

# CARGO CLAN

QUARTER THREE 2014

## Handled with care

WINE **LIFT** - our new specialist  
airfreight product

WINE **LIFT** 運送美酒專業新服務



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### REGION REPORT NORTH AMERICA

地區匯報  
北美洲貨運業務策略



### HELI SKIING

New port Calgary

直升機滑雪  
新貨運航點卡加利





## Bold moves in a tough market

把握先機 邁步向前

The first half of 2014 has shown some glimmers of economic recovery but, in contrast to the slow and patchy improvement, Cathay Pacific has pursued a dynamic strategy of seeking out opportunities wherever they occur. While the economies are sluggish, Cathay Pacific has been agile, with a new freighter route to Calgary in Canada in October and frequencies to Mexico increased from three to five a week.

The new route and improved service are part of our strategy in the Americas and it is rewarding to see the success of the routes to Mexico City and Guadalajara that link the region with Asian markets. In this issue, Fred Ruggiero, Vice President of Cargo for the Americas, and Margaretha Laseen, Director, Cargo Sales, Americas, explain how the combination of the Cathay Pacific network, schedule, specialist products and service ethic have combined to provide a compelling story to take to market.

Our list of specialist cargo products has also expanded to include WINE **LIFT**, which offers secure, temperature-controlled transportation wines.

We believe this type of strategic thinking, innovation and response to our customers' needs will take us forward. We invite you to join us on this journey.

2014年上半年經濟稍微復甦，但貨運業的增長速度依然緩慢。面對這個困難的營商環境，國泰航空採取了靈活的策略，把握各種機遇，於10月開辦前往加拿大卡加利市的貨運新航線，而來往墨西哥航班的班次，亦由每周三班增至五班。

開辦新航線及改進服務是我們在美洲發展策略的一部分，並喜見墨西哥城及瓜達拉哈拉連接亞洲市場的航線取得成功。今期美洲區貨運部副總裁Fred Ruggiero及美洲區貨運銷售董事Margaretha Laseen接受訪問，剖析國泰航空如何在網絡、航程編排、專業貨物運送及服務精神等多種有利條件配合下，鞏固了我們在美洲市場的貨運業務。

為迎合市場的需求，我們亦特別推出全新貨運服務 WINE **LIFT**，為顧客提供可靠、恆溫控制的葡萄酒運送服務。

我們深信憑藉策略思維、創意及回應客戶需求，可以令我們一直向前邁進，亦誠邀您與我們同行。

James Woodrow  
Director Cargo  
國泰貨運董事章靖

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turns winemaker

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# Team players

## 團隊成員

Meet the latest additions to Cathay Pacific Cargo  
最新加入國泰貨運團隊的成員



**Alan Glen**  
General Manager  
Cargo Services  
貨運服務總經理

**ALAN** directs policy and procedure and is responsible for the safety and security of the worldwide cargo operations of Cathay Pacific and its sister airline Dragonair, in both the Hong Kong hub and approximately

100 overseas locations. He is also responsible for delivering operational and service performance against standards, as well as quality assurance, supplier and contract management, and the development of the airlines' e-freight capabilities. Alan joined the Cathay Pacific Group in January 1994. Prior taking up this position in Cargo Services he was in the Flight Operations department for more than 20 years in various training and training management roles.

**Alan**主導政策及程序，確保國泰及港龍在香港樞紐及約100個海外地點的貨運安全可靠。他也負責確保營運及服務表現達到標準、質素保證、供應商及合約管理，以及拓展公司的電子貨運力。他在1994年1月加入國泰航空集團。在調任貨運部之前，曾在航班營運部門擔任不同的培訓及培訓管理職位逾20年。



**Cecilia Leung 梁熾亨**  
General Manager  
Cargo Planning  
貨運策劃總經理

**CECILIA** is responsible for the airline's cargo fleet planning and network scheduling, optimisation, and development across its worldwide network. She also develops airline partnerships that can enhance cargo profitability.

Cecilia was Cathay Pacific's General Manager Corporate Communications from September 2012 and before that was Dragonair's General Manager Inflight Services and General Manager International Affairs from April 2010. Cecilia joined the Cathay Pacific Group in 2000. Among her other senior appointments were Managing Director of Cathay Holidays Limited from 2006 to 2009 and Manager Inflight Services Department Strategic Planning at Cathay Pacific.

**梁熾亨**負責貨運機隊的策劃及網絡調度、優化及拓展環球網絡，同時為公司物色理想合作夥伴，以提升貨運收益。梁熾亨於2010年4月獲委任為港龍機艙服務總經理及國際事務總經理，自2012年9月起出任國泰企業傳訊總經理。她於2000年加入國泰集團，歷任要職，包括2006至2009年出任國泰假期有限公司董事總經理及國泰機艙服務策略計劃經理。



**John Cheng 鄭福榮**  
Manager, Cargo  
Sales & Marketing  
貨運營業及市場經理

**JOHN** drives the development of cargo sales and marketing activities throughout the Cathay Pacific network. He cultivates partnerships with global customers, facilitates global co-operation and formulates cargo-product strategy. John also ensures that the product propositions meet customers' needs and stay competitive in the market. He says the main challenges are to keep innovating and ensure that the airline leverages its competitive edge to stay ahead of the competition in a fast-changing market. John started as a management trainee

at Dragonair and has worked in Beijing, Bangladesh and Nepal, and was most recently Cargo Revenue Manager – Markets Management.

**鄭福榮**負責拓展貨運銷售與市場推廣業務，與環球客戶建立夥伴關係，促進國際合作，制定貨運產品策略，並確保產品的設計符合客戶的需要，保持市場競爭力。他說最大的考驗是不斷創新，確保國泰發揮競爭優勢，在急速變化的市場環境中保持領導地位。John最初加入港龍出任見習行政人員，曾派駐北京、管理孟加拉及尼泊爾，在上任新職之前，曾任職貨運收益經理。 **CC**



Peace Bridge sits in the centre  
of picturesque Calgary, ranked  
as the fifth-most liveable  
city in the world

和平橋位於風景如畫的卡加利中心；  
該市被評為全球最宜居城市第五位

# Centre of energy

## 能源中心

Calgary, the newest destination for Cathay Pacific Cargo, is the hub of Canada's thriving oil industry  
國泰貨運最新航點卡加利，是加拿大蓬勃的石油工業樞紐

**C**ATHAY PACIFIC will boost its freighter services to and from Canada with a new twice-weekly scheduled service to Calgary commencing on 17 October 2014.

The newest Cathay Pacific freighter destination is the prosperous and picturesque Canadian city of Calgary, the main commercial centre for the massive oil fields of Alberta Province.

Located where Bow River and Elbow River meet, the city lies on the edge of prairieland, an hour's drive from Banff and the Rocky Mountains. Its prosperity stems largely from Alberta's reserve of crude oil, which amounts to the world's third-largest known reserve and includes the world's largest deposits of oil sands.

The new route brings the number of Cathay Pacific freighter destinations in North America to 14.

The Calgary service will be operated by the Boeing 747-8 freighters which will fly machinery and perishables direct from Calgary

to Hong Kong to connect with Cathay Pacific's extensive Asian network. Both the Tuesday and Friday services will operate on a Hong Kong-Anchorage-New York (JFK)-Calgary-Hong Kong routing, with an additional Columbus tag for the Friday flight.

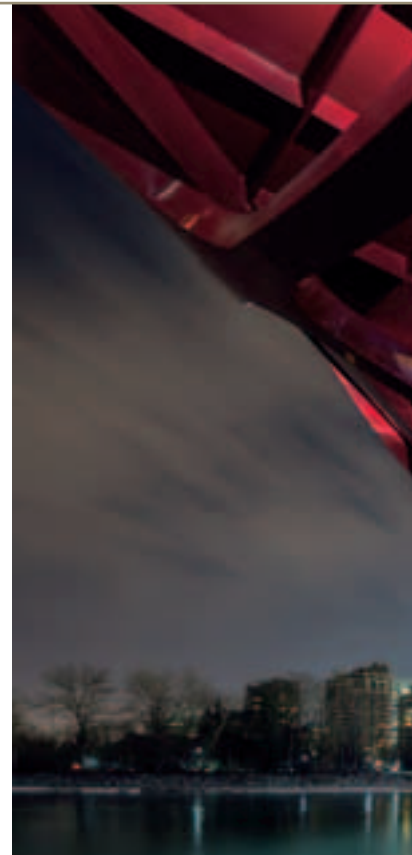
"We are excited about strengthening our already extensive freighter network in North America and believe that this new service to Calgary will further facilitate the efficient flow of goods between Canada and Asia," says Cathay Pacific Director Cargo James Woodrow.

"We will be operating our largest and most technologically advanced commercial freighter, the Boeing 747-8F, into Calgary and connecting freight through our new cargo terminal in Hong Kong onto our wider Asian network. We will now be able to provide one of the fastest and most convenient ways to move time-sensitive freight from the Central Canada region, cutting down on time spent in transit, resulting in reduced handling costs for our customers."

Calgary Airport Authority Senior Vice President and Chief Commercial Officer Stephan Poirier echoed this sentiment. "We are pleased that Cathay Pacific Cargo has selected Calgary to be its newest Canadian partner," he says.

"We've invested extensively in Calgary's cargo infrastructure over the past 15 years, strategically positioning the airport for airlines such as Cathay Pacific to enter into Calgary's market, completing our vision of linking Alberta's businesses to Asia. As one of only two Canadian airports with non-stop freighter services to Europe and Asia, Calgary continues to be a place where people, places and business connect."

Fast-growing Calgary was rated as the world's fifth-most liveable city by the Economist Intelligence Unit's 2014 Global Liveability Ranking and Report, which measures stability, culture and environment, health care, education, infrastructure and other factors.





