

# CARGO CLAN

QUARTER ONE 2013



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service strategy

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法國團隊提供優質服務





## New terminal heralds exciting times ahead 新貨運站帶來光明前景

Welcome to the Year of the Snake and the first edition of *Cargo Clan* for 2013. It promises to be a challenging year but one that is also full of possibilities as the new Cathay Pacific Cargo Terminal in Hong Kong comes fully on-line.

We are very proud of our new cargo terminal which officially started operation on 21 February. All is going smoothly to date but the real test is in June when we open for imports and October when it is fully operational. The new terminal will provide numerous streamlined and tailor-made cargo solutions for our customers. For the detailed story, please turn to page 3.

The commercial challenges for the year will revolve around matching our cargo capacity with demand as we continue to piece together a cargo strategy that involves new destinations, ensuring the right aircraft are on the right routes, the retirement of less fuel-efficient aircraft and the arrival of new freighters. You may have read the recent news that we have ordered three more Boeing 747-8Fs as part of a deal that sees us trade in four BCFs and cancel an order for eight Boeing 777Fs. This means a net reduction of nine aircraft, which is a reflection of the continuing soft market.

As our story on manufacturing in Mainland China shows, increasing costs mean that some industries have relocated to other countries in Asia and wherever the business goes, we will follow.

Just as the snake sheds its old skin, we hope we can approach the new year with renewed optimism for improved business conditions. We wish everyone a prosperous new year.

祝大家蛇年進步，並歡迎閱讀2013年的第一期《Cargo Clan》雜誌。隨著國泰新貨運站在香港正式展開營運，新的一年既面對挑戰，也充滿機遇。

國泰新貨運站於2月21日正式開始營運，令我們深感自豪。至今一切進展順利，但真正的考驗是貨運站將於6月開始處理進口貨物，10月起全面營運。新貨運站將為客戶提供更便捷、度身訂造的貨運服務（詳情見第3頁）。

今年面對的主要商業挑戰，是如何運用我們的運力來配合需求；我們會繼續調整貨運策略，包括開設新航點，確保在各條航線調派合適的飛機營運，而隨著新貨機付運，耗油量較高的貨機將會退役。你也許已得悉我們與波音公司達成交易協議，購入三架波音747-8F型貨機，並取消購買八架波音777F型貨機的訂單，而波音公司也會向國泰購入四架波音BCF型改裝貨機。換言之，為了因應市況疲軟，我們實際上減少了九架貨機。

正如如今中國內地製造業的報道指出，內地經營成本上升導致個別產業轉移往其他亞洲國家，我們也會跟隨這種轉變提供相應服務。

新年萬象更新，就有如蛇蛻皮換上新衣。在新的一年里，我們以樂觀的態度期望營商環境改善。祝大家今年貨如輪轉！

Nick Rhodes  
Director Cargo  
國泰貨運董事羅禮祺

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## CATHAY PACIFIC CARGO TERMINAL

# Premiere cargo

## 無出其右

By Karen Pittar and Tara Jenkins

Cathay Pacific Cargo's brand new terminal starts the first stage of commercial operations  
國泰航空貨運站正式開始第一階段營運

**I**T'S NOT just "business as usual" at Cathay Pacific Cargo, but "better than usual" as the doors of its eagerly anticipated, state-of-the-art cargo terminal started operations on 21 February, 2013.

The first consignment of airfreight, carried by Cathay Pacific flight CX138 from Sydney, Australia, arrived at the new terminal at 5:09am on Thursday, 21 February. The advanced Materials Handling System (MHS) and Warehouse Operating System (WOS) deployed at the facility have been working seamlessly to ensure the efficient handling of cargo on the first day of

operation, helped by the government bodies and business partners stationed in the terminal.

The brand new HK\$5.9 billion, 240,000-square-metre facility offers customer airlines a host of innovative industry firsts and time-saving measures, including extended cut-off times, last-minute cargo acceptance and reduced connection-handling time for transshipments – thanks to a strategic mix of just-in-time operations and advanced technology. One of the best examples of the facility's ingenuity is how cargo is now handled just like a Cathay Pacific airline passenger, enabling customers to make a booking and check in cargo at a pre-specified

# 對

國泰貨運來說，隨著其殷切期待、集尖端設備於一身的全新貨運站於2013年2月21日正式啟用，今後不僅是「如常運作」，而是「更上一層樓」。

2013年2月21日上午5時09分，首批付運貨物由國泰航空航班CX138運載，從澳洲悉尼抵達新貨運站。貨運站內先進的物料處理系統（MHS）與貨站操作系統（WOS）相輔相成，加上駐守貨運站的政府部門和商業夥伴的協助，首天的運作十分暢順。

這項耗資59億港元、總面積240,000平方米的全新貨運設施，為航空公司客戶提供了一系列開創業界先河和節省時間的措施，包括延長截件時間，縮短緊急貨物交收及轉口貨物的處理時間，而這一切全賴「適時操作」模式與尖端科技的策略性組合。新貨運站創新獨特，最佳例證可見於處理貨運的方式猶如接待客機乘客，讓客戶可預約及於指定時間交收貨物，並進行即時的處理。

Cathay Pacific Services Ltd Chief  
Executive Officer Algernon Yau  
(far left) and members of the team

國泰航空服務有限公司行政總裁  
丘應樺（左一）及團隊成員





During Stage One, Cathay Pacific Cargo Terminal handles valuable cargo, transit civil mail and interface transfer transshipments (above). The advanced Material Handling System (right) ensures efficient cargo handling and movements within the terminal complex.

在首階段，國泰航空新貨運站會處理貴重貨物、轉口郵件，以及過境轉口貨物（上圖）。其先進的物料處理系統（右圖）能迅速有效地於貨運站內裝卸及移動貨物。



time, when it is immediately processed at the terminal.

"All the bookings are done by computer and in future we will develop apps for smartphones," says Algernon Yau, Chief Executive of Cathay Pacific Services Ltd. (CPSL), the Cathay Pacific subsidiary managing the new terminal.

"We will decrease the time needed to transfer cargo between flights and reduce connecting times, which extends our network for connection. Customers will pre-book with us and receive a confirmation to eliminate human intervention. Trucks, for instance, won't be stopped at the gates; they will have an RFID tag, like an e-ticket, that will let them go straight into the truck docks."

The new terminal has 170 truck docks and 59 spaces for truck parking. The truck control system together with a licence-plate recognition system and a unique cargo release booking platform, ensures that waiting time is kept to a minimum.

The bottom line is that the terminal enables its customers to work more efficiently by moving more cargo and faster. "It's one of the largest and

most sophisticated air-cargo terminals in the world," says Algernon. "As we move forward and ultimately bring our services fully online, we will further enhance Hong Kong's position as a world-leading air cargo hub".

Nick Rhodes, Cathay Pacific Director Cargo, echoes these sentiments. "This is an extremely positive development for the Hong Kong air cargo community," says Nick. "Cathay Pacific serves as a launch customer for the new terminal, which will certainly enhance our own operation. But of equal importance is our ability to help CPSL fine-tune its processes so that it is ready to offer truly superior services when it begins accepting new customers."

Peter Langslow, Cathay Pacific General Manager Cargo Services, says it is important for Cathay Pacific Cargo and CPSL to work together to ensure that the industry in Hong Kong is familiar with the new terminal's procedures and the necessary changes required. There are plenty of advantages to gain from such a close working relationship within the Cathay Pacific group that couldn't ordinarily be achieved by working with a third party, he says.

To ensure perfectly smooth running for customers, a three-stage approach has been adopted as the terminal opens. Stage One commenced on 21 February, when the terminal started handling valuable cargo, transit civil mail and interface transfer transshipments for Cathay Pacific and Dragonair. In the summer, Stage Two operations will commence for all transshipments, import cargo and empty unit load device (ULD) release. The terminal will achieve full operations for its launch customers in the latter half of this year.

"In general, Cathay Pacific is looking to deliver a more efficient, faster, more customer-friendly and flexible service to customers," says James Woodrow, Cathay Pacific General Manager Cargo Sales and Marketing. "Cathay Pacific aims to





國泰航空專責管理新貨運站的全資附屬公司：國泰航空服務有限公司（CPSL）行政總裁丘應樺指出：「所有預約均由電腦處理，而未來，我們將會發展專供智能電話使用的應用程式。」

「我們可以縮短在航班之間轉移貨物及轉機的時間，從而擴大接駁網絡。客戶進行預約後會收到確認，大大減少人手操作；以貨車為例，貨車申請的無線射頻標籤（RFID tag），作用如電子機票，貨車可直接駛進貨車裝卸停泊位置，而不需停泊於閘口等候。」

新貨運站設有170個貨車裝卸停泊位置及59個貨車停車位。車輛管制系統連同自動車牌辨識功能，以及獨特的預約貨物發放平台，務求把等候時間縮至最短。

最重要的是，國泰航空貨運站有助客戶提升運作效率，更快捷地運送更多貨物。丘應樺說：「這是全球最大及最尖端的航空貨運站之一，隨著我們不斷發展，服務將會全面網絡化，我們會進一步提升香港作為世界頂尖貨運樞紐的地位。」

國泰航空貨運董事羅禮祺認同丘應樺的看法，「對於香港空運業界來說，這實在是邁進了一大步；」他接著說：「國泰航空是新貨運站的開業客戶，相信它必定能提升我們的營運效率；但同樣重要的是：我們能協助國泰航空服務有限公司調整相關程序，當其開始接收新客戶時，便能提供超卓出色的服務。」

國泰航空貨運服務部總經理藍仕榮則認為，國泰航空服務有限公司與國泰貨運通力合作，以確保香港空運業界能熟悉新貨運站的運作程序及相應的改動是非常重要的。此外，國泰航空集團成員之間的緊密合作關係，也會帶來許多好處。那是在一般與第三方合作的情況下無法取得相同成果的。

為了確保向客戶提供暢順的服務，貨運站會分三個階段運作。第一階段由今年2月21日開始，貨運站現處理國泰航空和港龍航空的貴重貨物、轉口郵件及過境轉口貨物。到了今年夏季會展開第二階段，屆時將會處理所有轉口貨物、進口貨物及空置集裝箱（ULD）的收發；在下半年，新貨運站將全面投入運作。

國泰航空貨運營業及市務總經理韋靖表示：「整體而言，國泰航空致力為客戶提供更具效益、更快捷、更方便客戶及更靈活的服務。國泰航空的目標是把新貨運站的功能發揮至最大效益，並與國泰航空服務有限公司合作，為客戶提供度身設計的產品和服務，包括延長截件時間、加快進口貨物交收，以及轉運貨物的接駁時間。」

新貨運站的設計充分利用總平面面積，每平方米用地效益達25噸以上。它採用了最先進的物料處理系統（MHS），能在有限的空間以高效率處理大量的貨物。與此同時，國泰航空貨運站安裝了最尖端及精密的保安系統，確保貨運站內所有貨物受到嚴密看管及保障。CC

make maximum utilisation of the new cargo terminal's capabilities and will work with CPSL to tailor-make products for the key customers. These will involve later cut-offs, quicker recovery of import cargo as well as faster connection of transit cargo."

The terminal is designed to maximise the usage of the site area and provide a high land-use efficiency of more than 25 tonnes per square metre. It is equipped with a state-of-the-art Materials Handling System (MHS) that can easily cope with the huge throughput in the limited space with high efficiency.

Cathay Pacific Cargo Terminal has also installed the latest and most sophisticated security system to ensure that the movement of all cargo at the terminal is well governed and protected.

## Cargo Terminal facts 貨運站資料

Annual capacity of  
**2.6 million** tonnes  
will increase Hong Kong

International Airport capacity  
by **50%** to **7.4 million**  
tonnes a year.

每年貨運量  
**260 萬** 公噸，將令香港國際機場  
貨運量增加 **50%** 達到  
**740 萬** 公噸一年

Site area 平面面積 (平方米)

**109,000 sq m**

Gross floor area 總面積 (平方米)

**240,000 sq m**

Truck docks 貨車裝卸泊位

**170**

Truck parking 貨車車位

**59**

# High tech or the highway

## 走向高科技

By Leo Williams

The China economy continues to evolve and some manufacturing sectors shift to other countries. But Cathay Pacific Cargo responds with new solutions  
中國及鄰近地區正面對經濟轉型的挑戰，國泰貨運也因應形勢推出新的貨運方案



**C**HINA'S MANUFACTURING base is undergoing a massive shift, with the world's second-largest economy looking to reinvent itself in light of a number of geographical, political and human factors that are reshaping the commercial landscape. With these changes comes a whole raft of new challenges for the transport logistics sector.

As the central government's "Go West" incentive programme continues to drive industrialisation in the nation's rural heartland, several other elements are starting to come into play, chief among them the need to spur domestic consumption while international demand remains becalmed.

With a new leadership taking the reins in Beijing, a production policy revamp has been initiated in line with the National Development and Reform Commission's Fifth Catalogue of Industries for Guiding Foreign Investment. This will focus on upgrading manufacturing into more high-tech and sustainable sectors, while moving away from the environmentally damaging, energy-intensive areas of the past.

