

# CARGO CLAN

QUARTER FOUR 2013

## Viva Mexico!

New route to  
Guadalajara

墨西哥萬歲  
新航線往瓜達拉哈拉



Flies to  
**90+**  
destinations  
飛往逾90個航點



**REVVED UP**  
FORMULA 1 ONBOARD

**全速發動**  
空運一級方程式賽車



**KEEP IT COOL**  
VITAL LINKS IN  
THE COLD CHAIN

**冷凍思維**  
溫度管理的關鍵環節



### New year, new opportunities 新年迎來新機遇

Air cargo undoubtedly has had a challenging 2013. While business picked up slightly in the last quarter, high fuel prices, weak demand and a patchy global economy have meant continued uncertainty. However Cathay Pacific Cargo has a strong balance sheet and a capable cargo team with strong products, and our belief in the long-term future of our cargo business remains strong.

We also have some good news to report from Cathay Pacific Cargo, in that our scheduled freighter services to Guadalajara, Mexico, launched in October and, thanks to your support, the service is doing well.

Cathay Pacific will continue to optimise our network and connectivity will be further improved by speedier handling through our new and improved Hong Kong Cargo Terminal, which is now fully operational.

We appreciate the support of our partners and customers and will continue to offer Cathay Pacific's traditional service straight from the heart. Wishing you a very merry Christmas and a happy New Year! *Kung Hei Fat Choi!*

對航空貨運業來說，2013年確是充滿挑戰的一年。雖然業務於最後一季稍有起色，但高企的燃油價格、疲弱的需求及全球經濟波動不穩，意味著前景仍然不明朗。然而，國泰貨運保持穩健的財務狀況，擁有出色的貨運團隊及提供切合市場需求的服務，因此我們對貨運業務的長遠前景仍然信心十足。

國泰貨運也有好消息與大家分享；我們已於10月開辦往來墨西哥瓜達拉哈拉的定期貨運航班，並且在大家支持下，服務開展得非常順利。

國泰航空將繼續完善航班網絡及接駁服務，而隨著設備先進的全新香港空運貨站全面投入運作，我們將會進一步提高快速處理貨件的效率。

我們衷心感謝合作夥伴及客戶的支持，國泰航空將繼續從心出發，提供優秀服務。在此謹祝各位聖誕快樂，新年進步！恭喜發財！

James Woodrow  
Director Cargo  
國泰貨運董事章靖

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By Aaron Peasley

# Mexican blues

## 墨西哥精神

The Tequila Express passes rows of blue agave plants from which its namesake liquor is made

龍舌蘭快車經過一排排釀酒用的藍色龍舌蘭草

A visit to Jalisco is to discover the soul of Mexico  
到訪哈利斯科州發掘墨西哥的靈魂

**I**N MEXICO, a party doesn't truly get started without the presence of two ingredients: decent tequila and a mariachi band. Both inventions loom large among the country's contributions to popular imagination and both are beloved across the country for their spirit-lifting properties. Tequila and mariachi, in fact, both come from the state of Jalisco, famous for its volcanic mountains, ethereal landscapes and colourful, well-preserved colonial cities.

Guadalajara, Mexico's second-largest city, is one of the best places to get to know mariachi music. At all times of the day, the city comes alive with animated serenades performed by talented mariachi bands, who may have a repertoire in excess of 2,000 songs. Within the catalogue are countless soulful, emotionally charged tunes that capture the extremes of Mexican life, from the joy of the family to the struggles of life in the country. Historians suggest that the musical form can be traced back

as far as the French occupation of the 1860s, yet many have suggested it goes back even further to the indigenous groups who played pipes and drums in Mexico's western central highlands, which include Jalisco, Colima and Nayarit.

