Singapore Airlines/STPB Agents Update Seminar

Singapore Airlines, in conjunction with Singapore Tourist Promotion Board (STPB), held its annual Agents Update Seminar at Hotel Galadari on 15 October 1996. Over 70 participants from various travel agencies in Colombo were present at the seminar which commenced with a presentation by Vimal Harnal, Director South West Asia, of the Singapore Tourism promotion Board, on the vibrant attractions of Singapore. Harnal highlighted on STPB’s new comcept where Singapore is depicted as the new Asia, the modern metropolis with an ancient culture, tradition and rich history.

Abdul Rashid Mordiffi, General Manager Sri Lanka of Singapore Airlines, welcomed the agents on behalf of SIA, and enhanced the importance of having a clear knowledge of all products and services of SIA in order to face the ever discerning customer. Agents were informed of SIA’s new products and services such as Krisworld, the state-of-the-art inflight entertainment, Gellerstar, its new A340 Airbus and the Frequent Flyer Programmes and benefits. There were also detailed presentations on Passenger Reservations, Ticketing and Airport facilities.