The country is also facing renewed external challenges. This is seeing a number of companies in the less-developed Asian nations, notably Cambodia, Vietnam and

Bangladesh, starting to undercut Chinese businesses in sectors such as textiles and footwear. Some Chinese manufacturers are also relocating their production facilities to these lower-cost economies.

Qian Liu, Deputy Director of the China Forecasting Service at the Economist Intelligence Unit, says China has been one of the prime destinations for foreign investors for the past 30 years. This has been particularly true of the manufacturing sector, where financiers have been wooed by low labour costs and relatively developed infrastructure. "However, rapid wage increases, with double-digit growth in the past several years are causing concerns as to whether manufacturing in China is still a wise strategy, and if foreign direct investment (FDI) to China will last," she says.

### Staff turnover

Liu's views are echoed by Sébastien Breteau the Chief Executive of AsiaInspection, a quality-control service provider that specialises in monitoring consumer goods for producers in China and across Asia. He maintains there are three major reasons that businesses are now looking to manufacture outside China – increasing wages, an appreciating yuan and the problem of recruiting and retaining suitable staff.

"A topic that often gets overshadowed by increasing wages and an appreciating currency is the recruitment and retention of human capital," he says. "AsiaInspection has reports from clients who have employee turnover at factories as high as 50 percent every two months. With increasing wages, there always seems to be other factories that are willing to offer higher compensation for skilled labourers."

### Large domestic market

Liu says that while sectors such as textiles and shoe-making were moving to locations with lower overheads, it didn't mean China was losing its appeal for manufacturers entirely. "In fact, manufacturing will still be a vital sector for China, but with several new trends: value-added manufacturing, production moving inland, and to serve the domestic market," she says.

Liu believes the potential offered by China's domestic market is the main reason why many manufacturers choose to stay in the country. "Unilever set up one of its largest manufacturing bases in Anhui in 2002 and only about 10-15 percent of its total output is for exports. The rest of production is all sold to the domestic market. Serving the rapidly developing consumption demand in





LCD television screens are assembled in Chengdu in Western China

中國西部城市成都生產LCD電視屏幕

China is becoming more and more important nowadays.”

According to Breteau, in the past two years AsiaInspection has seen a 270 percent increase in inspection activity in Chengdu, Chongqing, Wenzhou and Zhengzhou. “Cumulatively speaking, in 2010 AsiaInspection averaged 30 inspections per month in these rural regions and in 2012 surpassed 130 per month,” he says. “In terms of total inspections, both Chengdu and Chongqing rank the lowest of those four, but this is likely to be a reflection of the high-tech businesses they have attracted – for example, high-tech firms Intel, GE, CISCO, Ericsson, IBM, Samsung, Siemens, Huawei and Nokia have all set up operations in Chengdu.”

### Transport upgrade

To meet this surge in demand, Breteau says, the Chinese government is investing heavily in the country's transportation network. There are now plans to spend US\$300 billion on high-speed rail projects, adding more than 17,000 kilometres of high-speed rail lines to the existing 6,800km.

“We don't anticipate that the Chinese government will let infrastructure be a hindrance for manufacturers to get their goods out of China and into the hands of overseas consumers,” he adds.

General Manager Cargo Sales and



國作為全球第二大經濟體，正根據地理、政治及人力資源等因素重新定位，塑造新的商業環境，導致中國的製造業基地出現重大轉變。對於運輸物流業而言，這些改變也帶來了數之不盡的新挑戰。中央政府的「西部大開發」政策推出多個優惠項目，繼續推動農村中心地帶的工業化發展，與此同時，其他改變亦開始出現，當中最重要的，莫過於在國際市場需求淡靜之際，刺激國內的消費。

新國家領導人上場後，為配合國家發展和改革委員會第五次修訂的《外商投資產業指導目錄》，政府亦著手改革生產政策，將會著重把製造業的重心轉移至更高科技及可持續發展的行業，致力改變過往破壞環境和需要大量能源的生產模式。

與此同時，中國亦面對新的外來挑戰。柬埔寨、越南和孟加拉等發展較慢的亞洲國家，均藉著更廉價的經營成本搶奪中國企業的生意，尤以紡織品及製鞋業為甚，並吸引部分中國製造商將生產設施遷至這些低成本經濟體。

《經濟學人》信息部中國預測服務副總監劉倩表示，過去30年來，中國一直是外國投資者的首選，這情況在製造業尤其明顯，原因是內地的工資成本低廉，並擁有相對發達的基建設施，獲得投資者的青睞。她補充：「然而，內地的工資急速上漲，過去幾年更以雙位數字的增幅上升，令投資者開始憂慮在中國設廠的策略是否仍算明智，亦擔憂向中國作出的外商直接投資（FDI）能否持續下去。」

劉倩認為中國本地市場的發展潛力是很多製造商選擇留守內地的主因：「聯合利華於2002年在安徽設立旗下最大的生產基地，但出口貨品只佔總產量的10至15%左右，其餘成品都是行銷本地市場。今時今日，如何滿足中國快速增長的消費需求已愈來愈重要。」

### 員工流動

在中國及亞洲區內為消費產品製造商提供品質檢驗服務的AsiaInspection，其行政總裁

Sébastien Breteau與劉倩看法一致。他指出，一些企業現在計劃將製造工序遷離中國，主要基於三個因素，分別是工資上漲、人民幣升值，以及招聘及留住合適員工的問題。

他解釋：「人們往往只關注於工資上漲和人民幣升值，忽略了招聘及留住人力資源的問題，AsiaInspection便有客戶表示，他們工廠的員工流失率，每兩個月內可高達50%。隨著工資不斷上漲，總有其他工廠願意出更高的薪金聘請熟手技工。」

### 龐大的本土市場

劉倩亦同時指出，雖然紡織及製鞋等行業，不少公司均遷至經常開支成本較低的地區，但這不表示中國對製造商已失去吸引力，她說：「事實上，製造業將來仍然會是中國的主要經濟支柱，但會循著數個新趨勢發展，一是增值生產，其次是將生產基地遷往內陸地區，還有就是服務本土市場。」

劉倩認為中國本地市場的發展潛力是很多製造商選擇留守內地的主因：「聯合利華於2002年在安徽設立旗下最大的生產基地，但出口貨品只佔總產量的10至15%左右，其餘成品都是行銷本地市場。今時今日，如何滿足中國快速增長的消費需求已愈來愈重要。」

Breteau表示，最近兩年間，AsiaInspection在成都、重慶、溫州及鄭州的檢測工作錄得高達270%的增長。他表示：「累積計算的話，AI於2010年在這些以農業為主的地區每月平均進行30次檢測，到了2012年每月檢測已超過130次。儘管成都和重慶的總檢測數目少於另外兩個城市，但這正反映了兩地吸引高科技企業青睞；舉例說，英特爾、通用電氣、思科、愛立信、IBM、三星、西門子、華為、諾基亞等高科技企業均已在成都設廠。」

Marketing at Cathay Pacific, James Woodrow, is watching the current developments with interest. His focus on the three Cs – CGO (Zhengzhou), CTU (Chengdu) and CKG (Chongqing) – since January 2012 has borne fruit with six flights a week scheduled out of Zhengzhou since early September 2012.

“CTU and CKG are serviced by three or four freighters per week,” he says. “A growing number of manufacturers are exporting from CTU and CKG. We have not reached six and six yet, however we hope to get there eventually as production matures and also as imports start to increase. The key drive now is to try to develop imports into the three Cs as the flights currently are fairly imbalanced: good exports but imports currently still at a relatively low level.”

Regarding development across the other Asian markets, Woodrow says Hanoi, where Samsung has a huge factory, is a strong market for high-tech goods. “Currently, Cathay Pacific operates four flights per week out of Hanoi and will increase frequency as

### 交通改善

Breteau又稱，中國政府為配合急升的需求，已大力發展國內交通網絡，計劃向高鐵項目投放3,000億美元，在現時全長達6,800公里的高速鐵路網絡，再擴展17,000公里。「我們認為，中國政府決不會讓基礎設施成為製造商的障礙，令他們無法將貨品輸出中國，送到海外消費者手上。」

國泰航空貨運營業及市務總經理章靖非常關注內地的最新發展。他自2012年1月重點發展「3C」的航班服務，即三個機場代號以C起首的城市：CGO（鄭州）、CTU（成都）及CKG（重慶），並已初見成果，自去年9月起，每星期就有六班航機自鄭州開出。

他補充：「CTU和CKG每星期有三至四班貨機服務。愈來愈多廠家從這兩個城市出口貨物，雖然兩個城市都還沒達到六班貨機的目標，但隨著當地製造業日漸成熟，進口開始

Intel is one of the many high-tech firms operating in Chengdu  
英特爾是其中一間在成都設廠的高科技公司

## FAST FACTS

### 資料速覽

### ECONOMIC GROWTH 經濟增長



### WAGES

In 2011, China's 31 provinces raised the minimum wage 21.7%.

The same year, Foxconn, which employees hundreds of thousands of workers, increased wages by 66%, and Honda by 32%.

### 工資

2011年，中國有31個省份將最低工資提高21.7%。

同年，在內地聘有百萬工人的富士康加薪66%，本田則加薪32%。

### MANUFACTURING

Manufacturing accounts for about 30% of China's GDP, but more than half of the nation's energy consumption.

An Enterprise Income Tax (EIT) rate of 15% applies until 2020 for approved wholly foreign-owned enterprises or joint ventures in China's western provinces.

### 製造業

製造業佔中國國內生產總值約30%，卻消耗超過一半全國能源。

中國企業所得稅規定，截至2020年止，投資中國西部省份的全外資企業或中外合資企業，均可享有15%的優惠稅率。

POPULATION:  
ABOUT 1.35 BILLION,  
ALMOST 20% OF THE  
WORLD'S TOTAL:

人口：約13億5,000萬，佔全球人口約20%：

Urban

**about  
690 million**

城市人口

約6億9,000萬

Rural

**about  
656 million**

農村人口

約6億5,600萬

Labour force

**795 million**

勞動人口

約7億9,500萬

Airports with paved runways: **452**

Airports with unpaved runways: **45**

已鋪設跑道的機場：**452個**

未鋪設跑道的機場：**45個**

EXPORTS  
US\$1.904 trillion  
(2011 est.)

出口總值

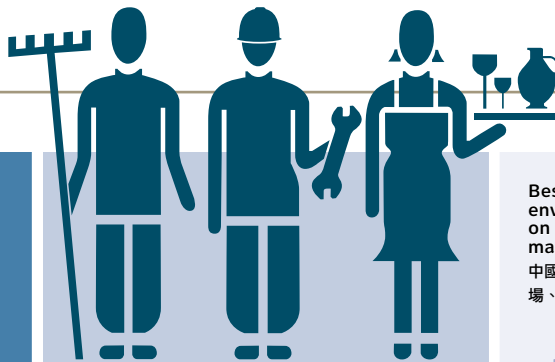
**19,040億美元**  
(2011年估值)

Percentage of foreign direct investment into China via eastern seaboard provinces

東部沿海省份的外商直接投資

mid-1990s: 80% 2010: 60%  
1990年代中期 80% 2010年 60%





## GDP (purchasing power parity)

US\$11.3 trillion (2011 est.)

US\$10.34 trillion (2010 est.)

US\$9.366 trillion (2009 est.)

## 國內生產總值（按購買力平價計算）

113,000億美元（2011年估計數字）

103,400億美元（2010年估計數字）

93,660億美元（2009年估計數字）

## GDP BY SECTOR:

按行業分類的國內生產總值：

Agriculture  
農業

10%

Industry  
工業

46.6%

Services  
服務業

43.3%

Best Chinese cities for business environment on a scale of 0 to 5 based on economy, market opportunities, labour market, infrastructure and environment

中國最佳業務環境城市（根據經濟、商機、勞動市場、基建及環境因素，按0至5分評分）



Source: EIU

## CHINESE MANUFACTURING STATISTICS

中國製造業統計數字



Percentage of US kitchen appliances made in China  
中國製造廚房電器佔美國廚房電器的百分比



Percentage of US toys made in China  
中國製造玩具佔美國玩具的百分比



Percentage of US shoes made in China  
中國製造鞋履佔美國鞋履的百分比



Percentage of US artificial Christmas lights made in China  
中國製造人造聖誕燈飾佔美國人造聖誕燈飾的百分比



Percentage of world's umbrellas made in China  
中國製造雨傘佔全球雨傘的百分比



Percentage of Chinese goods sent to the US that goes to Wal-Mart  
中國出口貨物佔美國Wal-Mart貨物的百分比



Percentage of world's buttons made in China  
中國製造鈕扣佔全球鈕扣的百分比

## INDUSTRIES

Mining and ore processing: iron, steel, aluminium and other metals, coal; machine building; armaments; textiles and apparel; petroleum; cement; chemicals; fertilizers; consumer products, including footwear, toys, and electronics; food processing; transportation equipment, including automobiles, rail cars and locomotives, ships, and

aircraft; telecommunications equipment, commercial space launch vehicles, satellites.