## EXPORT POWERHOUSE 出口重鎮

### ALBERTA EXPORTS IN 2012

(Total C\$95.4 billion

[about HK\$673.7 billion])

- Crude petroleum: C\$57.9 billion
- Gas & gas liquids: C\$7.9 billion
- Petrochemicals: C\$6.6 billion
- Crops & livestock: C\$5.6 billion

### ALBERTA IMPORTS IN 2012

(Total C\$27.3 billion)

- Mineral fuels, oil fuels, etc.: C\$5.6 billion
- Machinery: C\$5.4 billion
- Iron/steel products: C\$2.2 billion
- Electrical machinery: C\$2 billion

Goods-producing industries (as opposed to service-producing industries) made up nearly half of Calgary's C\$111.4 billion gross domestic product in 2013.

### 阿伯特省2012年出口額

(總值954億加元 [6,737億港元])

- 原油：579億加元
- 天然氣及液化天然氣：79億加元
- 石化製品：66億加元
- 農作物及牲畜：56億加元

### 阿伯特省2012年進口額

(總值273億加元)

- 礦物及石油等燃料：56億加元
- 機械：54億加元
- 鐵鋼製品：22億加元
- 電子機械：20億加元

產品製造行業（相對於服務行業）佔2013年卡加利本地生產總值（1,114億加元）近一半。



國泰航空將於2014年10月17日開辦每星期兩班的貨運服務往來加拿大卡加利市，以進一步加強往來加拿大市場的貨運服務。

國泰航空的最新貨運航點是繁華熱鬧、風景如畫的加拿大卡加利市；在擁有廣闊油田的阿伯特省，卡加利是主要的商業中心。

該市位於弓河及肘河之交匯點，坐落大草原的邊緣，距離班芙及洛磯山脈只有一小時車程。當地經濟保持蓬勃發展，原因是阿伯特省擁有豐富原油資源，已知的石油蘊藏量為全球第三大，而油砂藏量更是全球最大。

新增的卡加利航線是國泰航空於北美洲的第14個貨運航點。

新服務由波音747-8F貨機營運，從卡加利直接運送機械及鮮貨到香港，再接駁國泰的廣闊亞洲航線網絡。新貨運航線逢周二及周五由香港啟程，途經安克雷奇、紐約（甘迺迪機場）、卡加利，再返回香港；而周五的航班則額外停站於美國哥倫布市。

國泰航空貨運董事韋靖表示：「國泰航空很高興能進一步加強我們的北美貨運網絡，相信卡加利新貨運航線將能帶動加拿大及亞洲之間的貿易貨流。」

他說：「新航線以國泰最具規模及最先進的波音747-8F商業貨機營運，先將貨物由卡加利空運到香港的新貨運站，再轉至我們廣闊的

亞洲網絡。由於減省航班中轉的時間，我們可提供最便捷而具效率的服務，從加拿大中部地區空運有時限的貨物，為客戶節省成本。」

卡加利機場管理局高級副總裁及商務總監Stephan Poirier表示：「我們很高興國泰貨運選擇卡加利機場為加拿大的最新商業夥伴。我們於過去15年間積極投資，加強卡加利機場的貨運基建，給予國泰等航空公司一個策略性的平台進入卡加利市場，從而強化阿伯特省與亞洲的商業聯繫。目前，加拿大往來歐洲及亞洲的直航貨運航線集中在兩個機場，卡加利是其中之一，將繼續成為客貨運及商業匯聚的城市。」

卡加利發展迅速，獲經濟學人智庫評為2014年全球最宜居城市的第五位。排名根據穩定性、醫療、文化及環境、教育、基建等多項因素評審。CC

### Schedule from Hong Kong to Calgary (From 17 October 2014)

香港—卡加利航線時間表（2014年10月17日開始）

Hong Kong (HKG) – Anchorage (ANC) – Columbus (LCK) – New York (JFK) – Calgary (YYC) – Hong Kong (HKG)  
香港(HKG)–安克雷奇(ANC)–哥倫布(LCK)–紐約(JFK)–卡加利(YYC)–香港(HKG)

Flight No. 航班編號	Routing 航線	Depart 啟程時間	Arrive 抵達時間	Stopover 中途停留	Day of week 運營日子
CX084	HKG-YYC	16:55	03:35	ANC*, JFK	Tue 周二
CX085	YYC-HKG	05:05	09:05		Wed 周三
CX094	HKG-YYC	13:00	03:10+1	ANC*, LCK, JFK	Fri 周五
CX095	YYC-HKG	05:15	08:40+1		Sat 周六

\*Technical stop 技術停機

By Bronwen Gora

# Ultimate rush

## 飛越雪嶺

Western Canada is the global headquarters for helicopter skiing, a sport that is fast becoming accessible to casual riders seeking an extraordinary alpine experience

直升機滑雪近年愈趨普及，受到追求非凡滑雪體驗的旅客歡迎，而加拿大西部更已成為這項活動的大本營







Experience deep-powder runs  
with heli-skiing packages to areas  
of Western Canada such as the  
Monashee Mountains

參加直升機滑雪行程，到加拿大西部  
莫納希山脈等地體驗在厚厚  
粉雪上滑行的快感



## 5 GREAT SKI DESTINATIONS IN NORTH AMERICA 北美五大滑雪勝地

### JACKSON HOLE, WYOMING

懷俄明州: JACKSON HOLE  
[www.jacksonhole.com](http://www.jacksonhole.com)

### WHISTLER BACKCOMB, BRITISH COLUMBIA

卑詩省: WHISTLER  
BACKCOMB  
[www.whistlerblackcomb.com](http://www.whistlerblackcomb.com)

### SQUAW VALLEY, CALIFORNIA

加州: SQUAW VALLEY  
[squawalpine.com](http://squawalpine.com)

### SNOWBIRD, UTAH

猶他州: SNOWBIRD  
[www.snowbird.com](http://www.snowbird.com)

### REVELSTOKE, BRITISH COLUMBIA

卑詩省: REVELSTOKE  
[www.revelstokemountainresort.com](http://www.revelstokemountainresort.com)



**H**ELICOPTER SKIING immediately conjures up James Bond-style images of people jumping out of choppers onto soaring peaks, performing expert turns over dangerous terrain. This “Hollywood” portrayal of the sport is partially responsible for the misconception that helicopter skiing is for experts only. Many people believe that, just like in the movies, one has to jump commando-style out of a helicopter while it hovers above the ground.

In reality, helicopter skiing is a tightly controlled exercise. Heli-ski companies, the majority of which are concentrated in Western Canada, focus on safety as well as delivering guests the experience of a lifetime on untracked slopes. No-one bounces

down those wild mountainsides alone – every skier is part of a group led by one or two mountain guides who train for years to gain enough knowledge to look after others on wild alpine terrain. All guests wear avalanche beacons and backpacks with safety gear. Helicopters also set down on the snow – no-one jumps out. In short, you’re as safe as you can possibly be.

Then there’s the actual skiing. Powder snow can intimidate many good skiers who could otherwise easily head to the slopes in the back of a helicopter. The truth is that with the advent of larger, wider skis that float through deep snow and turn on a dime, anyone with a reasonable standard of fitness who possesses strong intermediate skiing ability can helicopter ski.

And it’s worth trying, as this skier can attest. During our week heli-skiing from the Adamants Lodge in Alberta, Canada – one of 11 luxurious remote mountain heli-ski resorts run by the world’s largest and longest-established helicopter-skiing company, Canadian Mountain Holidays (CMH) – guests were already booking next year’s trip within days of arriving. The reason why? Perfect, deep powder snow; living in the lap of luxury amid jaw-dropping alpine scenery; plus, of course, the camaraderie and friendships that develop when holidaying with like-minded people and staff.

“This is the best day of heli-skiing I’ve ever had,” announced Washington-based financier Greg Baker on just one of our many perfect





Stunning vistas and perfect powder-snow days (bottom left) are the reasons why several heli-ski operators (far left) love Canada's Rocky Mountains

洛磯山脈壯麗的雪山景色及經常滿佈粉雪的山坡（左下圖）吸引多間直升機滑雪公司（最左圖）在此開辦滑雪團

# 說

到直升機滑雪，人們總會聯想起占士邦電影裡的畫面——滑雪者從直升機躍下高聳的雪峰，然後在崎嶇的雪坡上施展過人身手高速滑下。荷李活電影對直升機滑雪的描繪，令許多人誤解這項運動只適合滑雪專家；你必須像電影中的角色那樣，從盤旋於空中的直升機飛身躍下，因而必須具備突擊隊員那樣的矯健身手。

事實上，直升機滑雪是一項受到嚴格規範的運動，籌辦這類活動的公司大多位於加拿大西部。這些業者不單為顧客提供畢生難忘的滑雪體驗，更會兼顧他們的安全。參加者必須在一至兩名嚮導的帶領下集體行動，絕對不會單獨行動。每位嚮導均經過多年訓練，有足夠能力在偏僻雪地照顧團員，而每位團員均需要帶備雪崩求救發訊器，以及安全裝備齊全的背囊。更重要的是，直升機會停泊在雪地上，參加者無須凌空跳下。概括而言，活動會盡可能在最安全的形況下進行。

The appeal? Perfect, deep powder snow and living in the lap of luxury amid jaw-dropping alpine scenery

完美的幼細粉雪、奢華的住宿條件及懾人的高山美景，正是直升機滑雪的魅力所在

至於真正的滑雪體驗，對很多滑雪好手來說，即使能夠輕鬆地乘直升機登上雪山，厚厚的粉雪往往會令他們望而卻步。但事實上，隨著更大更闊的雪橇面世，想在深雪上飛馳滑行已非難事，只要你的體能達到一定標準，又有中等以上的滑雪技術，便可嘗試直升機滑雪。

為了證明這項活動值得一試，筆者特意來

到加拿大亞伯達省的Adamants Lodge度假村，參加一星期的直升機滑雪之旅。這個度假村隸屬全球規模最大、歷史最悠久的直升機滑雪公司Canadian Mountain Holidays (CMH)，該公司旗下共有11個位處偏遠雪山的豪華度假村，Adamants Lodge是其中之一。事實上，許多滑雪旅客僅僅入住數天，便已迫不及待預訂明年的旅程。原因何



powder days. He had not only skied all over the world but had already been to Chamonix in southern France that winter, as had the two friends with whom he was visiting CMH.

