

Shaz Peshimam appointed as Emirates' Country Manager for Canada



Shaz Peshimam, Country Manager for Canada, Emirates

[Emirates](#) is announcing the appointment of Shaz Peshimam as its Country Manager for Canada, in a new role following the airline's plans to expand its operations in the country.

In the role, Peshimam will be responsible for "leading the airline's operations, driving growth and strengthening Emirates' footprint in the country," a My 9 release said. Previously, Peshimam was Emirates' Manager of UAE Sales, Dubai & Northern Emirates.

"I am pleased to welcome Shaz in his new role as Country Manager - Canada. We have been operating in the country since 2007, and the appointment of Shaz as a dedicated Country Manager will help us to drive growth of our online and offline sales through our network of travel partners as well as our operations," said Essa Sulaiman, Emirates' DVP - USA and Canada in the release.

"Canada is an important market for Emirates and his wealth of experience in sales will surely be an asset to us. With the recent enhancements in bilateral relations between the United Arab Emirates and Canada, Emirates is pleased to revitalize its emphasis on Canada, as a crucial part of its growth strategy in the Americas. As we expand our operations in the country to two cities this summer, we look forward to his support in achieving our commercial objectives, overseeing our operations in Canada as well as maintaining crucial relations with various stakeholders, including local authorities, diplomatic missions, tourism bodies, travel trade partners, customers, employees, and more. Starting from July, Montréal will become our second gateway in Canada after Toronto and I would like to congratulate him on the new role and challenge."

Peshimam joined Emirates in 2006 (one year before the company began operations in Canada). He studied Commerce at Mumbai University and earned an MBA in Aviation Management from Coventry University, UK.