## 行業

採礦及礦石加工：鐵、鋼、鋁和其他金屬及煤炭；機械製造；武器裝備；紡織品及成衣；石油；水泥；化工；化肥；消費品（包括鞋履、玩具和電子產品）；食品加工；交通運輸設備（包括汽車、軌車及機車、船舶和飛機）；通訊設備、商用太空運輸工具、衛星。

## IMPORTS

US\$1.66 trillion (2011 est.)

入口總值

16,600億美元

(2011年估值)



demand continues to build. Dhaka is also a good market for us, with three freighters per week. It is purely a garments and fashion market, as is Cambodia. Dragonair has now upgraded its flights and operates five A330 per week from Phnom Penh to Hong Kong. Support is building week by week and this is developing into a good market for Cathay Pacific Cargo."

Woodrow is heartened by the current level of cargo exports activity from western China as well as from a number of other Asia manufacturing centres, notably Vietnam. "Certainly the second half of October through till December [2012] has been much improved. This is both trans-Pacific, as well as to Europe," he says.

"Exports ex-inland China are starting to become a little more predictable as more brands manufacture in the three Cs. It is however, early days regarding imports; these are still relatively weak. Hopefully as the middle class gets larger, imports will start to gain momentum."

Even as the manufacturing landscape in China and across Asia changes in line with market demands, the challenge now is to anticipate future trends and ensure cargo requirements can be met speedily and efficiently.

**High-tech manufacturing remains in China while garments and footwear move elsewhere in Asia**

高科技製造商仍然留在中國，但成衣和鞋履等則已逐漸遷往亞洲其他國家

增加，我們期望最終能達到目標。我們目前主要努力發展入口業務，因為3C城市的進出口貨量並不平衡。現時出口量不俗，但進口量相對仍處於低水平。」

至於其他亞洲市場的發展情況，韋靖認為河內是龐大的高科技產品市場，三星就在當地設有一間大型工廠。他說：「現時，國泰每星期有四班航機由河內開出，將會因應需求而增加班次。達卡對我們來說也是有良好發展的市場，現時每星期有三班貨機，當地跟柬埔寨一樣，主要是成衣和時裝市場。此外，港龍航空已為航機升級，每星期有五班空中巴士A330航機由金邊飛往香港。隨著服務網絡不斷壯大，這些地區亦發展成為對國泰貨運充滿商機的市場。」

除了中國西部地區現時的出口貨運量令韋靖感到振奮之外，多個亞洲製造中心也有出色表現，當中尤以越南的出口貨運量最為突出。他表示：「無論是跨太平洋的航線還是運往歐洲目的地，[2012年]10月下半月至12月的業績均明顯有大幅增長。」

「由於愈來愈多品牌在3C城市生產，來自中國內地地區的出口貨量較容易預測。然而，當地的入口業務還處於起步階段，業績相對較弱。不過當中產人數愈來愈多，入口量就會增加。」

隨著中國和亞洲的製造業環境因應市場需求而轉變，目前業界面對的挑戰就是預測未來趨勢，確保能迅速有效地滿足貨運需求。CC

By Karen Pittar

# Cargo culture 貨運文化

For Sarah Law, success in the cargo field comes through prioritising both communication and teamwork

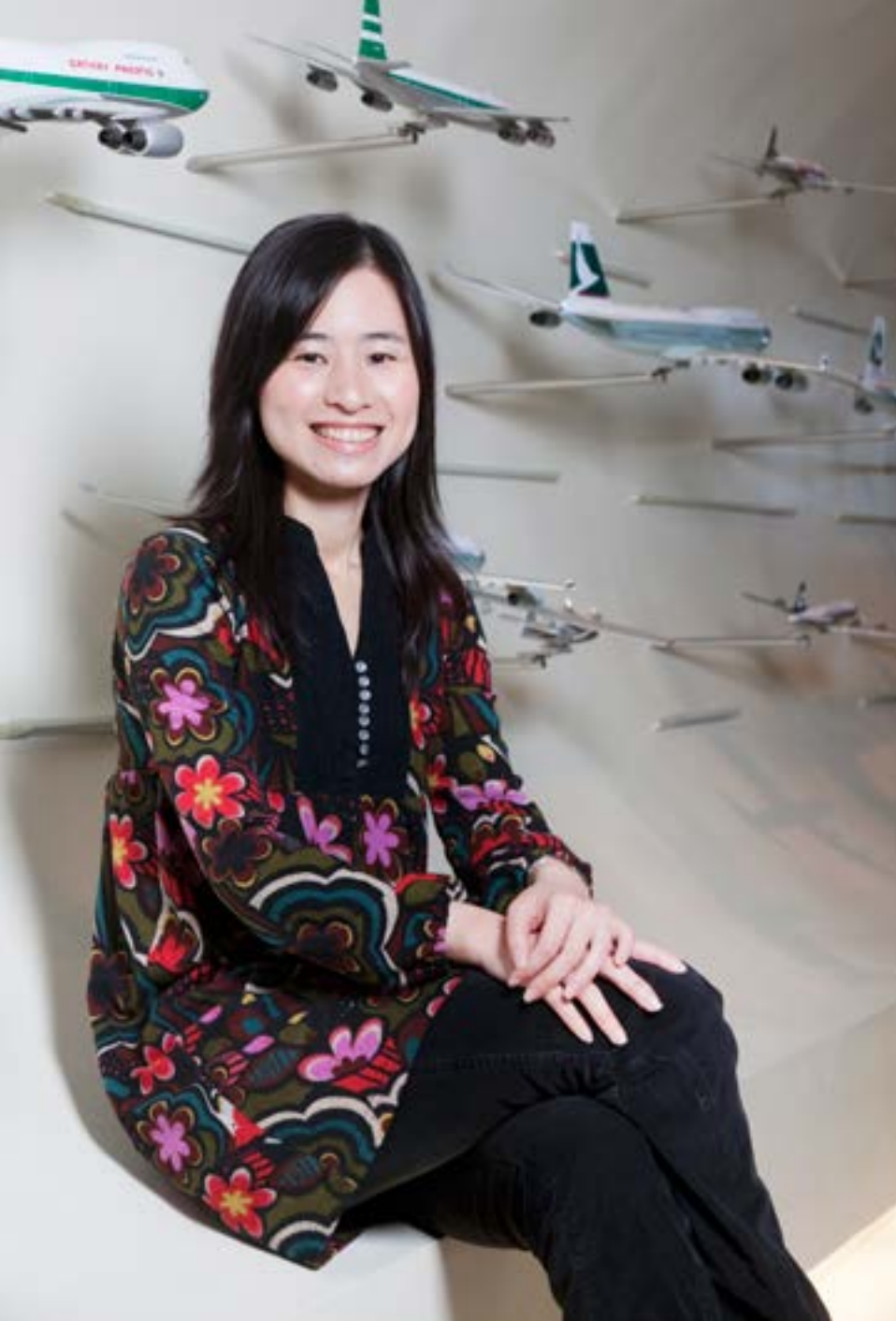
對羅雪華來說，溝通和團隊努力是貨運業的成功關鍵

**S**ARAH LAW is a Hong Kong girl, born and bred. Her favourite activities in her ever-lively home city include sampling the very finest fare from its numerous restaurants, or cooking at home for friends. "My hobbies are dining out and travelling," she says. "I enjoy seeing different countries, meeting different people and sampling different cultures."

Given her interests, it is perhaps understandable that Cathay Pacific has been the only company she has ever worked for. She spent 12 years at Hong Kong International Airport before joining Cathay Pacific Cargo in July 2007, as a Cargo Reservations Sales Officer, a position in which she's distinguished herself. "Service straight from the heart is our slogan, and it's what everyone in my team aspires to," she says. "For example, if a typhoon hits the region, we inform our clients immediately that there may be delays. We then provide extra services where needed. It's about communication and keeping everyone up to date."

It's a sentiment echoed by Nicole Hung, Assistant General Manager of BAS Worldwide Logistics. "We've been using CX Cargo for more than 10 years because they have great service," she says. "The staff, especially Sarah and her team, communicate well with us at





"Service straight from the heart" is the aim of Sarah Law and her team

「由心出發」是羅雪華及其團隊的服務宗旨

## 羅

雪華是土生土長的香港人，在這個活力十足的城市裡，她最喜歡到不同的餐廳品嚐美食，或在家下廚宴請親朋。她說：「我的興趣就是出外吃飯和旅遊。我很享受遊歷不同國家、認識不同的人 and 體驗不同文化。」

基於Sarah的興趣，難怪她自踏足社會後便一直只在國泰航空工作。她首先在香港國際機場擔任地勤工作12年，於2007年7月加入國泰貨運營業部訂位組。她說：「我們的服務口號是由心出發，我們的團隊也以此為宗旨。舉例說，若遇上颱風，我們會立即通知客戶或會出現延誤，並會在有需要時提供額外服務。溝通是最重要的元素，確保各相關人士能緊貼貨運的最新資訊。」

羅雪華的服務理念與BAS Worldwide Logistics助理總經理Nicole Hung不謀而合。Nicole表示：「我們選用國泰貨運超過10年了。他們提供一流服務，而且能與顧客緊密合作。他們的員工與我們一直保持良好溝通，特別是Sarah和她的團隊。國泰貨運尤其善於處理特別貨運，我們有時需要運送危險物品，而國泰有完善的安全標準，指引與文件也非常清晰詳盡。」

Sarah深明優質服務全賴團隊的共同努力。她說：「這份工作最令我喜愛的原因，是強調團隊合作。我的工作主要是與人溝通，以及協調各單位確保任務完成。」

郵船航空航運（香港）透過國泰貨運的廣闊網絡運送貨品已超過15年。航運出口主管Tai Chun-lai表示：「我很喜歡與羅雪華合作，她友善親切，而且容易溝通，能妥善處理各項預約，效率極高。」

Sarah深明建立良好人際關係的重要性，尤其是目前市場上的空運公司不斷增加，貨運量卻在減少。

「我們的優勝之處是較競爭對手提供更多路線，而且接受各種特別貨運的委托，這是我們的對手無法比擬的。」Sarah又說：「當中包括提供度身訂造的解決方案，如EXPERT **U.S.F.**、FRESH **U.S.F.**及PHARMA **U.S.F.**。我的工作絕不沉悶，因為每日都需要處理各式各樣的貨運要求，每一個挑戰都讓我樂在其中。」CC

all times. They're always so helpful with special cargo – we sometimes freight dangerous goods and CX has excellent safety standards, providing clear guidelines and paperwork."

Sarah knows that delivering the best customer service is always a team effort. "My favourite aspect of the job is working as part of a team," she says. "My job is primarily about relating to people, and helping all parties concerned to cooperate successfully."

Yusen Logistics (HK) has been using CX Cargo's extensive routes for more than 15 years. "I particularly enjoy working with Sarah Law," says Tai Chun-lai, a supervisor in the company's

air-export department. "She's so nice and easy to deal with; she makes every booking smooth and efficient."

Sarah understands the vital importance of personal relationships, given that there is an increasing number of carriers but less cargo in the market.

"What makes us different is the greater number of routes we offer and the many kinds of special cargo we accept, which our competition may not," she says. "These include tailor-made solutions such as EXPERT **U.S.F.**, FRESH **U.S.F.** and PHARMA **U.S.F.**. My job is never boring and every day I have different cases to deal with. I enjoy the challenge of each and every one."

# Strength in diversity

## 多才多藝

Cathay Pacific's French team proves it's possible to excel in more ways than one  
國泰航空的法國貨運團隊證實他們的優秀表現無處不在

**C**ATHAY PACIFIC Cargo's team in France has a mission, namely, "specialist quality service delivered by a team of experts". Concentrating the company's traditional strengths in specialist products and services was a strategy initially driven by the downturn that followed in the wake of the 2007-2008 global financial crisis.

According to Jean-Luc Py, Cargo Manager, France, developing new business that requires expertise and can support different pricing has become paramount to the company's cargo strategy. "It's crucial for us to develop revenue rather than volume," he notes. "A flight can be full, but for what revenue?"

Py points to International Air Transport Association (IATA) figures indicating that air freight represents only 0.5 percent of total annual cargo volumes carried by various methods – rail, road, sea and air – yet accounts for 35 percent of the value. "What we carry is very high-value product," notes Py, adding that the strategy has been to develop existing high-value business in addition to generating new revenue, especially on outbound flights, because business from China has dropped.

In response to the challenging conditions, Juliette Locq, Cargo Sales Representative, has been made responsible for looking after all opportunities for Cathay Pacific's special products – in particular, PHARMA **LIFT**, FRESH **LIFT** and EXPERT **LIFT**. On the operations side, Thierry Chagnon, Assistant Cargo Services Manager in Operations, has appointed a service-quality team leader to work closely with colleagues from import and export, and with Locq, to ensure products and services are executed without fail.

"The aim is to make sure the combination of product and service quality will help us develop a team to handle specialist offerings, and from there allow us to develop special pricing," says Py.



