Air New Zealand links with Sri Lanka

Air New Zealand welcomed its newest marketing representative for Sri Lanka – Worldlink Air Services (Pvt) Ltd at a signing ceremony in Singapore. Worldlink Air Services (Pvt) Ltd, led by its Chairman Ahintha Amerasinghe, will become Air New Zealand's fifth marketing representative in the South East Asia District after Malaysia, Thailand, Indonesia and India. Last October. Air New Zealand appointed Inter Globe Air Transport as its marketing Representative for India.

"For sometime now, we have been weighing up the market potential of Sri Lanka. As New Zealand has a large Sri Lankan community, a growing amount of traffic between the two countries is generated through immigration, visiting friends and (VFR), student and sports links", said Mr Christian Destrieux, Regional Manager – South East Asia for Air New Zealand.

Worldlink Air Services is already the GSA for Air New Zealand's partner Airline, Ansett Australia and has manifested the potential of Sri Lanka while acting as preferred agent for Air New Zealand over the past few months. Worldlink Air Services (Pvt) Ltd also represented South Africa Airways in Sri Lanka.

"The Sri Lankan market is small but is important that Air New Zealand is represented and we are delighted to appoint a well- respected, energetic representative who will successfully further the joint ambitions of Air New Zealand and Ansett Australia in this market", added Mr Destrieux.

Air New Zealand will be working in close cooperation with Sri Lanka's national carrier. Air Lanka to carry passengers from Sri Lanka via Singapore, Bangkok Kuala Lumpur to destinations in New Zealand and Australia. To coincide with this appointment. Worldlink Air Services (Pvt) Ltd clinched the carriage of the World Champions, the Sri Lankan Cricket Team, travelling on Air New Zealand for a series of cricket matches in New Zealand.