Helicopter skiing is more accessible now than ever, too, mostly because companies such as CMH have started offering holidays designed for charging through some of the deepest and – most importantly – untracked powder in the world. CMH now caters for everyone from the time-restricted, with short trips, to first-timers and families and also women who want female-only groups, with trips ranging in length from three to seven days. There are also those designed for experienced helicopter skiers who want to learn techniques behind enormously fun pursuits such as safely dropping off cliffs in deep powder or skiing “pillow lines”, which involves skiing over boulders covered in snow, springing confidently from one to the next.

Another new strategy for CMH this coming season is Signature Plus, which provides two guides for each group. This way, anyone needing a helping hand can be assured of receiving one. It also allows friends or partners of different abilities to ski together, as one guide can take the

stronger skiers while the rest of the group are also assured of being well-looked after by the other.

Most helicopter skiing in Canada, including that arranged by CMH, is based in and around the Rocky Mountains along the British Columbia-Alberta provincial border in the Canadian interior. Several operations have also been set up towards the southwest Canadian coast north of Vancouver, while in the United States they can be found in most major ski arenas such as Utah and Colorado. Alaska also has a large number of operations, although in comparison these are aimed at expert and extreme skiers.

A high-end ski trip at a good North American ski resort can cost about the same as any helicopter skiing trip. What's more, heli-skiers enjoy untracked terrain across entire mountain ranges – CMH, for example, has more than one million hectares of terrain on which to ski, plus luxury lodging and gourmet food.

But the biggest testament to heli-skiing's appeal is the fact that most clients are repeat customers. Helicopter skiing is so mind-blowingly incredible that it soon becomes a top priority in any skier's life. You have been warned.

在？完美的幼細粉雪、奢華的住宿條件及偉人的高山美景，自然吸引人們一再造訪。當然，在度假期間遇上志趣相投的滑雪同好及職員，彼此建立了真摯友誼，也足以讓人對這個假期再三回味。

在旅程期間，有不少日子山坡上都是鋪滿幼細粉雪；有一天，在華盛頓從事金融業的滑雪同好Greg Baker不禁讚嘆：「這一天是我人生中最美好的直升機滑雪體驗。」他的滑雪經驗豐富，足跡遍及全世界，單是當年冬季，他已與兩名同行的朋友去過法國南部的Chamonix滑雪。

今時今日，直升機滑雪的普及程度已大為提升，皆因CMH等業者不斷推出各種別具特色的度假行程，讓滑雪愛好者能在人跡罕至的偏僻雪地縱情飛馳。以CMH為例，該公司提供相當多樣化的行程，包括為繁忙人士設計、日子較少的行程；適合初學者以至全家人參加的行程；甚至為女士們安排「全女班」滑雪團，而各種行程一般為期三至七天。此外，CMH還有專為直升機滑雪老手設計的行程，教授各種樂趣無窮的高難度技巧，包括在安全的情況下進行跳崖滑雪，以及在多個覆蓋白雪的圓型巨石上，一個接著一個縱躍滑行。

在新的滑雪季節，CMH的新策略是推出





A happy landing at the Coast Mountains (left); remote heli-skiing means you don't have to worry about crowded slopes

快樂空降海岸山脈 (左圖); 深入偏僻雪山即可避開人潮, 感受飛越雪嶽的快感

「Signature Plus」, 即每個滑雪團均由兩名嚮導領隊。此舉可確保每位有需要的團友都能得到適當協助, 並讓不同技術水平的親友亦可同行; 由一位嚮導帶領技術較佳的滑雪旅客, 另一嚮導則確保其他團員得到妥善照顧。

加拿大的直升機滑雪公司 (包括CMH在內) 多半以加國內陸卑詩省與亞伯達省接壤的洛磯山脈一帶為基地, 而在溫哥華以北的加拿大西南岸, 亦可找到直升機滑雪公司。至於美國, 猶他州及科羅拉多州等滑雪勝地也有舉辦直升機滑雪活動的公司。此外, 阿拉斯加亦有不少安排直升機滑雪活動的業者, 但一般較適合滑雪專家或熱愛極限滑雪的人士參加。

價錢方面, 直升機滑雪行程的費用與北美洲的高級滑雪度假村的收費相若, 不同之處在於, 參加者能深入雪山的無人地帶, CMH便有超過一百萬公頃的雪嶺供滑雪旅客使用, 同時還提供豪華住宿及精緻美食。

然而, 要說明直升機滑雪有多吸引, 最大的明證是大部分團員都會再次參加, 因為直升機滑雪的刺激體驗, 會讓滑雪旅客終生難忘。在此事先提醒大家, 你很有可能一試便欲罷不能。CC

## Cathay Pacific Holidays Sapporo ski packages

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# Farther reach

## 任重道遠

By Alex Frew McMillan

Cathay Pacific Cargo is expanding in the Americas, with a focus on its expertise in complicated shipments  
國泰貨運正擴展美洲業務，銳意發展過程繁複嚴謹的專業貨運服務



**W**ITH RAPID economic growth in Central and South America, Cathay Pacific will increase its freighter

services to Guadalajara and Mexico City from a thrice-weekly service to five times a week later this year.

The new route has been successful and the flights, which run a route from Hong Kong through Anchorage and Los Angeles before heading to the two Mexican cities, are likely to bypass the busy LAX stop.

"If you have one less stop, there's less wear and tear on the aircraft, less crew cost and reduced cost overall," says Fred Ruggiero, Vice President of Cargo for the Americas. And of course the route is a little quicker. "We try to be as flexible as possible."

The addition of the two new destinations complements Cathay Pacific's existing cargo operations in Miami, which had previously been handling the bulk of freight coming out of South America, with a flight on most days.

**Fred Ruggiero says Latin America is growing in many areas, such as pharmaceuticals**

**Fred Ruggiero指出，拉美洲許多行業均在增長，包括製藥業**



Cathay Pacific sees the region as a budding new market, with an increasingly wide variety of goods being produced in Latin America.

"Mexico is one of the few markets in the Americas that has a little bit of everything," says Fred, a New York native now based in Los Angeles. High-tech components are flown from Mexico to China to be incorporated into gadgets – and then are often flown back to Mexico City for sale.

Latin America's pharmaceuticals industry is also rapidly growing. The pharmaceuticals product PHARMA **UFT** is one of the fastest-growing segments in the Americas, up 50 to 75 percent in each of the past three years.

PHARMA **UFT** is one of nine speciality cargo products that Cathay Pacific Cargo has honed and intends to grow by emphasising high-margin, tough-to-execute types of cargo. "We have a high level of expertise in complicated," Fred says.

Baby chickens that hatched less than 24 hours earlier, for example, frequently arrive at Cathay Pacific's



With cargo services for perishables, cherries from Chile can reach Asian destinations days after harvest

國泰的生鮮貨品運送服務，可以將智利出產的車厘子，在採摘後兩、三內運到亞洲

freight hub in Atlanta. They are sped onto a cargo carrier and then hurried on, landing into a perfectly climate-controlled cargo facility. As soon as possible, they are sent to their destination in the Philippines, Bangladesh or China, where they are used as breeding stock.

Time-critical perishables are another key area of growth. **FRESH UFT** is revolutionising the way fresh fruit and vegetables are transported. Cherries from Chile and northwestern United States, avocados from Mexico and other fresh fruit from the West Coast go from the fields to Asian supermarket shelves in less than three days.

“Fresh” fruit used to be shipped in a “zero-atmosphere” environment: the air was sucked out of containers to prevent fruit from ripening. Now perishable food travels completely fresh, ripening on the way.

The new capability changes how Asian consumers should think about produce. For example, they have been conditioned to believe that it's better to buy strawberries slightly

**隨**著中、南美洲的經濟迅速增長，國泰航空在瓜達拉哈拉和墨西哥城的貨運服務，今年稍後將會由每周三班增至每周五班。

這條從香港經安克雷奇及洛杉磯前往兩個墨西哥城市的航線，業績相當理想，將來更可取消停靠繁忙的洛杉磯機場。

國泰航空美洲區貨運副總裁Fred Ruggiero表示：「少停一站，不但可減輕航機的耗損，同時還能減省機組人員成本，以至整體成本。」當然也會縮短飛行時間，「我們盡可能保持靈活。」

這兩個貨運航點投入運作之後，補足了國泰現時在邁阿密的貨運服務。以往，邁阿密要處理大量來自南美洲的貨物，幾乎每天都有一班航機從邁阿密飛出。

國泰視拉丁美洲為正在萌芽的新興市場，當地製造的產品愈來愈多元化。

紐約出生、目前定居洛杉磯的Fred說：「墨西哥是美洲少數貨品包羅萬有的市場之一。」高科技零件由墨西哥空運到中國，裝配成電子產品後，許多時候會再空運回墨西哥城出售。

拉丁美洲的製藥業也迅速發展，醫藥產品貨運服務**PHARMA UFT**是國泰在美洲其中一項增長最迅速的業務，過去三年每年增長高達五成至七成半。

**PHARMA UFT**是國泰貨運提供的九個貨運產品服務之一。國泰貨運銳意發展高利潤及難度高的貨運服務，「我們在過程繁複嚴謹

的貨物運送方面，擁有高度的專業經驗及技術。」Fred自豪地說。

例如，國泰在阿特蘭大的貨運樞紐，經常會接收到出生不足24小時的小雞。這些繁殖用的小雞會第一時間被送上貨車，迅速運到一個嚴格控制溫度及濕度的貨倉內，然後盡早送往菲律賓、孟加拉或中國等目的地。

另一個主要的業務增長領域，是要爭分奪秒運送的生鮮貨品。**FRESH UFT**徹底改變了新鮮蔬果的運送方式。無論是產自智利及美國西北部的車厘子、墨西哥的牛油果以至西岸的新鮮水果，由採摘的時間計起，不到三天就可放上亞洲超市的貨架。