Cathay Pacific Cargo in France has pursued a strategy of targeting high-value business

國泰航空法國貨運部的策略是拓展高價值業務



Gwenaëlle Jacques, Cargo Customer Services Assistant Manager, says: "We're doing our best to make sure that once agents use our products, they become addicted to our services."

Since 2008, the sales team has been focused on product development, notes Marceline le Piniec, Cargo Sales, Assistant Manager. "The revenue generated by special niches has increased a great deal," she says. Indeed, they contributed some 70 percent of revenue from the French office, with PHARMA **LIFT** playing a substantial role, according to Locq.

France has major pharmaceutical companies that ship overseas, including Sanofi Pasteur, bioMérieux and Hospira. Between January and March each year, more than 100 tonnes of flu vaccine are shipped to Australia in preparation for the Southern Hemisphere winter, and from September, some 20 tonnes of vaccine are shipped every two weeks to Japan. Mumbai, Hong Kong, Melbourne and Manila all receive PHARMA **LIFT** shipments from France.

In 2011, Cathay Pacific Cargo in France won a pharmaceutical product-and-sales award and the team's expertise, quick response time and initiative were evident the same year





Pharmaceuticals are  
a specialty for the  
Cathay Pacific Cargo  
team in France

藥物運送是國泰貨運  
法國團隊的專長項目

when a large pharmaceutical shipment – eight main-deck pallets – was shipped to Mumbai.

“We were able to cater to the last minute request made by the agent to ensure the shipment quality. The agent was very satisfied by our reactivity and our flexibility,” says Locq.

The team receives on-site PHARMA **UFT** training in Hong Kong and through Cathay Pacific’s distance-learning programme, with regular updates on products and special equipment such as the thermal dolly and thermo blankets. Cathay Pacific Cargo facilities at Charles de Gaulle Airport in Paris include a freezer, cool room, dangerous-goods storage, strong room and livestock room.

With cheese, seafood and *foie gras* all regular shipments, FRESH **UFT** is a huge part of the business in France. Beaujolais Nouveau Day is popular in Japan – 1,250 tonnes of the wine was shipped there in 2012 to be drunk on the third Thursday in November. Cathay Pacific also carries noted French fashion brands around the world.

In short, a diversity of specialist products; one team of experts you can trust to deliver them all.



泰貨運的法國團隊努力將一個使命付諸實行，即是「由專業的團隊提供優質的專業服務」。在2007年至2008年爆發國際金融危機後，基於全球經濟下滑，國泰貨運因應情況制訂策略，決定利用公司的傳統優勢，將業務集中於專業產品和服務。

國泰航空法國貨運經理Jean-Luc Py表示，開拓講求專業並符合不同價格需求的新業務最為關鍵，因為這才能配合公司的貨運策略。他指出：「提升收益較增加貨運量重要得多。即使航班爆滿，但收入增加了嗎？」Py指出，國際航空運輸協會的數據顯示，以全球各種運輸途徑如火車、輪船和飛機的總貨量計算，空運量只佔全年總貨運量0.5%，但承載的貨值卻佔了35%之多。

Py說：「我們運送的是貴重貨物。」他補充說，現時的策略是進一步拓展現有的高價值業務，並開展能提高營業額的新業務，特別是由法國開出的航班更加需要提升收益，因為由中國進口的業務已呈下滑。

為了應對市場的競爭環境，貨運營業代表Juliette Locq被委以重任，負責為國泰的各項專業服務開拓商機，特別是PHARMA **UFT**、FRESH **UFT** 和 EXPERT **UFT** 等服務。在運作方面，營運部的貨運服務助理經理Thierry Chagnon委任一名領導優質服務團隊的主管，負責與進口和出口部門的同事緊密合作，並與Locq一起確保所有產品和服務正常營運，避免出現任何錯誤。

Py解釋道：「我們的目標是希望將產品和服務品質結合起來，發展成一支有能力處理

特別產品的專業團隊，由此讓我們能提出反映專業服務的定價。」

正如貨運客戶服務助理經理Gwenaëlle Jacques指出：「我們竭力確保貨運代理用過我們的服務後感到滿意，並會繼續選用我們的服務。」

貨運營業助理經理Marceline le Piniec表示，自2008年以來，營業部便一直專注於開拓產品服務，她說：「來自專業運送服務的收入錄得大幅增長。」據Locq指出，法國貨運部約七成的營業額來自專業服務，當中又以PHARMA **UFT** 的貢獻最大。

法國擁有多家出口藥品往外地的大藥廠，當中包括賽諾菲巴斯德、生物梅里埃和赫士睿。每年的1月至3月，有超過100公噸流感疫苗運往澳洲，為南半球的冬天流感季節做好準備。而9月份開始，每隔兩周就約有20公噸的疫苗運往日本。而孟買、香港、墨爾本和馬尼拉，全都是PHARMA **UFT** 從法國運出貨品之目的地。

2011年，國泰貨運的法國團隊贏得醫藥產品和銷售獎項。當年，他們曾空運八個主艙集裝箱的大批藥品到孟買，過程中充份顯示了團隊的專業、快速反應和積極主動。

Locq說：「我們能夠回應貨運代理在最後時刻提出的要求，以確保運送貨品的質量。這位代理對我們的快速反應和靈活的處事態度，感到非常滿意。」

團隊成員會在香港接受PHARMA **UFT** 培訓，或透過國泰的遙距教學系統進行在職訓練，同時會定期更新產品及特別設備，例如恒溫的運輸車和電熱毯等。國泰貨運在巴黎戴高樂機場配置的裝備包括冰櫃、雪藏庫、危險品儲存室、保險庫和一個牲畜倉。

法國是美食之都，當地出產的芝士、海鮮和鵝肝經常空運往世界各地，所以FRESH **UFT** 服務也是法國貨運部的主要貨品。每年11月第三個星期四的薄酒萊新酒上市日，在日本是一大盛事，2012年就有1,250公噸佳釀從法國運往當地，讓日本的劉伶在當天享用。國泰亦將著名法國時裝品牌的出品空運往全球各地。

總而言之，這些多元化的特別貨品，都會由可以信賴的專業團隊負責運送。CC



By Leo Williams

Wenzhou is a city on the up, with promising growth forecasts in several industrial sectors

溫州正在崛起中，其數個產業均擁有令人鼓舞的增長前景

## Boom town 繁盛溫州

Direct daily flights take advantage of Wenzhou's impressive expansion as a manufacturing base  
溫州商機處處，開通往返這個製造業基地的直航航班正合時宜

**A**STHE Chief Executive of AsiaInspection, a quality control service provider for consumer goods producers in China and across Asia, Sébastien Breteau has a clearer idea than most as to which city's economies are thriving. His company has observed rapid rises in activity in Chengdu, Chongqing, Zhengzhou and Wenzhou in the past two years, but it's the developments in Wenzhou, the port city in eastern Zhejiang Province, that he sees as particularly significant.

"Wenzhou ranks high for consumer goods manufacturing, particularly textiles and apparel," says Breteau. "The city has gone through a transformation on a scale similar to that of Shenzhen. In 2010, Wenzhou represented a modest 0.65 percent of total inspections for AsiaInspection; in 2012 it grew to 1.2 percent."

In recognition of this growth, Dragonair launched its new daily service to Wenzhou on 25 January, 2013 – the airline's 22nd destination in Mainland China. Outlining the new service, James Woodrow, General Manager Cargo Sales and Marketing at Cathay Pacific says the narrow body A320 aircraft operating the daily route would provide limited scope in the short term. "We will, however, have a

cargo office and look to start building support," he says. "Then, if demand warrants it, we can push to upgrade to an A330, which has much better cargo capacity – at least 10 to 12 tonnes per flight."

Wenzhou's Yongqiang Airport provides flights to major cities across Mainland China, in addition to Hong Kong and Macau. As well as its existing strengths in textiles, the city is also looking to develop its manufacturing base in the IT, electronics, chemical and bio-pharmaceutical sectors.

Last year, Wenzhou was designated as China's first pilot financial reform zone, followed by similar zones in the Pearl River Delta. In March 2012, China's State Council approved the move in a bid to improve the regulation of private financing activities. The Wenzhou Private Lending Registration Service Centre opened in April to ensure improved interest rates for businesses.

**在**中國及亞洲區內為消費產品製造商提供品質檢驗服務的AsiaInspection，其行政總裁Sébastien Breteau當然較一般人更清楚哪個城市的經濟更為興旺。過去兩年，他的公司見證了成都、重慶、鄭州和溫州的蓬勃發展，當中又以浙江省東部港口城市溫州的發展最讓他留下深刻印象。

他指出：「溫州是消費商品的主要產地之一，特別是紡織和服裝業。這個城市經歷了與深圳規模相若的的蛻變。2010年，溫州只佔AsiaInspection總檢驗量的0.65%，到了2012年便已增長到1.2%。」

有見於溫州發展一日千里，港龍航空於2013年1月25日開辦每天飛往溫州的新航線，這也是港龍航空在中國內地第22個航點。國泰航空貨運營業及市務總經理韋靖談到新航線的業務前景時指出，這條每天均有航班的航線，由空中巴士A320窄體客機營運，短期內只能提供有限的貨運量。但他表示：「我們將會設立一個貨運辦事處，並開始建立支援服務。若證實有需求的話，我們可以將航機升級為空中巴士A330，以提升運力，至少每班機可運送十至12公噸貨物。」

溫州永強機場每天都有航機飛往內地主要城市以及香港和澳門。溫州除了紡織業蓬勃，也致力發展成為包括資訊科技、電子、化學及生物製藥等製造業的基地。

去年，溫州被規劃為內地首個金融綜合改革試驗區，隨後珠江三角洲也引入類似試驗區。2012年3月，中國國務院批准設立試驗區，以加強規管民間融資。溫州民間借貸登記服務中心隨即於4月開業，以確保區內企業享有較優惠的借貸利率。**CC**

### NEW SERVICE TO WENZHOU (WNZ) 溫州新航線資料

Flight No. 航班編號	Routing 航線	Depart 起飛	Arrive 抵達	DOW 運作日子
KA798	HKG-WNZ	0805	0945	Mon, Wed, Fri, Sat 星期一、三、五、六
		1655	1855	Tue 星期二
		1700	1855	Thu, Sun 星期四、日
KA791	WNZ-HKG	1105	1315	Mon, Sat 星期一、六
		1300	1510	Wed, Fri 星期三、五
		2010	2220	Tue, Thu, Sun 星期二、四、日



# Mixed economy

## 海港騰飛

Da Nang aims for business and tourism success

峴港銳意發展經濟及旅遊業

Traditional coracle fishing boats on My Khe beach  
My Khe海灘上的傳統捕魚小船

**S**ITED ON the central coast of Vietnam, the port city of Da Nang has ambitions to be both an economic powerhouse for the region and a major tourism centre. Its French colonial architecture, white beaches and aquamarine waters have naturally attracted high-end tourist developments, with the city offering eight five-star hotels and resorts, a total of more than 2,000 rooms. Da Nang is also surrounded by beautiful scenery, particularly its mountains, caves and waterfalls.

Dragonair commenced flights to Da Nang on 28 March and while the majority of passengers may well be heading for the city's beachside resorts, the belly of the aircraft will carry cargo, underlining the city's role as an economic centre.

Da Nang is one of the country's largest cities in terms of population and as an economic centre. An important regional transportation hub, Da Nang is at the western end of the East-West Economic Corridor, a 1,450-kilometre long route linking Myanmar, Thailand,

Laos, and Vietnam. The World Bank, among other bodies, is funding a number of infrastructure upgrades to the city, including provision for improved roads, power and water supplies.

The city's sound infrastructure, record of human resources development, reputation for transparency and proactive provincial leadership, as well as its comparatively low entry costs and significant tax concessions, have all led to substantial increases in foreign direct investment. The Da Nang City's People's Committee licensed 30 Foreign Direct Investment (FDI) projects in 2012, representing a total registered capital of more than US\$109 million. Large-scale projects attracted investment from Japan, Singapore, Belgium and South Korea.

In 2012, 16 foreign businesses increased their investment in the city to more than US\$135 million and to date Da Nang City has attracted 237 FDI projects, in total worth more than US\$3 billion. The city's most important exports include garments, textiles and seafood.

