

MAVCOM's International Webinar

“Charting a New Frontier: Aviation Consumer Protection Needs Today and Beyond”

**Speech By YBhg. Datuk Seri Hj. Saripuddin Bin Hj. Kasim,
Executive Chairman of the Malaysian Aviation Commission
(MAVCOM)**

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Assalamu'alaikum warahmatullahi wabarakatuh and Good Afternoon,

***Yang Berhormat Dato Henry Sum Agong, Deputy Minister of
Transport,***

***Yang Berbahagia Datuk Isham Ishak, Secretary General, Ministry of
Transport,***

Members of Commission,

Colleagues from other regulators and industry,

***Distinguished guests,
Members of the media,
Ladies and Gentlemen,***

1. A warm welcome to one and all.
2. On behalf of MAVCOM, I would like to take this opportunity to thank YB Datuk Seri Ir. Dr Wee Ka Siong, the Minister of Transport to officiate this event, though virtually. He is currently on his way to attend a UN Conference in New York.
3. Our heartfelt appreciation also goes out to Mr. Salvatore Sciacchitano, the Council President of the International Aviation Organization (ICAO) for investing time and effort into recording his address to all present today.
4. Our sincerest thanks also go out to Yang Berhormat Dato Henry and Datuk Isham for being here. Indeed, their presence demonstrates a strong working relationship between the Ministry of Transport and MAVCOM
5. I must also thank everyone for your presence both in-person as well as online for carving time out to join us.
6. As the regulator of economic and commercial matters of the Malaysian civil aviation sector, the Commission is proud to be able to host a webinar of this calibre for the first time.

Ladies and Gentlemen,

7. Aviation consumer protection is one of the most important pillars of the civil aviation industry and it has become an even more so, due to the recent COVID-19 pandemic.
8. Due to this very reason, MAVCOM was adamant in organising a hybrid webinar to step up our efforts and engage with critical stakeholders as well as leading experts from across the globe on the issue of aviation consumer protection.
9. The disruption caused by the COVID-19 pandemic is devastating. It has brought about a tremendous change in air travel - especially pertaining to aspects of hygiene, health, and safety standards, as well as the travel priorities of the consumers or even the acceleration of digitalisation adopted by airports and airlines alike.
10. With the lifting of international travel restrictions in recent months having a positive effect on air passenger traffic, it is crucial that we take a closer look at how aviation consumer protection is being regulated and enforced to strengthen not only our understanding of what is at stake but to balance the act of protecting consumers, while enabling the airline industry to compete and innovate by exploring new frontiers on the subject.
11. In particular, we must consider the role that every industry player, be it the regulator or the aviation service provider, play in enhancing the protection of aviation consumers in light of the still-volatile climate that we live in, as well as the acceleration of digital adoption throughout

the consumer's journey from booking to post-flight stage arrival at the airport.

Ladies and gentlemen,

12. To discuss these pressing matters, we have with us today, a diverse line-up of speakers, consisting of renowned industry leaders, international aviation associations, government representatives, regulators, and consumer associations, as well as institutions of higher learning, amongst others.

13. This includes representatives from the International Civil Aviation Organisation (ICAO), Airports Council International (ACI) Asia Pacific, International Air Transport Association (IATA), the European Commission, the Department of Civil Aviation of Lao PDR; international learning academies such as the Chinese University of Hong Kong and Universitas Prasetiya Mulya, as well as the renowned law firm, Freshfields Bruckhaus Deringer; and consumer associations represented by the Federation of Malaysian Consumers Associations and the Consumers' Association of Penang.

Ladies and Gentlemen,

14. We hope that this webinar will provide fresh insights and spark new ideas on balanced solutions that will ultimately contribute to increasing consumer confidence while allowing the industry to innovate, and ultimately, result in the advancement of aviation consumer rights protection.

15. We value your continued support as we work together towards the recovery and strengthening of the aviation industry.

16. Last but not least, I wish to express my deepest gratitude to MAVCOM team who have worked tirelessly in organising this webinar. This initiative would not be possible without your efforts and willing contribution of time and energy.

17. With that, I invite everyone present here and those tuning in virtually, to enjoy the webinar.

Thank you.