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KUWAIT: Jazeera Airways displays its brand new livery yesterday. — Photos by Yasser Al-Zayyat

Jazeera Airways unveils bold new livery

Airline upgrades cabin interiors, introduces stylish crew uniforms

KUWAIT: Jazeera Airways yesterday unveiled a brand new livery for its fleet, new cabin interiors and stylish new crew uniforms ahead of new route launches. The aircraft livery and cabin interiors will be rolled out across the fleet during the next three months and completed by the end of the year, while travelers will begin to see the new uniforms starting today.

The new livery will feature eye-catching tailfin designs unique to each aircraft in the airline's fleet, giving each aircraft its own identity while being united under the airline's new brand.

The airline is based in Kuwait and operates a fleet of seven Airbus A320s with a network of 20 destinations.

Jazeera Airways Chairman Marwan Boodai said, "Today is an exciting day for the Middle East's aviation sector, our staff, and our customers. The new livery provides the airline with a modern and dynamic image to support the continued growth of the airline's business, as we expand to new markets. And the new interiors reflect the airline's commitment to offering the best product for short-haul travelers in the Middle East. The stylish new uniforms complete our new look which will be a source of pride for our crew as they deliver a great service to our customers."

Boodai added, "Today's event is the latest initiative in a series of back-to-back investments to enhance our business proposition and offer more value for our cus-

tomers, both in-flight and on-ground. It has been an exciting few years for our people and our customers. We've invested in new facilities for travelers, including the first remote check-in service in Kuwait; Park & Fly, new website and booking apps, and self-check-in facilities. All leading up to today's announcement of our in-flight investment and the coming launch of our dedicated state-of-the-art terminal at KIA."

The new terminal with its award-winning design will offer short and long-term parking, valet services and a baggage home-delivery service, in addition to multiple check-in options including conventional check-in counters, self-check-in bag drops, remote check-in, mobile check-in, and an electronic immigration pass.

In July, Jazeera Airways launched a new brand identity, a new website, and mobile platforms.

Jazeera Airways CEO Rohit Ramachandran said, "Our new booking and travel experience ushers Jazeera Airways into a new phase of network growth and starts a conversation with the new regional travelers, who are young, practical, spontaneous, and connected. This new travel segment appreciates Jazeera's efficiency, reliability, and great value fares. The new regional traveler segment is fundamentally changing the Middle East's travel market and Jazeera Airways is well-positioned to capitalize on this segment and ahead of our peers."

New corporate branding marks 12th anniversary



Oil slide weighs heavily on MENA growth forecast: IMF

DUBAI: A massive slide in the economic growth of Middle East top oil exporters is weighing heavily on the outlook for the entire region, the International Monetary Fund said yesterday. "Fuel exporters are particularly hard hit by the

protracted adjustment to lower commodity revenues," the IMF said in its World Economic Outlook for October. Iran's growth is forecast to slide to 3.5 percent this year down from a strong 12.5 percent in 2016.

Iraq's economy, which experienced healthy 11 percent growth in 2016, is expected to fall into negative territory and shrink by 0.4 percent this year. The Saudi economy, the largest in the region, is forecast to end 2017 flat down from 1.7 percent growth last year.

Saudi Arabia, Iraq and Iran are the top oil producers and exporters in the Middle East. Riyadh is the world's top oil exporter. Kuwait's economy is projected to shrink the most among oil exporters, by 2.1 percent, while the economies of the United Arab Emirates and Algeria will grow at a modest rate, the IMF said. In all, the growth of MENA oil exporters Iran, Iraq, Algeria and the six Gulf Cooperation Council



KUWAIT: Jazeera Airways Chairman Marwan Boodai and CEO Rohit Ramachandran pose for a photograph with the airline's cabin crew in their new stylish uniform.

The new livery was unveiled at Kuwait international Airport during an event held at the airline's business lounge that was attended by leaders of Kuwait's travel trade, key suppliers, media, and other stakeholders.

Operated in 2005, Jazeera Airways is a Boursa Kuwait-listed company serving popular destinations in the Middle East. The airline operates a fleet of Airbus A320 aircraft with two class cabins comprising a

Business Class and an Economy Class. Business Class travelers get both an upgraded experience and exclusivity, starting with exclusive check-in lines, business lounge access, up to 60 kilograms in free baggage allowance, and an exclusive on-board cabin. The airline's Economy Class offers travelers free baggage allowance of 40 kilograms and free on-board meals with a changing menu every month.

(GCC) states is forecast to end this year at 1.7 percent from 5.6 percent in 2016. MENA growth as a whole is projected to more than halve in 2017, from 5.1 percent to 2.2 percent, "on the back of a slowdown in the Islamic Republic of Iran's economy after very fast growth in 2016 and cuts in oil production in oil exporters", the IMF said. It projected the price of oil to average \$50.3 a barrel in 2017, higher than the previous year, but will remain in the 50s until 2022.

Regional oil exporters have lost hundreds of billions of dollars in revenue since crude prices began to slump in mid-2014. As a result, they have posted budget shortfalls and some have resorted to painful reforms. The IMF welcomed Saudi Arabia's reform package, although it has already sent the kingdom's economy into the red in the first two quarters of the year.

In contrast to these exporters, economic growth in oil-

importing nations—which include Egypt, Morocco, Sudan and others—is forecast to improve to 4.3 percent this year from 3.6 percent in 2016, the IMF said.

The IMF had a better outlook for 2018, forecasting a rebound in growth to 3.2 percent compared with just three percent in its July outlook. The adjustment is due to stronger domestic demand in oil-importing countries and an expected rise in oil output.

The diplomatic rift between OPEC member Qatar—also the world's top exporter of liquefied natural gas—and a Saudi-led Arab bloc has not affected oil and gas markets, as Qatar's exports have continued, the IMF said. However, the report warned of the impact of ongoing conflicts, both domestic and regional. "Internal and cross-border conflict in parts of the Middle East still weighed on economic activity," it said. — AFP