**越**南中部港口城市峴港條件優越，該市正銳意發展成為地區經濟火車頭兼旅遊名城。當地法國殖民時期建築、細白的沙灘和蔚藍清澈的大海，均吸引不少高級旅遊發展項目。

現時當地共有八所五星級酒店及度假酒店，能夠為旅客提供超過2,000間客房。峴港周邊可以找到不少醉人美景，其壯麗的高山、石窟和瀑布尤其著名。

港龍航空由3月28日開始提供往返香港及峴港的航班服務，接載旅客前往當地度假之餘，航班的機腹也擔負起運載貨物的重任；兩者皆有助強化峴港作為地區經濟中心的角色。峴港位處越南中部商業心臟地帶，既是越南其中一個人口最多的城市，也是越南其中一個重要的經濟發展中心。

長達1,450公里的東西經濟走廊連接緬甸、泰國、老撾和越南，而峴港正位於走廊的西端，是區內重要的交通樞紐。世界銀行等多個機構相繼注資改善當地的基建設施，包括道路、電力及食水供應。

外商直接投資到峴港的金額大幅增加，這得力於當地良好的基建、出色的人力資源發展、高透明度及積極見稱的市政府領導、相對較低的入境投資成本，以及極具吸引力的稅項減免。

峴港市人民委員會在2012年合共批出了30個外商直接投資項目，所涉投資金額超過1.09億美元。當地的大型項目成功吸引日本、巴拿馬、新加坡、比利時及南韓的資金到來投資。

2012年，16間外資企業把他們在峴港的投資增至1.35億美元。時至今日，峴港合共招徠了237個外商直接投資項目，所涉金額約共超過30億美元。當地的主要出口貨品包括成衣、紡織品及海鮮。CC

### NEW DA NANG (DAD) SCHEDULE 峴港新航線資料

Flight No. 航班編號	Routing 航線	Depart 起飛	Arrive 抵達	DOW 運作日子
KA220	HKG-DAD	0800 1550	0855 1650	Thurs, Sun 星期四及日 Tue 星期二
KA2211	DAD-HKG	0950 1005 1905	1250 1305 2205	Thurs 星期四 Sunday 星期日 Tuesday 星期二

By Kate Whitehead

# Hong Kong's verdant isle

## 香港後花園

Scenic landscapes, challenging hikes and one of the territory's best beaches – Lantau has it all  
秀麗景色、挑戰體力的遠足徑和香港其中一個  
最佳沙灘；大嶼山可說應有盡有

**R**ARE IS the tourist itinerary that does justice to Lantau, Hong Kong's biggest and greenest island, and home to the Cathay Pacific headquarters and the new cargo terminal. Most visitors head to the Big Buddha, the Ngong Ping 360 cable car or Disneyland – all of which are situated on Lantau. But there's much more to the verdant island.

The first thing to understand about Lantau is that it has a vibe quite distinct from that of Hong Kong Island. Like the feral buffaloes that amble along the coastal roads, life

here moves at a more leisurely pace, which is surprising given that the buzzing city centre of Central is only half an hour away by ferry or train.

Soaring property prices over the past five years have seen increasing numbers of city folk move out to the island, keen to get more square feet for their dollar. A new breed of resident with disposable income and sophisticated tastes has transformed the old villages, adding smart new housing and a smattering of new shops found near the ferry pier of Mui Wo, on the island's eastern coast.

Spa Ambiance, which opened last summer, offers a broad menu of facials, waxing treatments, manicures and pedicures, as well as massages that are ideal post-hike or post-flight. Around the corner from the spa, another neighbourhood newbie is Village Bakery, serving freshly baked bread and croissants that melt in the mouth. Imprint Bookshop is a more established name, run by a retired teacher who lives on the island and replenishes his stock with visits to book auctions in Britain. The shop is a real labour of love; the shelves groan under the weight of an eclectic mix of books, so expect to find everything from bestsellers to Bibles, and a tidy assortment of first-editions.

### LISTINGS 資訊一覽

**Auberge Discovery Bay**

[www.aubergediscoverybay.com](http://www.aubergediscoverybay.com)

**Imprint Bookshop**

+852 2984 9371

**Lantau Buffalo Association**

[lantaubuffalo.wordpress.com](http://lantaubuffalo.wordpress.com)

**Spa Ambiance**

+852 3689 2527

**The Stoep**

[thestoep.com](http://thestoep.com)

**Village Bakery**

+852 2980 3344



To really make the most of Lantau, you need to experience the great outdoors. A 70-kilometre hiking trail loops around the island, making it easy to explore this green space. And there's a lot of it – more than half of Lantau is country park. The best hiking to be had is in the south-west. Take the bus to Tai O, follow the trail anticlockwise along the southern coast, and you'll be rewarded with secluded beaches, abandoned villages and a stunning cliff walk. For a more challenging hike, start in the east and walk anticlockwise to Sunset Peak (869m). If you're feeling especially fit, you can carry on and take the trail to Lantau Peak (934m) as well.

A good way to wrap up a day's hiking is to end up on Cheung Sha Beach in time for sunset. This three-kilometre stretch of sand is the longest beach in Hong Kong





A day out on Lantau Island can include a cable-car ride to the Big Buddha on the Ngong Ping 360 (above, left), hiking the trails up to the island's highest peaks (above) and a stop at The Stoep (left) on Cheung Sha Beach, for drinks and *braai* – South African barbecue

大嶼山的一天行程可包括乘搭昂坪360纜車到天壇大佛參觀（左上圖），沿著遠足徑登上大嶼山的最高山峰（上圖），以及到長沙泳灘的The Stoep（左圖）享用**braai**（南非烤肉）和飲品

(*cheung sha* means “long beach” in Cantonese), and there are a handful of restaurants at the eastern end. The most well known is The Stoep, which serves South African barbecue, or *braai*. It's a pleasure to sit on the terrace in the evening and watch buffaloes settle down on the beach for the night. These harmless feral cattle are a reminder of the old Lantau, when farming was a fixture on the island. They may occasionally block the traffic, but they're still much loved and even have a website dedicated to them.

In the spring, a 325-room hotel is opening in Discovery Bay, in the island's north-east. Just 25 minutes from the airport, Auberge Discovery Bay has an outdoor swimming pool, fitness centre and spa, so there'll never be any need to head back to Hong Kong Island after a day out in Lantau.

## 旅

客來到香港旅遊時，往往忽略了大嶼山的魅力。其實大嶼山是香港最大、最蔥綠的島嶼，也是國泰航空總部和新貨運站的所在地。說到大嶼山，島上的天壇大佛、昂坪360纜車和迪士尼樂園等觀光點都是遊客最愛，但這小島的吸引力絕對不止於此。

踏上大嶼山，你便會發現氣氛跟香港島截然不同。島上生活閒適，節奏和緩，跟這裡的流浪牛在海邊悠閒漫步的步伐相若。誰會想到，從繁囂的金融中心中環乘搭渡輪或地鐵，只消約半小時便到達大嶼山。

過去五年，香港樓價持續飆升，不少城市人選擇搬到島上，以較相宜的價格換取較大的生活空間。這批收入不俗、又具生活品味的新居民為島上的舊村莊帶來了新氣象。位於東岸的梅窩碼頭附近，便增添不少型格新住宅和新店舖。

去年夏天開業的Spa Ambiance美容中心，提供美容、脫毛、修甲、足部護理等服務，他們的按摩療程對剛完成遠足或甫下飛機的人來說便非常合適。從美容中心拐個彎，便可找到

另一家新店Village Bakery，店內不論是新鮮的麵包或牛角包，均入口鬆軟，瞬間即融化。另一邊廂，Imprint Bookshop在當地已有相當知名度，書店由一位在島上居住的退休教師經營，他經常到英國的書籍拍賣會去補充存貨。店內書籍包羅萬有，由暢銷書到聖經兼備，還有分類清晰整齊的初版書籍。

要真正體驗大嶼山風情，就要投入大自然的懷抱。島上有一條長70公里、供環島遠足的「鳳凰徑」，是探索郊野的最佳路線。事實上，大嶼山超過一半面積都是郊野公園地段，綠茵處處，環境優美。島上的最佳登山路線位於西南面，可先乘巴士到大澳，沿鳳凰徑逆時針方向走過南岸，沿途有幽靜的沙灘、荒廢的村落和壯麗的懸崖峭壁，讓你飽覽美景。如果想挑戰難度，可從島的東面開始，以逆時針方向步行至大東山（869米），要是充足體力的話，更可以繼續走上鳳凰山（934米）。

最後不妨到長沙泳灘欣賞日落美景，為一天的遠足之旅畫上完美句號。長沙泳灘綿延三公里，是全港最長的沙灘，故得「長沙」美譽。泳灘東面有數間餐廳，最知名的便是The Stoep，這裡供應南非烤肉（又稱**braai**）。在傍晚時分，安坐在餐廳的露天花園，看著水牛緩緩走到沙灘休息，自有一分樂趣。這些溫馴的流浪牛令人回味舊日大嶼山居民務農為生的日子，雖然牠們有時會阻礙交通，但仍然深受喜愛，甚至有人為牠們建立網站。

今年春季，位於大嶼山東北面的愉景灣將有新酒店開幕。香港愉景灣酒店離機場僅25分鐘車程，共提供325間客房，另設室外游泳池、健身中心和水療中心。在大嶼山暢遊一天後於此下榻，便毋須趕回香港島了。CC

Sri Lankan fashion is turning heads thanks to a new wave of talented designers

斯里蘭卡湧現一批優秀設計師，時裝業乘時而起，備受矚目

Sri Lanka is evolving from a garment producer into a design hot spot

斯里蘭卡由成衣製造業中心  
搖身變成設計熱點

# Domestic beauties

時裝興邦

By Jennifer Henricus

**S**RI LANKA has a well-established ready-to-wear fashion industry, with hundreds of factories producing high-quality garments for scores of overseas brands. But rising competition from lower-cost centres such as Bangladesh and Cambodia has induced many companies to make strategic investments in design as a means to stay ahead. Dedicated fashion studios staffed by designers trained locally and at fashion schools around the world are gradually becoming the norm. The welcome spin-off: a new, vibrant fashion scene led by young designers producing collections that are making their mark on the catwalk.

Some designers are stitching traditional patterns into their collections, while others are putting new ideas about sustainability and upcycling (reusing discarded materials) into practice to create unique, high-fashion items.

One of the first Sri Lankan fashion brands to hit the catwalk is Aviraté. The company's casual and cocktail dresses were an instant hit among Colombo's fashion conscious, who until recently would shop overseas. Owned by the Timex and Fergasam Group, which has 16 garment factories in Sri Lanka and Bangladesh, Aviraté is expanding internationally, with five stores in India and plans to open this year in Hong Kong, Dubai and Canada. "We saw a clear niche, jumped right in, and are now pleasantly surprised by the success we're enjoying in both Sri Lanka and India," says Sarinda de Silva, Communications Manager at Aviraté.

The dresses are designed and made in Sri Lanka, supported by the company's British design office which helps track fashion trends and provide input to the 15 full-time designers at the Colombo studio. Aviraté has since expanded into separates, jewellery, accessories and lingerie.

The latter is a good example of a Sri Lankan brand playing to its strengths, lingerie being a mainstay of the country's garment industry – local



companies produce for important overseas brands including Victoria's Secret and Marks & Spencer. In 2007, the country's largest intimate-apparel manufacturer, MAS Holdings, created its own brand, Amante, targeting India's value premium-lingerie market. The results have been extremely positive, says a company spokesperson and, based on this success, the brand launched in Sri Lanka at the end of last year.

Another exciting lingerie brand is Charini, from designer Charini Suriyage. The line cleverly combines fabrics reclaimed from local factories with locally handmade fine lace and delicate satin. Suriyage launched the brand internationally at London Fashion Week's Esthetica section in 2011 and plans to take Charini to Hong Kong and Taiwan this year. She has also introduced lines of casual and evening wear that adhere to the same practice of mixing locally handwoven silks and cottons with factory-leftover satin and lace. Working primarily in black tones, Suriyage stitches in textures, transparency and three-dimensional details inspired by her training in architecture. She says the dresses are selling well in Colombo, but her target is London Fashion Week in the autumn.

Colombo's popular lifestyle store Barefoot – renowned for its colourful products meticulously crafted from handwoven fabrics – is upping the ante with a new line of dresses, Juxta Op, from designer Marisa Gnanaraj. Using the same colourful palette seen in Barefoot's fine, handwoven cotton sarong range, Gnanaraj has created dresses that are fashion forward, strong on geometric pattern and detail, and mostly hand-stitched without zippers or other non-fabric components. "These are truly one-of-a-kind dresses," says Gnanaraj.

Sri Lanka's coming-of-age in the design world augurs well for its fashion scene. If the founder of Colombo Fashion Week, Ajai Vir Singh, has his way, Sri Lankan fashion may soon be on the international stage – and Colombo may become the new hot fashion destination in Asia.



