ops Hot Line: + 2 010 003 5221 (24h/7d)

www.mobydick-egypt.com