以往所謂的「新鮮」水果，是在真空的環境下運送，亦即將貨櫃中的空氣抽出，阻止水果成熟。現在，新鮮食物是在完全自然的狀態下運送，在途中逐漸成熟。

這種新的運送方法改變了亞洲消費者對新鮮農產的認知。他們一直認為購買士多啤梨時，應選擇還未熟透、頂部仍有一點白色的，相信它們比較耐放。但事實上，這些士多啤梨的自然生長過程受阻，果肉較硬，沒那麼可口。相反，那些又漂亮又紅的士多啤梨，是在枝上成熟，沒錯過任何一個自然生長過程。

這一切都要歸功於「冷凍鏈」，即是在整個運送過程中，確保貨品維持在恆溫狀態。「冷凍鏈」對運送新鮮食物及鮮花來說非常重要，但對運送醫藥製品之類的貨品，更是性命攸關。

運送醫藥物品時，每批貨物都設有監測儀器，以便貨物運抵目的地後，可以檢查整個運送過程的情況，確保溫度保持在必要範圍內，一般為攝氏2至8度，否則後果堪虞。

Fred說：「我不是輕視每果的腐爛問題，只是，醫藥物品要是壞掉，後果嚴重得多。運送這些產品的信譽，需要長時間去建立，但卻瞬間可毀。」

國泰最新的貨運航點是加拿大卡加利市，令國泰在北美洲的貨運航點增至16個。

除墨西哥外，國泰在開拓新航點時，往往是從小規模開始，然後慢慢擴展。例如國泰在美國俄亥俄州哥倫布市的貨運業務，是在一個小機場為一位特定客戶提供服務開始。至今哥倫布市已發展成為一個服務全面的貨運航點，服務整個美國中西部。

國泰的方針是不與一眾運送散貨的航空公司競爭。Fred表示，客戶「希望我們提供物有所值的專業服務，而我們希望為客戶提供物超所值的優質服務。」



The shipment of perishable goods, especially lobsters (centre), is big business in the Americas

生鮮貨物的貨運服務在美洲需求強勁，當中尤以龍蝦（中圖）為甚

unripe, with a white cap, because they'll have a longer life. But those berries may have had their natural growth stunted, which makes them tougher and less tasty, whereas beautiful, all-red strawberries have ripened on the stem without missing a turn in their natural lifecycle.

It all boils down to the "cool chain", the ability to keep products at a constant temperature throughout travel. That may be important with food and flowers – but it's vital with products such as pharmaceuticals.

Each pharmaceutical shipment is monitored with a gauge that can be examined at the end of the trip to ensure the cargo was kept at the necessary level, often between 2°C and 8°C. The consequences of failing to do so are dire.

"I'm not downplaying a rotten berry, but rotten pharmaceuticals is something different," says Fred. "It takes a long time to build a reputation to carry these products. It takes a second to destroy it."

Cathay Pacific's newest cargo destination is Calgary, bringing the number of cargo cities served in North America to 16.

Mexico aside, new destinations typically start small and grow over time. The company originally began service to a small airport in Columbus, Ohio, to serve a specific customer. But it is now turning Columbus into a full-service port serving the entire Midwestern region of the US.

Cathay Pacific has made a conscious decision not to compete with bulk carriers, of which there are plenty. Customers "come looking for us for value and expertise", says Fred. "We offer good value for our customers and provide a premium service." **CC**



## Driving success 成功要訣

An extensive network, reliable service and one-of-a-kind products give Cathay Pacific Cargo its edge

龐大的網絡、可靠的服務及無與倫比的貨運服務，都是國泰貨運獨佔鰲頭的優勢

**T**HE BIGGEST growth area for Cathay Pacific Cargo in North America and Latin America has been perishable goods, says Margaretha Laseen, Director, Cargo Sales Americas. "The lobster business is very strong from the West Coast, from Los Angeles, Mexico but also from Miami and New York," she says. "That business is huge."

But it's not just lobsters onboard, it's grapes and berries, cherries and vegetables from the United States and Mexico.

And the main reason is the Cathay Pacific Cargo schedule: "We fly every day; the competition flies less often. They don't have the capacity, and they don't have the solutions that we have. Our schedule and our network make us a good solution for customers. The freshness requirements for lobsters, for example, make our products perfectly suited for shipping them.

"It is valuable that we fly several times a day and can offer customers solutions not only for the next day





but even the same day. That is what we are selling."

The team works closely with the global forwarders as well as niche forwarders. While the teams at the different ports deal with the local or regional accounts, the entire team – local, regional and head office – deals with the global carriers.

"Our team is not very big. But among the regional managers and myself, we meet very often, and the chain of command is short," Margaretha says. "But what is important is that at all three levels, we are always transparent. We work very closely and communicate well, and that's part of the secret to our success."

Another important element is trust and the integrity of the Cathay Pacific Cargo products. "With express, if we say we are going to move it, we move it," she says. "If people book with us, it's going to move. And that's what we offer the market.

"PHARMA **UP** is unique. We are one of the few carriers who offer a true pharma product. When you have

medical shipments like blood plasma that is worth millions of dollars, they have to be able to trust that the carrier will move it. And equally important is that if anything goes wrong, we have the backup to fix it."



**泰航空**美洲區貨運銷售董事 Margaretha Laseen表示，國泰貨運在北美及拉美增長最大的業務是鮮貨物的運送服務。

她說：「龍蝦的出口業務非常強勁，不僅西岸、洛杉磯和墨西哥，就連邁阿密和紐約也一樣，貨運需求龐大。」

當然，我們運送的不只是龍蝦，還有美國及墨西哥出產的葡萄、莓果、車厘子和蔬菜。

國泰貨運的優勢在於航班時間表。Margaretha解釋說：「國泰貨運每天均有航班，反觀我們的競爭對手，航班和貨運力都較少，更沒有國泰貨運提供的貨運方案。完善的航班編排及龐大的網絡，讓我們成為顧客解決難題的良方妙策。以龍蝦為例，必須第一時間運送，我們度身訂造的運送方案正好派上用場。」

「我們一天有數班機飛出，客人甚至可即日運出貨品，不必等到第二天，這就是我們的賣點。航班編排及網絡都是我們的強大優勢。」

國泰貨運團隊不單止與環球貨運代理緊密

**Margaretha Laseen says offering daily flights has been key to sales success in the Americas**

**Margaretha Laseen表示，國泰貨運美洲業務的成功關鍵，是每天都有航班**

合作，與較小型的貨運代理也合作無間。駐守各航點的員工主要服務所在地或負責區域內的客戶，但同時亦要與區域及總部的員工一起為國際貨運代理服務。

Margaretha說：「我們的團隊不算龐大，但我和各區域經理經常會面，指揮運作簡單直接。最重要的是，當地辦事處、區域及總部三個層面的工作都時刻保持透明。緊密合作，分享資訊，就是我們的成功秘訣之一。」

另一個重要的成功元素是客人的信任，以及國泰貨運服務的誠信。她解釋：「我們的快速服務，說到做到。我們接到貨運訂單，就一定會完成任務。這是國泰貨運對市場的承諾。」

「PHARMA **UP**是無與倫比的服務。國泰貨運是少數提供真正專業醫藥品運送服務的空運公司。當客戶需要運送醫藥物品，如價值數以百萬美元計的血漿時，自然會交託給可靠的空運公司，以確保貨物能安全送達。同樣重要的是，萬一出現任何問題，國泰貨運也有後備方案，確保萬無一失。」 **CC**

# Continental shifts

## 洲際運輸

Managers overseeing cargo business in North America give an update on the strengths of their locations and opportunities they see ahead  
北美洲的貨運經理闡述業務現況，介紹他們的地利優勢及未來機遇

Toronto is a major base of operations for Cathay Pacific Cargo's Eastern Canada office

多倫多是國泰貨運在加拿大東部的  
主要營運基地

### Anderson Yeung Cargo Manager, Eastern Canada

**Cities:** Toronto, Montreal and Halifax.

**Shipments:** Injection molds, machinery, simulators and parts, aircraft engines, baby formula, wine, helicopters and parts (Bell Helicopter is located near Montreal-Mirabel International Airport), cars (prototype, used and armoured vehicles – there are two companies that manufacture in Ontario), live lobsters from Halifax, pharmaceuticals and health supplements, and IMAX screens and projectors. We handle all kinds of enquiries to offline destinations: if we can handle it, we take it. We also transport live swine to China, Vietnam and the Philippines.

**Main products:** PHARMA , DG  and EXPERT .

**Seasonality:** Live lobsters are a seasonal item.

### Growth areas and opportunities:

Exports to Mainland China are a growth sector.

**Memorable shipments:** A 48-tonne shipment from Toronto to Shanghai in 2013. Also that year, we arranged a charter sending relief shipment to the Philippines within 24 hours.

### 楊紹基 加拿大東部貨運經理

**城市：**多倫多、蒙特利爾及哈利法克斯。

**貨物種類：**注塑模具、機械、模擬裝置及組件、飛機引擎、嬰兒配方奶粉、葡萄酒、直升

機及組件（Bell Helicopter鄰近蒙特利爾-米拉貝爾國際機場）、汽車（原型、舊車及防彈車；安大略省有兩家防彈車生產商）、哈利法克斯鮮活龍蝦、藥物及保健品、IMAX屏幕及投影機。我們亦處理運送至航點以外的各種查詢，只要我們能夠處理，便會提供服務。我們亦運送活豬到中國、越南及菲律賓。

**主要服務：**PHARMA 、DG 及EXPERT .

**旺季：**鮮活龍蝦屬時令食品。

**業務增長範圍及機遇：**出口至中國內地的需求正在增長。

**難忘的貨運任務：**2013年從多倫多付運一件48公噸貨物到上海。同年，我們於24小時內安排了專機運送救援物資到菲律賓。

Live lobsters are a seasonal speciality for the Eastern Canada team

鮮活龍蝦是加拿大東部團隊運送的時令貨品





Chicago, along with Columbus, is the base for Midwest-based cargo operations




芝加哥及哥倫布是美國中西部貨運業務的基地



## Bridget Bell Cargo Manager, Midwest US



**Cities:** Chicago and Columbus.

**Shipments:** Pharmaceutical (Eli Lilly, Boehringer Ingelheim, Hospira), aviation (GE Aviation), manufacturing (Siemens, GE Healthcare, Caterpillar, 3M) and agriculture.