Colombo's lifestyle store Barefoot is renowned for producing colourful designs carefully crafted from handwoven fabrics

科倫坡的生活百貨店Barefoot以色彩斑斕的手織布製品聞名

**斯**里蘭卡的製衣業發展蓬勃，數以百計的成衣廠為海外品牌生產高級時裝。然而，面對孟加拉和柬埔寨等低成本製衣市場的競爭，斯里蘭卡不少公司都轉型發展時裝設計，以保持競爭優勢。當地較進取的時裝公司聘請了大量在本地或海外修讀時裝的設計師，其他公司相繼跟隨，漸漸為業界開創新氣象。時至今日，朝氣勃勃的年輕設計師已在時裝展中大放異彩。

斯里蘭卡一些設計師將傳統圖案融入自家時裝系列，也有設計師將可持續發展的概念加入設計之中，並且將廢棄物「升級」再用，設計出別出心裁的高級時裝。

Aviraté是首批在時裝展天橋上亮相的斯里蘭卡時裝品牌，其休閒和出席酒會穿著的連身裙甫推出，便立即獲得科倫坡的時尚人士愛戴，以往他們只會在海外購買衣飾。Aviraté隸屬於Timex and Fergasam Group，集團在斯里蘭卡和孟加拉設有16間製衣廠。Aviraté在印度開設了五間專門店，現正積極拓展國際業務，準備今年進軍香港、迪拜和加拿大。Aviraté公關經理Sarinda de Silva表示：「我們看到合適的市場便馬上行動，對於現時在斯里蘭卡和印度取得的成績，我們感到喜出望外。」

品牌的連身裙在斯里蘭卡設計及製造，並在英國成立設計部門，負責追蹤潮流趨勢，為科倫坡設計室的15位全職設計師提供支

援。Aviraté現時已將業務擴展至不同範疇如首飾、配飾和內衣。

發展內衣設計業務正是斯里蘭卡品牌利用自身優勢的好例子，因為生產內衣向來是該國製衣廠的主要業務之一，著名國際品牌如Victoria's Secret和瑪莎百貨的內衣，當中不少是在當地生產。2007年，該國最大的內衣生產商MAS Holdings建立了自家品牌Amante，主要針對印度的高級內衣市場。品牌發言人表示，由於成績斐然，品牌決定回歸斯里蘭卡，在去年年底正式開拓本土市場。

另一令人期待的內衣品牌是Charini。這個由設計師Charini Suriyage成立的品牌以別出心裁的用料突圍而出，更採用當地工廠丟棄的衣料配合精良的手製喱士和優質緞布製造內衣。Suriyage於2011年倫敦時裝周「Esthetica」環節上發佈其設計系列，成功把品牌帶上國際舞台，並計劃於本年內登陸香港和台灣。品牌同時推出了休閒和晚裝連身裙系列，同樣採用本土手織絲綢和棉布，以及工廠剩餘的緞布和喱士。大學時曾學習建築設計的Suriyage，作品向以黑色為主，擅用質料配搭及製造透視和立體的效果。她表示，品牌的衣服在科倫坡的銷情很理想，但她的目標是進軍今年秋季的倫敦時裝周。

Barefoot是科倫坡另一大受歡迎的生活品牌，一直以色彩斑斕的手織布製品馳名，品牌最新推出了連身裙系列Juxta Op，由設計師Marisa Gnanaraj主理。Gnanaraj貫徹Barefoot手織彩棉紗籠系列的繽紛色調，設計出前衛、幾何圖案鮮明和細節一絲不苟的裙子。Juxta Op的裙子大多是手縫製，不採用拉鏈或其他非布料組件。設計師表示：「我們每一件衣服都是獨一無二的。」

斯里蘭卡的设计界正穩步成長，國內時裝業蓬勃發展指日可待。若然科倫坡時裝周創辦人Ajai Vir Singh能夠達成目標的話，斯里蘭卡時裝應該很快便晉身國際舞台，令科倫坡成為亞洲炙手可熱的時裝新焦點。CC

#### NEW CX FREIGHTER SERVICE TO COLOMBO (CMB) VIA CHENNAI (MAA) 國泰航空新貨運航線經欽奈 (MAA) 前往科倫坡 (CMB)

Flight No. 航班編號	Routing 航線	Depart 起飛	Arrive 抵達	DOW 運作日子
CX017	HKG-MAA	16:35	19:30	Sun 周日
CX018	MAA-CMB	21:00	22:25	Sun 周日
CX044	CMB-HKG	00:25	08:20	Mon 周一

By George Epaminondas

# Fresh air

## 新鮮空運

Cathay Pacific's new Hong Kong Cargo Terminal is proving a boon to fans of fresh berries

國泰航空新空運貨站為嗜吃新鮮莓果的人帶來喜訊



**T**HE BREAKFAST offerings at Hong Kong's Marco Polo Hotel have proven to be pleasingly familiar to at least one recent resident.

As Chairman and Chief Executive of Driscoll's, one of the United States' leading producers and distributors of fresh berries, Miles Reiter was pleased to see his company's produce fetchingly arranged for the benefit of the hotel's early morning diners.

For Reiter, the array of strawberries, blueberries, blackberries and raspberries on offer, all sourced from farms across the US, was proof positive of his company's achievements in Southeast Asia. But how could he be sure that all of these fruits had been supplied by Driscoll's? "I can always tell. You can identify Driscoll's berries from their appearance, their texture and their juicy flavour," he says. "At the moment, we have a lot of positive momentum within the Asian marketplace. Our belief is we are the premium brand and we're looking to expand on that."

Air cargo plays an integral part of Driscoll's expansion plans – currently 70 percent of the company's exported berries are flown to Hong Kong and beyond, from airports in Los Angeles and San Francisco.

The long journey from cultivation to cargo hold begins with the use of natural breeding methods by Driscoll's research and development teams to create patented varieties of berries. These are then grown on family farms in Florida, Mexico and Central and Southern California. Blueberries, the newest addition to the Driscoll's range, are cultivated in Oregon, Washington, New Jersey, North Carolina, Chile, Mexico and even Argentina. The berries are shipped as soon after harvest as possible, ensuring they arrive fresh, ripe and delicious.

Working with numerous independent farmers who handpick the ripe berries from their fields every morning, the berries are then tagged, inspected for quality and immediately refrigerated. After being brought to the optimal temperature of 0.6 degrees Celsius, they are then wrapped for shipping.

**馬**可亭羅香港酒店供應的早餐，早前為一位住客帶來既熟悉又喜出望外的感覺。美國主要新鮮莓果生產及出口商Driscoll's的主席兼行政總裁 Miles Reiter，看到公司的產品排列得整齊，成為酒店住客的早餐美食，讓他不禁欣然自喜。

在Reiter眼中，琳琅滿目的士多啤梨、藍莓、黑莓和紅桑子，每一顆都見證了公司在東南亞市場的成就。Driscoll's莓果產自美國各地的農場，究竟他是如何確定這些水果是Driscoll's的產品？他說：「我總是可以分辨出來，Driscoll's的莓果不管外觀、質感還是果汁的味道都與別不同。現時，我們在亞洲市場的發展前景相當樂觀，相信這些優質產品能為我們繼續拓展這個市場。」

空運是Driscoll's實現其發展宏圖的重要因素，他們現時約有七成莓果從洛杉磯或三藩市機場空運往香港及其他地方。不過，從種植到飛機的貨艙畢竟是一段漫長而複雜的過程。

它始於採用Driscoll's研究及發展部開發的天然方法來培植專利莓果品種，然後交給佛羅里達州、墨西哥及加州中、南部的家庭農場種植。最新加入Driscoll's莓果行列的藍莓，則在俄勒岡州、華盛頓州、新澤西州、北卡羅萊納州、智利、墨西哥甚至阿根廷種植。莓果在採收後必須盡快付運，確保送抵目的地時仍然新鮮、適宜食用和美味可口。

Driscoll's與許多個獨立果農合作，他們每





Driscoll's fruits are handpicked from family farms across the US and even as far away as Chile

與Driscoll's合作的  
家庭農場遍佈美國，  
還遠及智利，他們均  
以人手採摘莓果





Stabilised within multiple layers of packaging, the berries for export are then placed on temperature-controlled trucks at one of three departure points – Oxnard, Santa Maria or Watsonville, Driscoll's main centre of operations. Quality assurance teams inspect the cargo at the various distribution centres, with a remit to ensure the freshness of the berries is maintained. Exposure to temperatures of 3.3 degrees Celsius or higher will significantly reduce the shelf-life of these fragile fruits.

Once they've arrived in Hong Kong, Driscoll's berries are then ready to be shipped to one of seven other ports, including Bangkok, Jakarta and Kuala Lumpur. Although the perishable cargo is moved to temperature-controlled facilities, this is one of the most difficult stages of the journey. "It's a challenge when fruit is exposed to ambient temperatures," Reiter explains.

This is one of the reasons why the new Cathay Pacific Cargo Terminal at Hong Kong International Airport impresses Reiter. "The new terminal shortens the time in which products are in an uncontrolled environment, and the volume capabilities are tremendous," he says. "It means our berries can get on customers' trucks or into cold rooms extremely efficiently."

For Reiter, the key benefit of this streamlined shipping process is the superior quality of fruit it delivers. "We expect we may be able to pick at an even higher level of ripeness because of the new Cathay Pacific Cargo facility," he says. "The transit time is better by hours and we can make tighter connections." In particular, the recently unveiled terminal opens up fresh opportunities for raspberries. "More so than the other fruits, raspberries are most sensitive to breaks in the cold chain, so this should reduce shrinkage," says Reiter.

Driscoll's story began in 1904 in California's Pajaro Valley, where two friends – Joseph "Ed" Reiter and R.O. Driscoll – first started growing patented strawberries. The grandson of Ed Reiter, Miles became chairman and chief executive in 2000. As a fourth-generation Californian farmer, many



**Driscoll's Chief Executive, Miles Reiter, (right) says raspberries, more than any other berry, are particularly sensitive to breaks in the cold-chain during delivery. He's so far been impressed with the cold storage capabilities and expediency at the new Cathay Pacific Cargo Terminal at Hong Kong International Airport, ensuring freshness from harvest to store**

**Driscoll's 行政總裁 Miles Reiter (右圖) 說紅桑子比其他莓果對冷凍鏈的中斷更為敏感。他對位於香港國際機場內的國泰航空新空運貨站的冷藏設施和效果感到非常滿意，認為有助保持莓果的新鮮**



of Reiter's childhood memories are deeply intertwined with the berries that formed the basis of the family business. "The first 25 cents I made was from picking raspberries when I was six," he says. From the age of 13, summer vacations were spent working in the fields along the central California coast.

These days, the Princeton-educated entrepreneur is actively involved with a number of industry organisations such as the Western Growers Association (WGA), as well as with his local community. Reiter and his wife, Rosanne, have four children – Brie, Allison, Trip and Sydney – and live outside Watsonville in California. Brie, their eldest, is now in Chile where she grows blueberries for the company.

In the past few decades, the industry has undergone momentous changes,

largely due to the focus on year-round availability and the introduction of clamshell packaging. "It means consumers can have berries on a daily basis, any time they desire," says Reiter.

Each year, Driscoll's studies thousands of varieties and selects the top one percent to farm and sell under its brand. Creating world-class berries involves a long-term commitment for the company – it can take five to seven years to develop a new commercially viable strawberry.

Asked if he has a particular favourite, Reiter says he likes variety. "That said, we have some new strains of blackberries coming up that are astounding in terms of flavour, something that has only been available in wild versions before. That's the most exciting berry for me right now."





天清晨開始以人手採摘已成熟的莓果，然後分門別類貼上標籤、進行品質檢驗和冷藏包裝。當冷藏溫度調至最佳的攝氏0.6度後便馬上包裝付運。

在Driscoll's位於Oxnard、Santa Maria和Watsonville的三個主要營運中心裡，出口的莓果穩穩地放置在多重包裝的箱子裡，然後搬到恆溫貨車上。各地分銷中心的品質保障小組亦會檢驗貨物，確保莓果保持爽脆。莓果本來就很新鮮，一旦暴露於攝氏3.3度或以上，就會大大縮短它們的保鮮期。

Driscoll's的莓果運抵香港後會轉運到其他七個城市，包括曼谷、雅加達和吉隆坡。雖然這些容易腐爛的貨物在等待轉機期間會存放在恆溫設施內，但當中的搬運過程卻是一大挑戰。Reiter解釋：「生果暴露在環境溫度之中會很棘手。」

因此，設於香港國際機場內的國泰航空新空運貨站讓Reiter感到非常滿意。他說：「新貨運站可縮短貨物暴露在溫度不受控制環境的時間，而且新貨運站有極充裕的儲存空

間。那表示，我們的莓果可迅速地送至客戶的貨車或送進冷凍室裡。」

Reiter認為，提高運送的效率，會有助提升水果的品質。他解釋：「國泰航空新空運貨站讓運送過程可節省數小時之多，航機的接駁時間也更緊密，我們因此可以等莓果成熟一點才採收。」最新啟用的空運貨站對保持紅桑子的新鮮尤其重要，Reiter解釋：「因為紅桑子比其他水果對冷凍鏈的中斷更為敏感，新貨運站有助減緩紅桑子的收縮情況。」

Driscoll's由Joseph “Ed” Reiter和R.O. Driscoll於1904年在加州Pajaro Valley創立，種植他們的專利士多啤梨。Miles是Ed Reiter的孫子，於2000年接掌公司，擔任主席兼行政總裁。作為加州的第四代農夫，Miles的童年回憶總離不開家族生意的根基——莓果。他說：「我賺取的第一塊錢是六歲時採摘紅桑子的酬勞。」自13歲起，他每年的暑假都在加州中部沿岸的果園工作。

今天，這位畢業於普林斯頓大學的企業家不只積極參加社區事務，亦活躍於多個

業內組織，如美國西部種植者協會等。他和太太Rosanne育有四名子女：Brie、Allison、Trip和Sydney，一家人住在加州的Watsonville市郊。長女Brie現時在智利工作，為Driscoll's種植藍莓。

過去數十年，莓果業經歷多次重大的改變，以因應莓果變成四季供應的水果，以及引進殼式包裝。Reiter說：「消費者每天都可以吃到莓果，只要想吃，任何時候都吃得到。」

Driscoll's每年研究數以千計的莓果品種，但只精選最頂級的百分之一種植，再冠上Driscoll's的名字出售。開發世界級品質的莓果對公司來說是一種長期承諾，具商業價值的新士多啤梨品種或需要五至七年才成功研發。

被問及有沒有特別喜歡的莓果時，Reiter說他喜歡多元化。不過，他亦說：「雖然是這樣說，但我們即將推出一些新黑莓品種，這些黑莓的味道令人驚喜，從前只有在野生黑莓才能找到這種味道。這就是我目前最期待的莓果了。」CC

# Trip 2.0

## 旅程 2.0

New apps take the hassle out of travel  
新應用程式助你處理旅程中的煩瑣事

By Joanna Hughes



### In the bag

Anyone who's ever forgotten something important (or spent a flight worrying they might have) will appreciate Packing Pro by Quinn Genzel (US\$2.99; iTunes). The app has a master catalogue of more than 800 lists and will customise one for the type of trip you're planning, which can then be saved and shared. Packing Pro has been optimised for the iPhone 5's bigger screen and the new iPad's Retina display.

