QATAR AIRWAYS

Salam Al Shawa, Senior Vice President Marketing and Corporate Communications



It is a universally accepted fact that working as a pilot has been and continues to be a dream job for most children. They are fascinated by the idea of flying amidst beautiful white clouds, while watching the sunrise and sunset closely, and assisting passengers on board. Children love to pack their bags to travel to a new place and it is this dream that we wanted them to experience and understand, on a partially realistic level. Hence, we decided to join hands with KidzMondo Doha and extend our expertise in aviation to the young generation of Qatar.

At Qatar Airways, we are committed to excellence in service (on-board and on-ground) and we wanted to make this commitment to the early brand adopters of the country. Our partnership with KidzMondo Doha will give us the opportunity to connect with young minds regularly and impart knowledge in a fun and didactic way that will grab their attention instantly. We believe in their concept as it uses the best approach towards teaching children by creating educational and entertaining activities for them.

We are a young company that has grown from strength to strength over a short period of time therefore we understand the journey and importance of building a strong foundation for a long lasting future. A child's journey is much like ours, and we are delighted to get this chance to establish a foundation surrounded by expert industry knowledge to give children an experience of a lifetime. As the national carrier of Qatar, we hope to promote a sense of patriotism and pride in working with us and being a part of the aviation industry overall.