**Main products:** PHARMA , DG  and EXPERT .

**Seasonality:** The market has changed over the past few years. Until recently, the fourth quarter was considered peak season, but we have now seen that shift to the end of each quarter, so an increase in demand is spread across the year rather than all at the end of the year.

**Growth areas and opportunities:** We've seen good growth with our aviation business, moving more engines and accessories. We are the preferred carrier to Asia for

GE Aviation. Growing our expertise has helped us win more business. DG  and PHARMA  business has also seen significant growth.

**Memorable shipments:** Our livestock shipments, which include pigs, baby ducks and goats, are always interesting. On the import side, we handled a charter of new mobile phones that required intense supervision and extremely high security standard. We are expecting lots of inbound charters again this year with the launch of new phone models.



Manufacturer 3M is a big client for the Midwest office

生產商3M是美國中西部貨運業務的重要客戶



## Bridget Bell 美國中西部貨運經理

**城市：**芝加哥及哥倫布。

**貨物種類：**藥品（Eli Lilly、Boehringer Ingelheim、Hospira）、航空業產品（GE Aviation）、工業製品（Siemens、GE Healthcare、Caterpillar、3M）及農產品。

**主要服務：**PHARMA , DG 及EXPERT .

**旺季：**市場於過去數年有所轉變，以往第四季被視為旺季，但現已轉移到每季度結束前，貨運量都會提升，因此需求增長分佈在全年不同時期，不會只集中在年底增長。

**業務增長範圍及機遇：**我們看到航空業產品的貨運需求有良好增長，引擎及配件貨運量均有所上升。我們是GE Aviation付運至亞洲的首選航空公司，我們的專業服務不斷改進，有助獲得更多生意；DG 及PHARMA 服務的需求量也有明顯增長。

**難忘的貨運任務：**運送豬、小鴨及山羊等活牲畜的過程每次都很有趣。進口方面，我們曾以包機運送新型號手機，這需要嚴密監控及高度保安措施。隨著更多新手機型號推出，我們預計今年將有更多貨運包機的機遇。



## Ringo Sin, Cargo Manager, Western US

**Cities:** Los Angeles and San Francisco.

**Shipments:** Vegetables and fruits (cherries, stone fruits, berries), seafood (lobsters, clams, crabs), items for the entertainment industry (movie props and promotional materials, concert equipment) and pharmaceuticals.

**Main products:** FRESH **UFT**, PHARMA **UFT**, PRIORITY **UFT** and LIVE ANIMAL **UFT**. CX Limo Express is a new and unique service in Los Angeles. A Cathay Pacific Cargo van goes to the forwarder's facilities to pick up designated shipment types for free. This has proven to be a successful product and is well received by our customers.

**Seasonality:** Peaks are during the produce season from May to August; seafood season from September to February; as well as during the quarter ends.

**Growth areas and opportunities:** With an additional daily passenger flight, we will explore more business opportunities in PRIORITY **UFT**, seafood and produce shipments.

**Memorable shipments:** Moving wheelchairs to Nepal for a charity which was supporting athletes with disabilities.



Produce season from May to August is a busy period for shipments from the west coast of America

5月至8月是農產品旺季，亦是美國西岸貨運出口的繁忙時間

## Ringo Sin 美國西部貨運經理

**城市：**洛杉磯及三藩市。

**貨物種類：**蔬菜及水果（櫻桃、核果、莓果）、海產（龍蝦、蛤類、螃蟹）、娛樂產業物品（電影道具及宣傳物品、演唱會器材）及藥品。

**主要服務：** FRESH **UFT**、PHARMA **UFT**、PRIORITY **UFT**及LIVE ANIMAL **UFT**及PHARMA **UFT**。CX Limo Express是在洛杉磯提供的一項全新的特別服務：國泰貨運派貨車到貨運代理的

設施，免費提取指定需要運送的貨物種類。這項服務大受歡迎，獲得客戶好評。

**旺季：**5月至8月是運送農產品旺季，而9月至2月則是運送海產旺季，另外每個季度結束前需求也會上升。

**業務增長範圍及機遇：**隨著國泰每天新增一班客機來往美國西部，我們將會開拓 PRIORITY **UFT** 服務的商機，希望能運送更多海產和農產品。

**難忘的貨運任務：**我們曾為一家支持傷健運動員的慈善機構運送輪椅到尼泊爾。



Dallas, Texas, is the base for several major computer companies

德州的達拉斯市是多家大型電腦公司的基地

## Rodrigo Herrera Cargo Manager, South-Central US

**Cities:** Austin and Dallas-Fort Worth.

**Shipments:** Computer technology, as Austin is the base of several semiconductor-design companies including AMD and Cirrus Logic, while Texas Instruments and Dell are based in the Dallas area. Texas Instruments regularly uses PRIORITY **UFT** to ship microprocessors to Shanghai, Singapore, Bangkok and Manila. The catchment area also includes semiconductor (wafers) manufacturers. There is also a large presence of defence contractors within the aeronautical industry. For oilfield companies, including Halliburton, Schlumberger and

## Camilo Gallo Cargo Manager, Florida & Latin America

**Regions:** Florida, Central America, South America, the Caribbean.

**Shipments:** Pharmaceutical products, including temperature-controlled cargo from San Juan, Puerto Rico; fruits, mainly cherries and blueberries from Chile and Argentina; asparagus from Peru; flowers from Colombia and Ecuador; and live lobsters from Marathon and Key West in Florida.

**Main products:** FRESH  and PHARMA .

**Seasons:** In Miami, the four main seasonal increases in demand are with Valentine's Day flowers, mainly to Japan and Australia; Mother's Day flowers in May, mainly to Japan and Australia; live lobsters from August to March, mainly into Shanghai and Hong Kong; and fruit from late November to mid-December, mainly to Beijing, Shanghai and Hong Kong.

**Growth areas and opportunities:** Increase yields by capturing as much cargo as possible at its origin in Latin America. Currently, we capture most of the cargo in Miami where there's much more competition, reducing our yields. We're in the process of appointing exclusive general sales agents to represent us and sell our

products in each country in Latin America. All the GSAs will be in place before the end of 2014, enabling us to take advantage of the 2014 fruit season, which starts in late November.

## Camilo Gallo 佛羅里達州及拉丁美洲貨運經理

**地區:** 佛羅里達州、中美洲、南美洲及加勒比地區。

**貨物種類:** 醫藥產品，當中包括來自波多黎各聖胡安、需要控制溫度的藥品；主要來自智利及阿根廷的櫻桃及藍莓等水果；秘魯的蘆筍；哥倫比亞及厄瓜多爾的鮮花；產自佛羅里達州馬拉松及基韋斯特的鮮活龍蝦。

**主要服務:** FRESH  及 PHARMA .

**旺季:** 邁阿密主要有四個季節性需求增長的時段，分別為情人節鮮花、5月的母親節鮮花，主要出口至日本及澳洲；另外是8月至翌年3月的鮮活龍蝦，主要出口至上海及香港；還有11月底到12月中的水果，主要出口到北京、上海及香港。



**業務增長範圍及機遇:** 在貨運源頭拉丁美洲盡量獲得最多貨運量，以增加收益。目前我們雖然佔有邁阿密大部分貨運量，但當地的競爭相當激烈，導致利潤減低。我們正在選擇獨家銷售代理商，在拉丁美洲所有國家代理國泰銷售貨運服務。所有代理商將於2014年底前就緒，期望在2014年11月下旬水果旺季開始時，我們能佔取優勢。



From Miami, the cargo business handles vast quantities of fresh flowers and seafood

貨運部在邁阿密處理大量鮮花和鮮活海產的出口業務

Dresser, we handle oil pipes, complete oil rigs and petro products. Due to our central location, we often handle baby chicks to Asia that arrive here on chartered flights from other states.


**Main products:** PRIORITY  and EXPERT  for "heavy" and "super heavy" cargo requiring special handling.

**Growth areas and opportunities:** Petro products, as well as "super heavy" industry and technology, as companies have recently started producing high-tech products locally.

**Memorable shipments:** In 2011, we handled close to one million kilos for two semiconductor factories that were moved from Texas to Asia. In 2013, we handled the heaviest piece ever – moved on a Boeing 747-8F – which came close to 60 tonnes.

## Rodrigo Herrera 美國中南部貨運經理

**城市:** 奧斯汀及達拉斯-沃斯堡。

**貨物種類:** 由於奧斯汀是AMD及Cirrus Logic等多家半導體設計公司的基地，而德州儀器及戴爾電腦的基地則設於達拉斯，因此我們大多運送電腦科技貨物。德州儀器定期使用 PRIORITY  服務運送微處理器到上海、新加坡、曼谷及馬尼拉。我們亦為半導體（晶圓）生產商提供服務，而航空保安承辦商亦是相當重要的客戶群。我們還為Halliburton、Schlumberger及Dresser等油田企業運送油管、整套鑽油設備及石油產品。由於我們位處美國中心位置，其他州份的包機經常途經這裡轉運雞苗到亞洲地區。

**主要服務:** PRIORITY ；以及運送需要特別處理的「重型」及「超重型」貨品的 EXPERT  服務。

**業務增長範圍及機遇:** 來自「超重型」工業的石油產品貨運；此外，近期開始有生產科

技產品的公司在本地投產，因此帶動了科技產品的貨運需求。

**難忘的貨運任務:** 2011年我們為兩家半導體工廠從德州運送了接近100萬公斤貨物到亞洲。2013年我們以波音747-8貨機運送了歷來單件最重的貨物，重量接近60公噸。



Cathay Pacific Cargo handles Dell product shipments from its South Central office

國泰貨運在美國中南部的團隊為戴爾電腦運送產品





From our operations in Vancouver (left), cherries are shipped to Asia, Australia and the Middle East


貨運團隊在溫哥華（左圖）出口櫻桃至亞洲、澳洲及中東



### Bruce Spencer 加拿大西部貨運經理

城市：溫哥華。

主要服務行業：天然資源。

主要服務：FRESH （主要為海產及農產品）。

旺季：我們全年不同的季節分別出口海產、水果及農產品。從6月到8月底，我們會出口華盛頓州及卑斯省的櫻桃和藍莓。這些水果主要運送到亞洲，亦會運到澳洲、中東甚至印度。蘑菇會從9月到10月底運送到日本。過去數年，由12月底至翌年3月中，珍寶蟹成為出口至中國上海的主要產品。

業務增長範圍及機遇：溫哥華是北美最接近亞洲的港口之一，我們的主要目標是增加在中國的市場佔有率。

### Bruce Spencer Cargo Manager, Western Canada

City: Vancouver.