[www.quinnscape.com/PackingPro.asp](http://www.quinnscape.com/PackingPro.asp)



### 無遺漏

出門時常忘記攜帶重要物件、或在飛機行程中擔心帶漏東西的人，一定會喜歡Quinn Genzel推出的Packing Pro（2.99美元，iTunes）。這個應用程式的主目錄有超過800份行李清單，也會按你的行程類別設計合用的清單，再作儲存及分享。Packing Pro已經升級，適用於iPhone 5較大屏幕版本及新版iPad Retina顯示屏。

[www.quinnscape.com/PackingPro.as](http://www.quinnscape.com/PackingPro.as)

### Paper chase

Triplt (FREE; Google Play, iTunes) organises travel plans into an itinerary that puts all your trip details – plane tickets, hotel reservations and car hire – in one place, ending the fumble for crumpled papers. Forward confirmation emails to plans@tripit.com and Triplt will automatically build an itinerary that you can access online or from a mobile device, and share with colleagues and friends. For iPhone, iPad, Android, BlackBerry and Windows Phone 7.

[www.tripit.com](http://www.tripit.com)



### 零紙張

Triplt（免費；Google Play，iTunes）為你將旅程細節納入行程表內。無論是機票、預訂酒店或租車等事宜，只要將確認電郵轉發到plans@tripit.com，程式便會自動建立一份旅遊行程表，讓你可隨時上網或以手機查閱，無需再保留一份份的影印本，更可将備份傳給親友。適用於iPhone、iPad、Android、BlackBerry和Windows Phone 7。

[www.tripit.com](http://www.tripit.com)

### Ticket to ride

Getting from point A to B on a complicated public-transport system can be harder than you think – Metro by Kinevia (FREE; Google Play, iTunes) makes it easy. Simply select your city from a choice of 400, your point of origin and destination, the day of the week and the time you're travelling, and Metro will find you the most time-effective route. For iPhone, BlackBerry, Bada (Samsung) and Android, among other platforms.

[metro.nanika.net](http://metro.nanika.net)



### 搭公車

要在地搭公共交通工具由A點到B點，永遠都比你想像的困難，但由Kinevia開發的Metro（免費；Google Play，iTunes）就可助你一把。程式預設了400個城市，只需提供出發城市和目的地，再揀選在一周內哪天起程和出發時間，Metro便會助你找出最省時快捷的路線。iPhone、BlackBerry、Bada（三星）及Android等平台適用。

[metro.nanika.net](http://metro.nanika.net)





For those a little lacking when it comes to packing, smartphone apps ensure nothing is left to chance

對於那些不善收拾行李的人來說，智能手機的應用程式可助你安枕無憂

### Say what?

iTranslate from Sonico Mobile (FREE; Google Play, iTunes) covers more than 60 languages – from Afrikaans to Yiddish. The app uses voice recognition to transform the user's speech into text, and can translate text to speech for certain languages (including Mandarin). Options include a choice of male or female voices as well as the ability to control the speaking rate. Available for iPhone, iPad and Android.

[www.sonicomobile.com](http://www.sonicomobile.com)



### 說什麼？

由Sonico Mobile推出的應用程式iTranslate（免費；Google Play，iTunes）涵蓋超過60種語言，連南非語和意第緒語都能找到。程式可透過聲音辨識系統將說話轉換成文字，將文字翻譯後再變成若干語言的語音（包括普通話在內）。你還可選擇男聲或女聲，也可控制語音速度。iPhone、iPad及Android適用。

[www.sonicomobile.com](http://www.sonicomobile.com)

### Make tracks

Ski Tracks (US\$0.99; Google Play, iTunes) is a tracking application for skiers and snowboarders. From the moment you leave your hotel, you can track your entire day on the slopes, with run-by-run analyses, ski stats and graphs, and animated previews using Google Earth. No data connection is needed and the app will run with the phone locked. For iPhone and Android.

[www.corecoders.com/CoreCoders/skitracks.html](http://www.corecoders.com/CoreCoders/skitracks.html)



### 尋雪蹤

Ski Tracks（0.99美元；Google Play，iTunes）是滑雪及單板滑雪玩家專用的追蹤應用程式。從你離開酒店的那一刻，應用程式便會追蹤你在山上的行程，逐次分析你的滑雪表現、記錄滑雪數據及圖表，更可使用Google Earth預覽動態路線。應用程式不需要使用數據，即使鎖上電話網絡功能仍可操作。iPhone及Android適用。

[www.corecoders.com/CoreCoders/skitracks.html](http://www.corecoders.com/CoreCoders/skitracks.html)

### Read all over

Keep up with the news from everywhere with City Papers by Yoctoville (US\$0.99; iTunes). The app features some 3,000 English-language newspapers from around the world. It also keeps a history of all the newspapers you've ever visited, allows you to sync favourites to multiple iOS devices via iCloud, and features a full range of sharing options. For iPhone, iPod Touch and iPad.

[www.yoctoville.com](http://www.yoctoville.com)



### 愛閱讀

Yoctoville開發的City Papers（0.99美元；iTunes）讓你隨時隨地緊貼時事。應用程式提供世界各地3,000多份英文報章，並會儲存你的閱讀記錄，方便擁有多部iOS裝置的用戶透過iCloud同步儲存喜愛的文章，程式更具備各式各樣的分享功能。iPhone、iPod Touch和iPad適用。

[www.yoctoville.com](http://www.yoctoville.com)

### Green light

Simply Declare (US\$0.99; iTunes) allows you to enter details of your travel purchases for declaring in your home country for duty purposes. The app updates exchange rates in real time and automatically converts purchase-currency amounts into your home currency. Set your allowable duty-free limit and deduct as you shop; use your camera to snap pictures of your receipts. For iPhone and iPad.

[www.simplydeclare.com](http://www.simplydeclare.com)



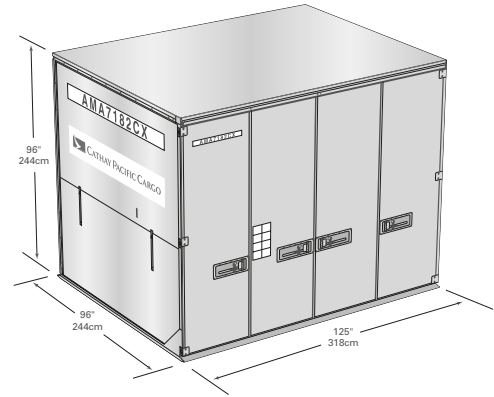
### 購物樂

Simply Declare（0.99美元；iTunes）方便用戶整理旅行購物所需的報關資料。應用程式能顯示即時匯率，也可自動將貨品的外幣定價轉換成本國貨幣。用戶可預先設定你的免稅額上限，在每次購物後逐一扣減，更可用相機拍下購物單據。iPhone及iPad適用。

[www.simplydeclare.com](http://www.simplydeclare.com)

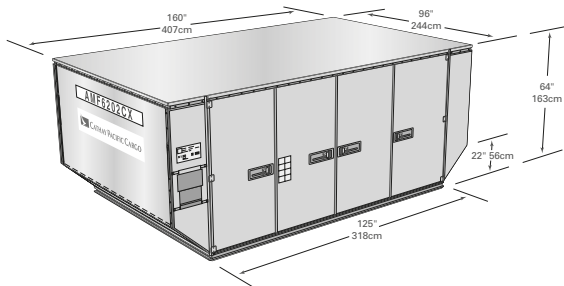
These are the Unit Load Devices (ULDs) that Cathay Pacific Cargo provides. Please visit [www.cathaypacificcargo.com](http://www.cathaypacificcargo.com) for detailed descriptions of each of the ULDs.

以下是國泰貨運提供的各式集裝箱。有關服務詳情，請瀏覽[www.cathaypacificcargo.com](http://www.cathaypacificcargo.com)，並參考各款集裝箱的詳情。



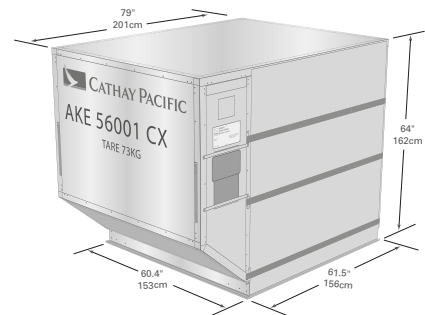
**TYPE: AMA CONTAINER**

ATA Code	: M1
Internal Volume	: 621 cu. ft. 17.58 mc
Tare Weight	: 477kg
Maximum Gross Weight	: 6,804 kg
Loadable Aircraft Type	: 747F



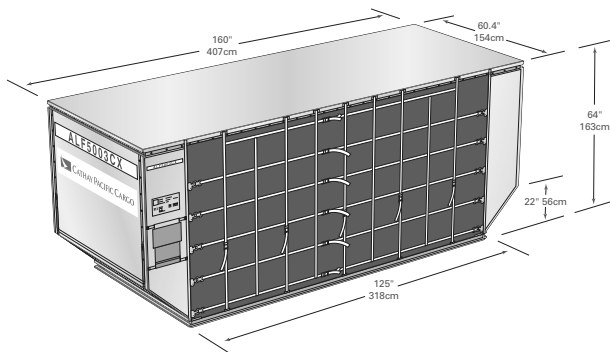
**TYPE: AMF CONTAINER**

ATA Code	: LD36
Internal Volume	: 516 cu. ft. 14.6 mc
Tare Weight	: 315 kg
Maximum Gross Weight	: 5,035 kg
Loadable Aircraft Type	: 747, 747F, 777, Airbus



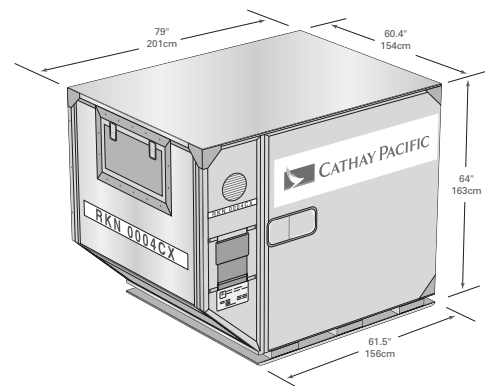
**TYPE: AKE CONTAINER**

ATA Code	: LD3
Internal Volume	: 152 cu. ft. 4.3 mc
Tare Weight (Light weight/Aluminium)	: 73 kg/100 kg
Maximum Gross Weight	: 1,588 kg
Loadable Aircraft Type	: 747, 747F, 777, Airbus



**TYPE: ALF CONTAINER**

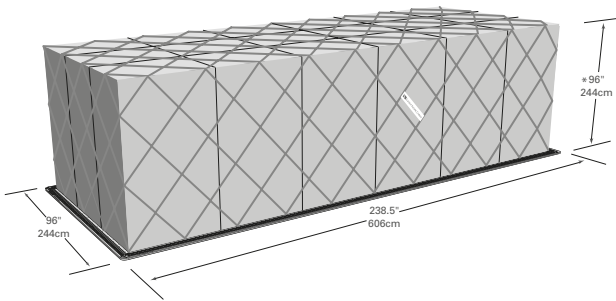
ATA Code	: LD6
Internal Volume	: 310 cu. ft. 8.78 mc
Tare Weight	: 157 kg
Maximum Gross Weight	: 3,175 kg
Loadable Aircraft Type	: 747, 747F, 777, Airbus