Main industries: Natural resources.

Main products: FRESH  (mainly seafood and produce).

Seasonality: Although we export seafood, fruit and produce year-round, there are three definite seasons. From June through to the end of August, cherries and blueberries are shipped from Washington State and British Columbia. The majority of the fruit

goes to Asia, but we also ship to Australia, the Middle East and India. Mushrooms ship to Japan from September through to the end of October. Over the past few years, Dungeness crabs to China – mainly Shanghai – have become a particularly large export. These are shipped from late December through to mid-March.

Growth areas and opportunities: As Vancouver is one of the closest North American ports to Asia, our main focus is therefore to increase our market share to China.

### James Zhang Cargo Manager, Northeast US

City: Based in New York, covering the north-east from Maine to Virginia.

Main industries: Pharmaceuticals, electronic machineries, urgent aircraft parts from Boeing and Airbus, perishables and live and fresh seafood, valuable goods (diamonds, jewellery, gold, silver, banknotes), e-commerce goods and luxury automobiles.

Main products: FRESH , PHARMA , DG , SECURE  and EXPERT .

Seasonality: Traditionally, the fourth quarter is very busy. We also experience quarter-end rushes.

Growth areas and opportunities: E-commerce is a huge opportunity. Live lobsters are another good, growing business. Both sectors involve more shipments into China as we see demand increases.

### 張琦 美國東北部貨運經理

城市：以紐約為基地，覆蓋由緬因州以至維珍尼亞州的東北部地區。

主要服務行業：藥品、電子機械、波音及空中巴士的緊急飛機組件、鮮貨、鮮活海產、貴重貨物（鑽石、珠寶、金銀、鈔票）、電子商貿產品及高級汽車。

主要服務：FRESH , PHARMA , DG , SECURE 及EXPERT .

旺季：第四季一向是傳統的旺季，但季度結束前貨量也會急升。

業務增長範圍及機遇：電子商貿是重大機遇，鮮活龍蝦亦是另一個具潛力的商機。隨著需求增加，這兩類貨品運往中國的貨運量亦有所上升。



The vibrant city of New York is the base for Cathay Pacific Cargo's Northeast US operations

充滿活力的紐約是國泰貨運在美國東北部的營運基地

## Mark Okada Cargo Manager, Southeast US

**Cities:** Atlanta, Charlotte, Raleigh-Durham.

**Shipments:** From Atlanta, IBM mainframes to Hong Kong are the main computer-technology shipments. Also from Atlanta, live baby chickens are shipped to Southeast Asia and the Middle East. These are often the extremely valuable "grandparent stock" used for breeding purposes. Pharmaceuticals move from Atlanta and Raleigh-Durham to Japan, Asia and the Middle East. We have maintained a close partnership with a global cargo agent to move regular shipments of medication and capsules for Grifols. The Cathay Pacific network has been vital to transport urgent life-saving blood plasma, as well as moving medication into Japan for Bristol-Myers Squibb. These shipments, valued in the millions of dollars, range from breast-cancer medication to gelatine capsules. We have also started to move a substantial amount of e-commerce business to Australia and New Zealand.



**Special products such as**  
PHARMA **LIFT** give Cathay Pacific  
the edge in a competitive market

PHARMA **LIFT** 等專業服務，令國泰航空  
佔取市場優勢

**Main Products:** PRIORITY **LIFT**, PHARMA **LIFT**  
and LIVE ANIMAL **LIFT**.

**Memorable Shipment:** This year we moved a 1958 Ferrari valued at US\$10 million. In 2013, we moved a Lamborghini Diablo from Atlanta to Mumbai that was featured on the HBO television series Vice.

## Mark Okada 美國東南部貨運經理

**城市：**亞特蘭大、夏洛特及羅列達勒姆。

**貨物種類：**由亞特蘭大出口的主要電腦科技貨品，是運送到香港的IBM主機，另一個主要貨運種類，是從亞特蘭大運送到東南亞及中東的活雞苗，這些通常都是非常珍貴、用作

繁殖的「祖代種」。另外，還有從亞特蘭大及羅列達勒姆運送到日本、亞洲及中東的醫藥產品。我們一直與貨運代理緊密合作，為Grifols定期運送藥物及膠囊。國泰的龐大網絡一直在運送緊急拯救生命的血漿方面，擔當著重要的角色。亞特蘭大亦為生物製藥公司Bristol-Myers Squibb將藥物送到日本，貨物包括治療乳癌的藥物及明膠空心膠囊，價值以數百萬美元計。我們亦開始將數量可觀的電子商貿貨品運送到澳洲及紐西蘭。

**主要服務：**PRIORITY **LIFT**、PHARMA **LIFT** 及 LIVE ANIMAL **LIFT**。

**難忘的貨運任務：**今年我們運送了一輛價值1,000萬美元的1958年法拉利。2013年，我們從亞特蘭大運送一輛曾在HBO電視劇《Vice》中亮相的林寶堅尼Diablo到孟買。CC



Cathay Pacific Cargo hauled cars and equipment to and from Asia for the latest Transformers film

國泰貨運為最新一齣《變形金剛》系列電影運送汽車及拍攝器材往返亞洲

## BLOCKBUSTER MOVE FOR CATHAY PACIFIC 國泰航空為賣座電影運送道具

The Chicago office of Cathay Pacific Cargo moved the cars and production equipment used in the movie *Transformers: Age of Extinction*, which was partly filmed in Hong Kong and Shanghai. "This included the large military truck, which barely fit – but we found a way," says Bridget Bell, Cargo Manager, Midwest US. The shipment to Hong Kong and Shanghai and back to the United States also included 10 other cars and several motorcycles.

賣座電影《變形金剛：殲滅世紀》部分劇情在香港及上海取景，國泰貨運芝加哥辦事處負責運送拍攝所用的汽車及拍攝器材到這兩個城市。美國中西部貨運經理Bridget Bell表示：「電影道具包括大型軍用貨車，還差點放不進飛機，幸好我們想到解決辦法！」運往香港、上海及運返美國的道具還包括10輛汽車及數輛電單車。



Quality wines  
require strict  
temperature  
controls when  
shipped overseas

將優質葡萄酒運送到  
海外時必須嚴格控制  
儲存溫度

# Sweet system

## 醉人任務

New air cargo product **WINE LIFT** provides specialist expertise to the world's wine industry

最新空運服務 **WINE LIFT** 為世界各地的葡萄酒業者提供專業運送服務

**C**ATHAY PACIFIC Cargo has recently launched its latest addition to its range of specialised airfreight products – **WINE LIFT**. Building upon Cathay Pacific Cargo's decades of expertise in shipping wine, and reflecting Hong Kong's increasing status as a hub for the global wine trade, **WINE LIFT** provides wine merchants and customers with a service specifically tailored to meet their requirements for transporting wine in a safe and timely manner.

**WINE LIFT** provides complete peace of mind to customers, with shipments being handled by teams experienced in transporting fragile and valuable cargo.

Shipment security will also be ensured under close monitoring of CCTV.

Temperature fluctuations may affect the quality of wine, which is why the **WINE LIFT** product offers customers an option to use cool containers\* to keep wine within designated temperature ranges during the flight journey. Temperature-controlled storage facilities are also available at most destinations in the airline's extensive network for storing the wine when it is on the ground.

When the Hong Kong government removed all duties on wine in 2008, the city quickly became the wine-auction capital of the world and, in 2013, wine sales in the city reached US\$459 million.