**TYPE: RKN COOLTAINER**

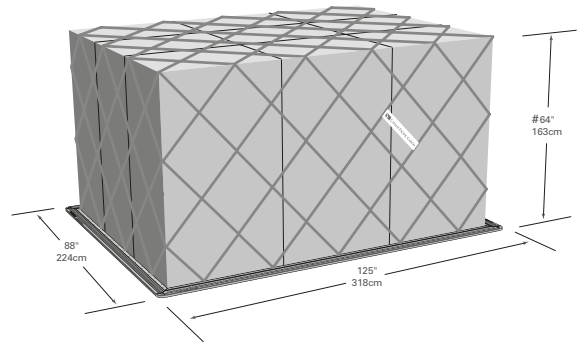
ATA Code	: LD3
Internal Volume	: 125.41 cu. ft. 3.55 mc
Tare Weight	: 230 kg
Maximum Gross Weight	: 1,588 kg
Loadable Aircraft Type	: 747, 747F, 777, Airbus





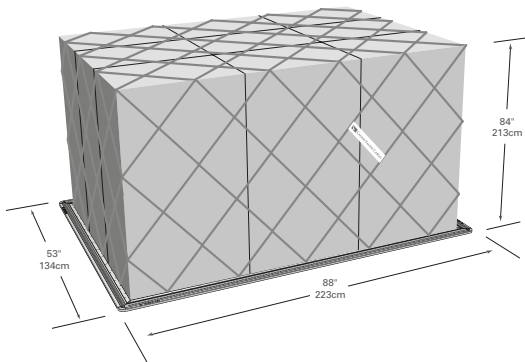
#### TYPE: PGA PALLET

Size – Base	: 96" x 238.5"	* Q6 Contour
– Height	: 96", **118"	** Q7 Contour
Tare Weight	: 565 kg	
Maximum Gross Weight	: 13,608 kg	
Loadable Aircraft Type	: 747F	



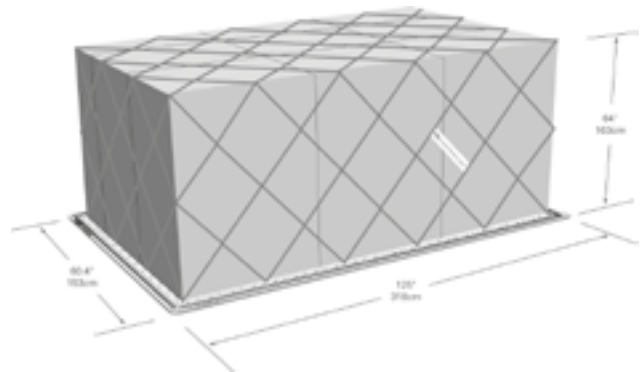
#### TYPE: PAG PALLET

Size – Base	: 88" x 125"	# Passenger Flight
– Height	: #64", *96", **118"	* Q6 Contour
Tare Weight	: 114 kg	** Q7 Contour
Maximum Gross Weight	: 4,626 kg (LD), 6,033 kg (MD)	
Loadable Aircraft Type	: 747, 747F, 777, Airbus	



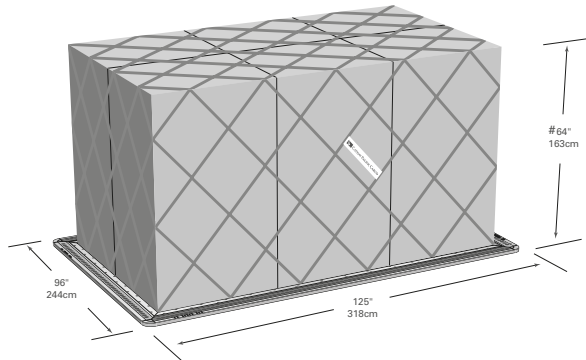
#### TYPE: PEB PALLET

Size – Base	: 53" x 88"
– Height	: 84"
Tare Weight	: 55 kg
Maximum Gross Weight	: 1,800 kg
Loadable Aircraft Type	: 747F



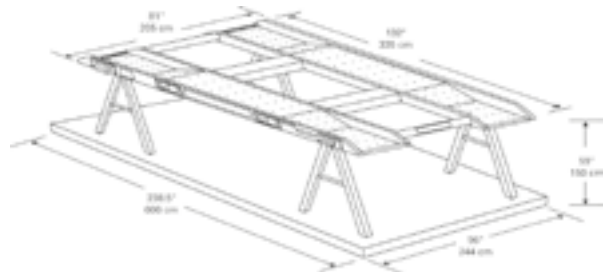
#### TYPE: PLA PALLET

Size – Base	: 60.4" x 125"
– Height	: 64"
Tare Weight	: 103 kg
Maximum Gross Weight	: 3,175 kg
Loadable Aircraft Type	: 747, 747F, 777, Airbus



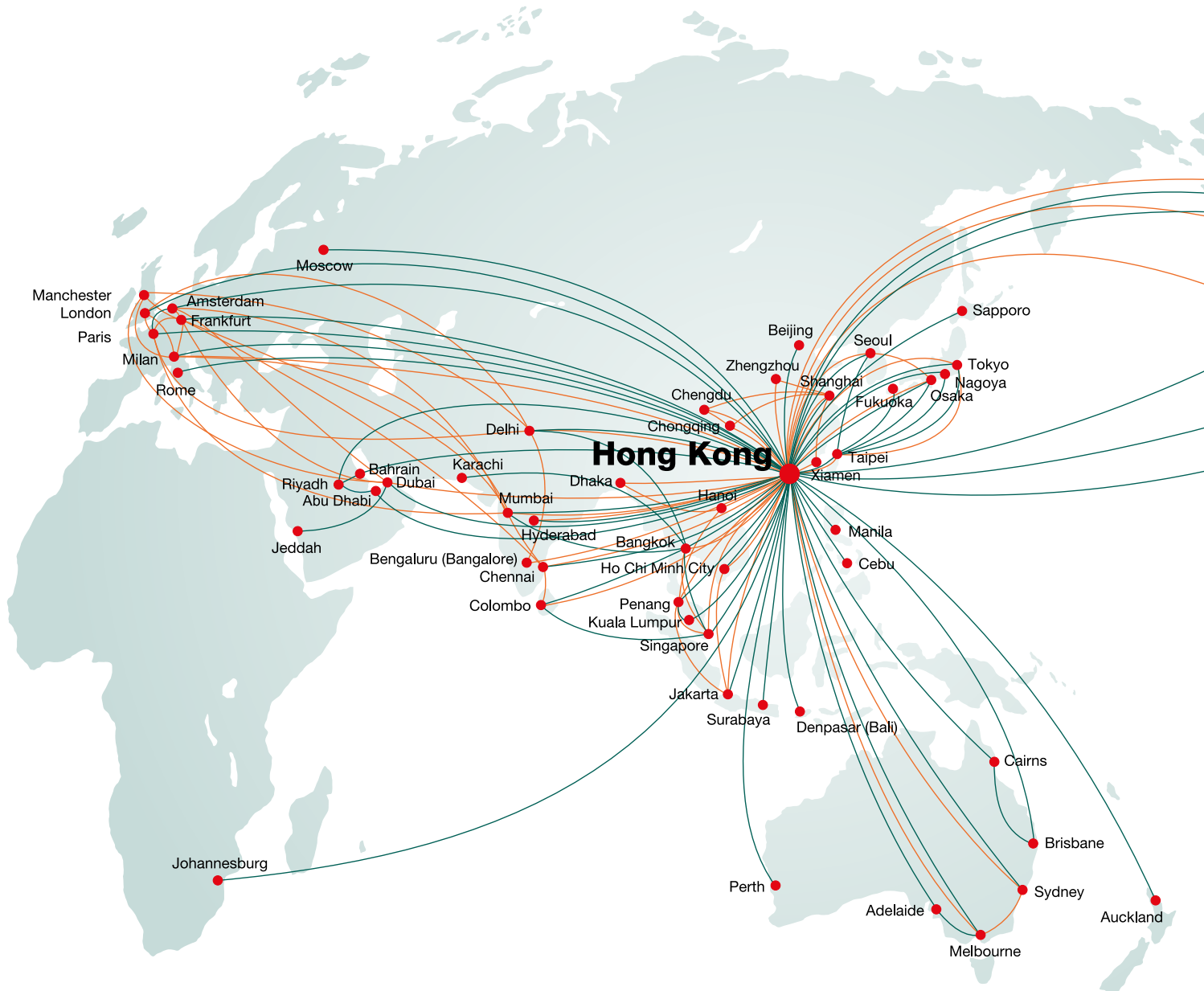
#### TYPE: PMC PALLET

Size – Base	: 96" x 125"	# Passenger Flight
– Height	: #64", *96", **118"	* Q6 Contour
Tare Weight	: 120 kg	** Q7 Contour
Maximum Gross Weight	: 5,035 kg (LD), 6,804 kg (MD)	
Loadable Aircraft Type	: 747, 747F, 777, Airbus	



#### TYPE: VZA, VRA – CAR RACK

Size	: Fitted on PRA/PGA pallet
Max Width of the upper car	: 79.5"
Max Width of the lower car	: 85.6"
Max Height of the upper car	: 56"
Max Height of the lower car	: 57"
Max Wheel Base the upper car	: 79.5"
Max Wheel Base the lower car	: 173"
Tare Weight	: 344 kg
Maximum Weight of each car	: 2,268 kg
Maximum Gross Weight	: 11,340 kg
Loadable Aircraft Type	: 747F
Standard CX car strap must be used to secure the vehicle on the rack and pallet	



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Priority handling with money-back guarantee.  
貨物得到最優先處理，並提供原銀奉還保證。



Small parcel service with fast customs clearance.  
小型包裹之速遞服務，確保清關快捷。



High security for high-value shipments.  
專為貴重物品提供可靠運送。



Dangerous goods under the care of certified professionals.  
危險品專業運送服務，全程由專業人員遵照嚴格安全守則處理。





## DRAGONAIR NETWORK



- Cathay Pacific Passenger Service
- Cathay Pacific Freight Service
- Dragonair Service

# Technical stop only

\* No cargo uplift service

^ Dragonair passenger flight service to Da Nang commenced 28 March 2013

Information correct at time of printing. Please check the latest availability of service on [www.cathaypacificcargo.com](http://www.cathaypacificcargo.com) or [www.dragonaircargo.com](http://www.dragonaircargo.com)



Effective cold-chain management to ensure shipments arrive fresh.  
 高效可靠的冷凍鏈管理，確保貨物新鮮抵達。



Tender, special care for live animals.  
 貼心周到的服務，為付運動物提供最妥善的照料。



Tailor-made solutions for special shipments.  
 為需要特別處理的貨物，度身訂造最合適的運送方案。



Comprehensive temperature management for pharmaceutical products.  
 配合不同藥品需要，全程以精確溫度監察運送。

With Dragonair and Cathay Pacific cabin crew, from left: Manager Cargo Sales Pearl River Delta and Hong Kong, Kenneth Tsui; Director Cargo, Nick Rhodes; Cathay Pacific Chief Operating Officer, Ivan Chu; and General Manager Cargo Sales & Marketing, James Woodrow

(左起) 珠三角及香港貨運營業經理徐偉德、國泰貨運董事羅禮祺、國泰常務總裁朱國樑和國泰貨運營業及市務總經理韋靖，與港龍航空和國泰航空機艙服務員合照



# Happy New Year!

## 恭賀新禧

Cargo Sales team welcomes the Year of the Snake  
香港貨運營業部歡慶蛇年

**T**HE HONG KONG Cargo Sales team organised its annual Lunar New Year "Kung Hei Fat Choi" party on 19 February and saw more than 200 guests join the celebrations at the Hotel Nikko in Kowloon.

The event was hosted by Ivan Chu, Cathay Pacific's Chief Operating Officer. He was joined by Director Cargo Nick Rhodes, General Manager Cargo Sales & Marketing James Woodrow, and Manager Cargo Sales Pearl River Delta and Hong Kong Kenneth Tsui for the dotting of the eyes ceremony on the Cathay Pacific

and Dragonair lions, a tradition that bodes well for great fortune and prosperity for the company.

Ivan and Nick kicked off the evening by thanking the cargo agents for their support and sharing the airline's latest development plans. The guests also visited many of the entertainment booths, where they could have their fortune told or get hands-on experience of Chinese rainbow calligraphy.

The party ended with a lucky draw with the grand-prize winner receiving a Business Class package to Bangkok.

**國**泰航空香港貨運營業部舉行一年一度的農曆新年「恭喜發財」派對，超過200名嘉賓於2月19日聚首九龍日航酒店參與歡樂盛會。國泰航空常務總裁朱國樑主持酒會，並與國泰貨運董事羅禮祺、國泰航空貨運營業及市務總經理韋靖和珠三角及香港貨運營業經理徐偉德為國泰和港龍的醒獅活動進行點睛儀式，祝願公司新一年生意興隆，財源廣進。

朱國樑和羅禮祺在晚會上首先感謝貨運代理一直以來對國泰貨運的支持，又分享國泰最新發展計劃。派對設有多個遊藝攤位，嘉賓可以算命或大筆一揮練習彩虹書法。

派對的壓軸節目是大抽獎，幸運兒獲贈曼谷商務艙旅行套票。 **CC**





Dotting the eyes of  
the lions for luck  
and red packets for  
the new year

為舞獅點睛和派紅包  
都為新春帶來歡樂  
的氣氛