國泰貨運為迎合市場對葡萄酒的需求，特別推出全新貨運服務 **WINE LIFT**。隨著香港作為環球葡萄酒貿易中心的地位不斷提升，國泰貨運憑藉數十載運送葡萄酒的豐富經驗，特為葡萄酒商和顧客提供度身訂造的服務，確保葡萄酒安全及準時運抵目的地。

**WINE LIFT**為顧客提供貼心周到的運送服務，國泰貨運專業團隊的成員均擁有豐富經驗處理易碎和貴重貨物，在運送途中設有閉路電視監測系統，以確保貨物安全送達。

溫度偏差會影響葡萄酒的品質，因此 **WINE LIFT**專業托運服務會因應顧客的要求，選擇以冷凍集裝箱\*於指定溫度範圍內運送葡萄酒。與此同時，國泰航空於大部分航站均設有恆溫倉庫，適合於運送過程中儲存葡萄酒。

香港政府於2008年取消所有葡萄酒關稅後，令香港迅速躍升為國際葡萄酒拍賣中心。2013年，香港的葡萄酒銷售額便高達4.59億美元。 **CC**

# WINE **LIFT** SERVICES

## 葡萄酒運送服務



### 1 Fine Wine

For wine shipments that require 11°C to 25°C storage temperature

適合於運送需要存放於攝氏11至25度恆溫環境的葡萄酒

### 2 Fine Wine Plus

For wine shipments that require a strict cold-chain management of 11°C to 17°C, which will be transported by cool container\* to avoid fluctuation in temperature

適合需要存放於攝氏11至17度、對冷凍鏈要求嚴格的葡萄酒；此項服務會以冷凍集裝箱\*運送，避免溫度波動

## WINE **LIFT** FEATURES 服務特色



### Temperature regulation

Offers cool containers\* designed to maintain specific temperature ranges for premium wine

### 溫度控制

可因應顧客的要求，提供冷凍集裝箱\*於指定溫度範圍內運送葡萄酒之選擇

### Expert handling

Teams are highly experienced in handling valuable and fragile cargo



### 專業服務

貨運團隊具備豐富經驗，精於處理貴重及易碎貨品



### Tight security

Extensive CCTV coverage and monitoring by staff from origin to destination

### 保安嚴密

運送途中設有閉路電視監測系統，確保安全

### More than 190 destinations worldwide

Cathay Pacific Cargo's network covers almost every part of the world



### 全球超過190個航點

國泰貨運網絡覆蓋全球大部分地區

\* Cool containers available upon request at additional cost  
冷凍集裝箱按要求提供，需額外收費



By Josephine McKenna

# Time to grow

## 家族名釀

Renowned for making fine jewellery and stylish timepieces, the Bulgari family has now developed a taste for winemaking  
以巧製高級珠寶和時尚腕錶聞名的Bulgari家族現正發展自家的葡萄酒品牌



**T**HE SUN rises over a patchwork of vineyards in southern Tuscany, painting the sky in a palette of soft pastels. Medieval towers rise from hilltop villages in the distance and wispy threads of mist hover above the valleys below. There is nothing to disturb the early morning stillness.

It's easy to see how Giovanni Bulgari fell in love with this magical landscape, a world away from the frenetic streets and fashion boutiques of Rome just two hours down the motorway. Bulgari, in his late 30s, is a member of the Italian dynasty known around the world for its elegant jewellery and watches. Now, Giovanni and his father, Paolo, are hoping to transfer the family's golden touch to their own wine label.

"My father discovered it. He telephoned me and said 'I found this place and thought of you,'" says the younger Bulgari of the abandoned vineyard the pair bought in 2004. The 22-hectare Podernuovo estate is just outside the tiny town of Palazzone

in the Tuscan hills, with the town of Siena about 100 kilometres away.

"The idea came to me after I stopped working at Bulgari eight or nine years ago," says Giovanni. "I always dreamed of working in agriculture; I love wine." The family has spent the past decade slowly rebuilding the estate and replanting the vines, but if anyone is expecting to see the Bulgari name splashed across the family's bottles he or she will have to look twice. When the family sold its majority stake in the luxury label to the French conglomerate LVMH (Moët Hennessy Louis Vuitton) in 2011, family members gave up the right to use their name for any new products.

Although Paolo Bulgari remains Chairman of Bulgari and is now an advisory member on the LVMH board of directors, the names "Paolo and Giovanni Bulgari" appear ever so discreetly in soft grey on their Podernuovo a Palazzone wine labels.

Giovanni Bulgari admits the family name is still a great asset even if it is deliberately hard to find. "On the bottles you can see our names

**在**意大利托斯卡尼南部畝畝相連的葡萄園上空，旭日徐徐升起，為蒼穹塗上一抹柔和色彩。在遠處小山頂的村落，聳立著中世紀塔樓，一縷縷迷霧繚繞於山谷之上。這份清晨寧靜之美，出塵脫俗，恍若絲毫未受干擾。

Giovanni Bulgari愛上這片奇妙樂土的原因不言而喻。短短兩小時的高速公路車程，就能遠離羅馬繁華紛擾的大街和潮流服裝店，抵達這片世外桃源。年近40歲的他，是國際著名意大利高級珠寶及腕錶品牌寶格麗的家族成員之一。現在他和父親Paolo Bulgari希望將家族點石成金的神奇力量，延伸至自家的葡萄酒品牌。

「是家父發現這裡的。他打電話給我說：『我找到這地方並想起你。』」 Giovanni Bulgari憶述父子倆2004年購入這片土地時，那裡是一個荒廢了的葡萄園，現已變身為22公頃的Podernuovo酒莊，坐落於托斯卡尼山丘的Palazzone小鎮外圍，距離另一城鎮錫耶納約100公里。

Giovanni Bulgari說：「經營酒莊的念頭，是八、九年前我離開寶格麗時萌生的。務農是我一直夢寐以求的工作，我愛葡萄酒。」過去十年，Bulgari家族逐步重建酒莊，重新栽種葡萄。可是如果你以為會在酒瓶上的當眼處見到『Bulgari』的名字，就得再三仔細看清楚。因為2011年Bulgari家族把奢華品



Giovanni Bulgari and his father, Paolo, hope to transfer the family's golden touch to winemaking at their estate in Tuscany (below)

Giovanni Bulgari與父親Paolo希望將家族點石成金的力量延伸至托斯卡尼的酒莊（下圖）





and there is a curiosity from the distributors,” he says. “The name Bulgari creates a curiosity that opens the door.”

Still, Paolo Bulgari says the role of the family name should not be exaggerated. “It’s a small advantage, but not a great advantage,” he says. “The first thing has to be quality, how the wine is produced, the quality of the vineyard and the cellar.”

Not surprisingly, there are plenty of sceptics who think this is a rich man’s indulgence or a distraction of someone with no connection to the land. It has also become a familiar path for some big names in Italian fashion. Roberto Cavalli and his eldest son Tommaso have been producing wines on their estate, Tenuta Degli Dei, in the Chianti region outside Florence for more than a decade. The Ferragamo family transformed its Il Borro property near Arezzo into a winery and lavish hotel – replete with its own medieval village dating back to the 11th century.

Giovanni’s philosophy is simpler. “I want to create elegant wines that respect the diversity of their character: the common denominator among them is elegance, in harmony and respect for the soil,” he says.

This region may be known worldwide for its full-bodied reds but the competition is fierce and Bulgari is the first to admit that cultivation requires years of dedication and commitment. “For a quality wine you



need five or six years,” he says. “It’s a very long process. The plants need years for the roots to go deeper into the soil to improve the quality and performance, the taste and the range.”

With early input from one of Italy’s top oenologists, Riccardo Cotarella, Giovanni produced three 2009-vintage wines: Therra, a Tuscan red blend; Argirio, a cabernet franc; and Sotirio, an impressive sangiovese. Despite his years in business, it was a daunting experience when the somewhat-reserved Giovanni presented the wines for the first time at the 2012 Vinitaly show in Verona. “I was paralysed, I imagined they were all thinking I was a Bulgari and I wasn’t serious,” he explains. “The first year we had to find the key elements and we had good character but there’s a lot of room to improve.”

Podernuovo’s first harvest produced

70,000 bottles and Bulgari plans to more than double that in the near future. That expansion will be driven by his enthusiastic team and the completion of a new cellar and tasting area. The striking glass and concrete building, with its stunning views over the vineyards, was designed by renowned architect Massimo Alvisi and features the latest technology for processing, refining and aging the wine.

Giovanni is also using solar power for temperature control and a raft of energy-saving techniques that are designed to leave a minimal carbon footprint. “Our philosophy is to rediscover the tradition of cultivating the land and mix that with the latest techniques and temperature control,” he says. “Temperature control can make the difference between a wine with defects and none at all.”



**Designed by renowned architect Massimo Alvisei, the Bulgari estate (above and left) features the latest technology for processing, refining and aging wine**

由著名建築師Massimo Alvisei設計的Bulgari酒莊（上圖及左圖）配備最先進的葡萄酒製作、提煉及陳釀技術設施

牌寶格麗的大部分股權賣給法國集團LVMH（Moët Hennessy Louis Vuitton）時，已放棄在任何新產品上使用這名字的權利。

Paolo Bulgari仍是寶格麗的主席及LVMH董事會的顧問之一，但為了遵守承諾，他與兒子釀製的葡萄酒Podernuovo a Palazzone的酒瓶標籤上，只低調地以淺灰色印上父子倆的名字「Paolo and Giovanni Bulgari」。

Giovanni Bulgari指出，雖然已經刻意低調處理家族名字，但它依然是一項重大資產。「分銷商在酒瓶上看到我們的名字，會感到好奇。Bulgari這姓氏引發的好奇心，打開了銷售的大門。」

儘管如此，Paolo Bulgari強調在釀酒業務上，不應倚賴家族的名字。「這只是小小的好處，並非重大的優勢。最重要的始終是品質、釀造方法及葡萄園和酒窖的質素。」

然而，這仍難免招來許多人質疑，認為只是富豪的一種玩意，或者認為他們與這片土地毫不相干，只是來這裡消遣娛樂。事實上，不少意大利時裝界名人也走上釀酒之路。Roberto Cavalli與長子Tommaso在佛羅倫斯外圍的Chianti地區經營酒莊Tenuta Degli Dei，

釀酒已有十多年。而Ferragamo家族也將Arezzo市附近的物業Il Borro改造成一個釀酒廠及奢華酒店，洋溢著當地的11世紀中世紀村莊風格。

相比之下，Giovanni Bulgari的釀酒理念較為簡單。「我想釀造出尊重葡萄酒多元化特性的佳釀，這些特性的共通點就是優雅、尊重大地，與土地和諧共處。」

酒莊所在的地區，雖然以盛產酒身豐滿的葡萄酒聞名於世，但釀酒商之間的競爭，其實十分激烈，而身為釀酒商的Giovanni Bulgari更坦率地承認，培植優秀的葡萄需要奉獻多年的心力。他說：「釀製優質葡萄酒需要五至六年的時間，是一個非常漫長的過程。植物的根部需要多年時間的生長，才能夠深入泥土之中。使用這樣的方法栽種葡萄來釀酒，才能夠改進酒的品質、表現、味道及種類。」

Giovanni Bulgari在酒莊成立初期，請來意大利數一數二的酒學大師Riccardo Cotarella襄助，釀造出三款2009年佳釀，分別是托斯卡尼混合紅酒Therra、用優質葡萄cabernet franc釀製的Argirio，以及採用sangiovese

葡萄釀製、讓人一試難忘的Sotirio。雖然Giovanni Bulgari縱橫商界多年，但性格含蓄的他在2012年維羅納Vinitaly葡萄酒展中首次展示自己的出品時，仍有點膽戰心驚。他解釋說：「我當時有點不知所措，我認為他們都會基於我是Bulgari家族的人，而認定我不會認真釀酒。第一年參展我們需要找出主要賣點，我們的酒很有風格，但仍有很多地方可以改進。」

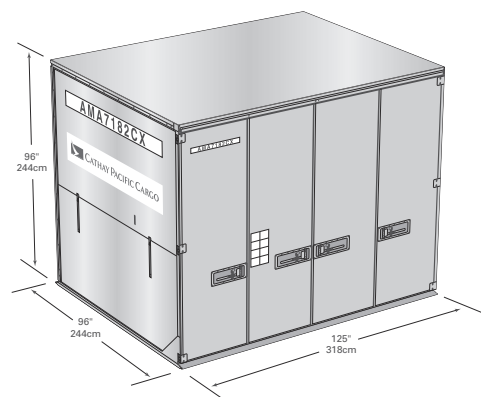
Podernuovo酒莊首次收成釀造了70,000瓶葡萄酒，Giovanni Bulgari計劃不久的將來把產量提升一倍以上。充滿熱誠的團隊，加上新酒窖及試酒區落成，均有助達成增加產量的目標。釀酒廠由著名建築師Massimo Alvisei設計，採用玻璃及混凝土建成，葡萄園的壯麗美景盡收眼底，並配備最先進的製作、提煉及陳釀技術設施。

Giovanni Bulgari更利用太陽能控制溫度，及多種節約能源技術，務求將碳排放量減至最低。他說：「我們的理念是重新發掘耕作土地的傳統，並糅合最新技術及控制溫度的方法。畢竟溫度控制是決定一瓶葡萄酒是否完美或有瑕疵的關鍵。」CC



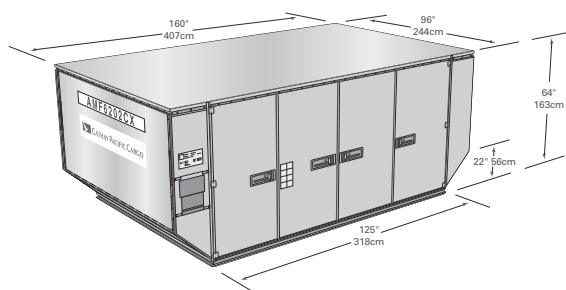
These are the Unit Load Devices (ULDs) that Cathay Pacific Cargo provides. Please visit [www.cathaypacificcargo.com](http://www.cathaypacificcargo.com) for detailed descriptions of each of the ULDs.

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。



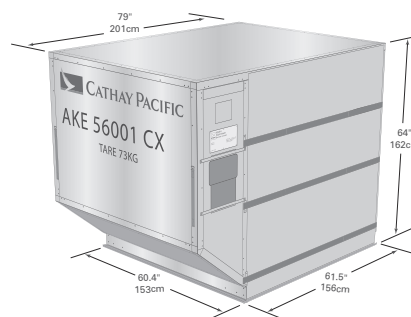
**TYPE: AMA CONTAINER**

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



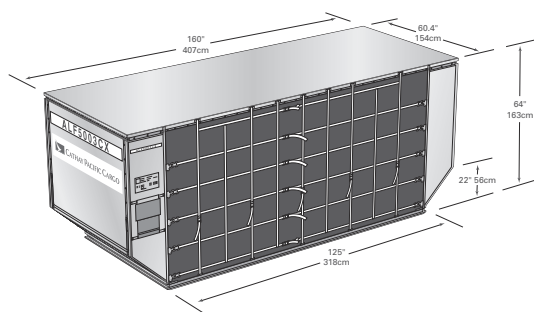
**TYPE: AMF CONTAINER**

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



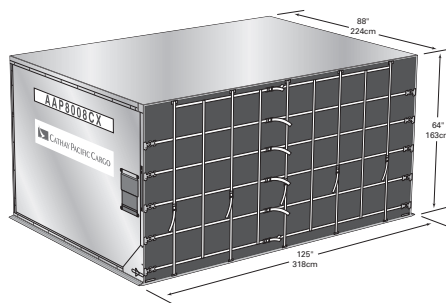
**TYPE: AKE CONTAINER**

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



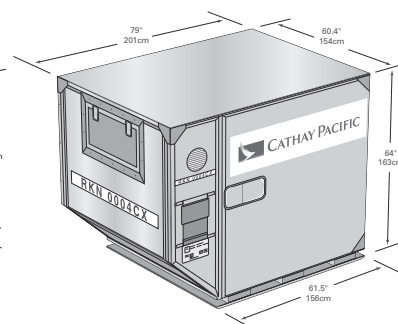
**TYPE: CONTAINER - ALF**

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



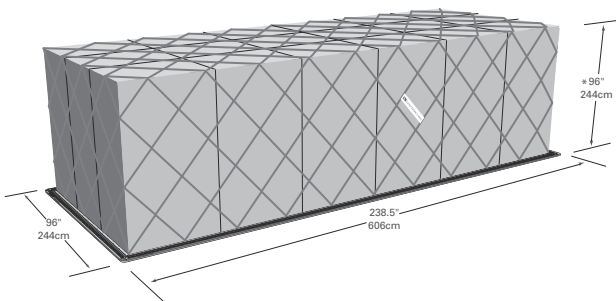
**TYPE: AAP CONTAINER**

ATA Code	: LD9
Internal Volume	: 371 cu. ft. 10.51 mc
Tare Weight	: 220 kg
Weight Limitation Inc.	
ULD Tare Weight	: 4,626 kg
Loadable Aircraft Type	: 747, 747F, 777, Airbus



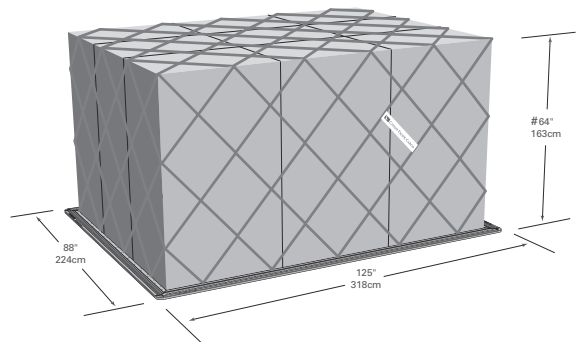
**TYPE: COOLTAINER - RKN**

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



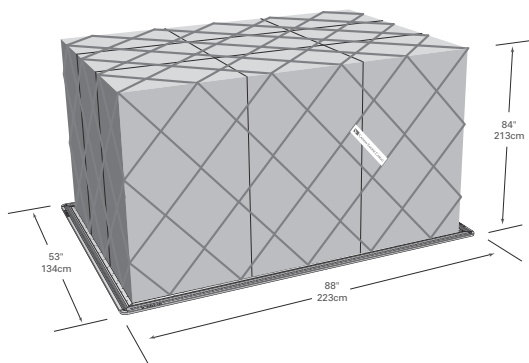
#### TYPE: PGA PALLET

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	



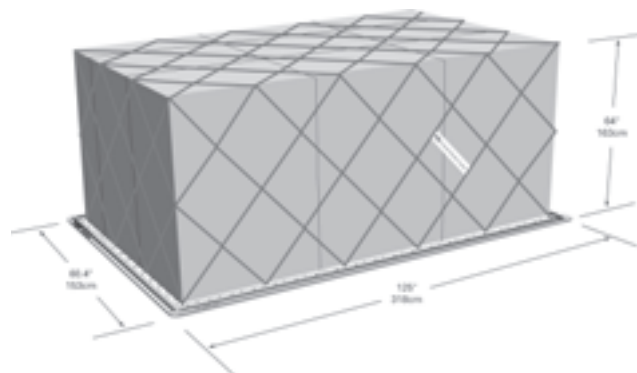
#### TYPE: PAG PALLET

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	



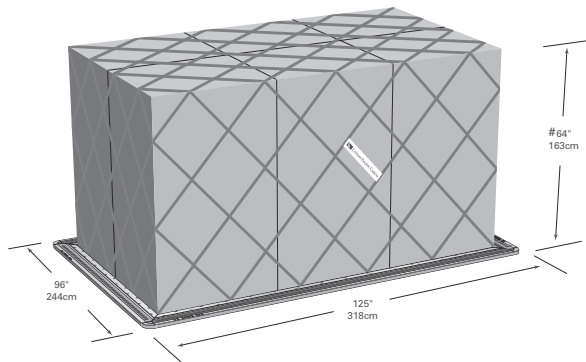
#### TYPE: PEB PALLET

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



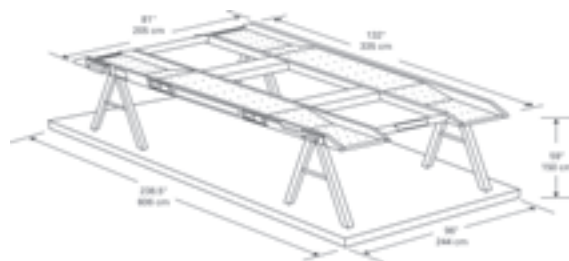
#### TYPE: PLA PALLET

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"
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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## DRAGONAIR NETWORK



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

# Technical stop only

\* No cargo uplift service

+ Cathay Pacific freighter service to Calgary commences on 17 October 2014

‡ Cathay Pacific passenger service to Colombo via a stopover in Singapore will be enhanced by a direct service starting from 27 October 2014.

^ Cathay Pacific passenger service to: Manchester commences on 8 December 2014; Zurich commences on 29 March 2015; and Boston commences on 1 May 2015

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)



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