Whatever its true origin, few can dispute mariachi's modern-day popularity. Traditional mariachi bands featured violins and five-string *vihuelas* (a type of guitar), along with six-string guitars. As the medium evolved, the musical ensembles grew beyond quartets to include basses, trumpets and multiple singers. The groups, which can run to more than 10 people, are decked out in elaborate *traje de charro* – the traditional clothes worn by Mexican horse riders and cowboys – creating a memorable visual impression.

Mariachi, a kind of vibrant pastiche from the very beginning, has evolved significantly over the years as evidenced by the sheer diversity of acts performing at Guadalajara's

**在**墨西哥開派對有兩樣東西絕不能缺少——上等的龍舌蘭酒以及和諧悅耳的馬里亞契樂隊。它們既是墨西哥全國上下的精神食糧，也是墨西哥的形象大使，人們想起墨西哥就會想到它們。不說不知，原來龍舌蘭酒和馬里亞契音樂均源自哈利斯科州。這個以火山及恍如仙境的人間美景聞名的墨西哥州份，還擁有多個保存良好、多采多姿的殖民城市。

墨西哥第二大城市瓜達拉哈拉是認識馬里亞契音樂的好地方，在這個城市由早到晚都會聽到出色的馬里亞契樂隊獻唱歡快的抒情歌曲。他們的曲目大約超過2,000首，包括無數熱情和激動人心的調子，細訴著墨西哥人生活上的喜怒哀樂。這些歌曲的題材非常廣泛，由天倫之樂至掙扎求存的人生哲理都有。歷史學家相信馬里亞契音樂的起源可追溯至1860年代法國統治時期，但也有不少人相信，這種音樂其實源自昔日聚居於墨西哥中西部高地，包括哈利斯科州、科利馬州和納亞里特州的原住民部落；這些原住民喜歡吹笛和打鼓，孕育了馬里亞契音樂。

不管它真正起源於何時何地，可以肯定的是，馬里亞契音樂是現今很受歡迎的一種音樂形式。傳統的馬里亞契樂隊有小提琴、五弦結他（vihuelas）和六弦結他。時至今日，樂隊

annual International Mariachi Festival (running for 12 days or so, from the end of August). During the celebration, the city rolls out the welcome mat for parades, rodeos, art exhibitions and lessons. The event attracts hundreds of bands from all around the world, including all-women groups and participants from countries as far away as Japan, Russia and Croatia.

You don't have to attend the festival to get a true taste of this vibrant cosmopolitan city and its musical treasures. One of the easiest introductions to the mariachi world is a visit to the upscale suburb of Tlaquepaque's El Parian, a famous tree-lined plaza. One of the city's most important sites for mariachi enthusiasts, the quarter features several bustling restaurants enlivened by some of the Guadalajara's world-famous groups, guaranteed to make a night there truly memorable.

Just 60 kilometres away from Guadalajara lies the heartland of Mexico's other globally famous export: tequila. The region, centred on the

atmospheric colonial town of Tequila, can be reached by car, bus or train. The latter is known as the Tequila Express, a popular locomotive that carries tequila aficionados through the captivating desert region, which was declared a UNESCO Heritage Site in 2006.

The Jalisco Tequila Trail, which encompasses the region's most popular attractions and plantations, features more than 146 registered distilleries. Collectively, these brands produce some 200 million litres of the liquor each year, a staggering amount when you consider that the blue agave plant, which is cooked and crushed to create the fermented juice that becomes tequila, takes nine years to mature. That's just the beginning: the tequila is then distilled and either bottled immediately for *blanco* (the white variety) or stored in timber barrels to produce the aged, more expensive lines (extra *añejo*).

You can learn about this process by visiting one of the big-name distilleries such as Cuervo and Sauza,



The graceful  
exuberance  
of traditional  
Mexican dance

墨西哥女郎跳起傳統  
舞蹈，丰姿綽約

which run regular tours offering tastings and insights into the complex, and increasingly industrial, process. Jalisco also features many smaller, handcrafted distilleries, which are turning out increasingly innovative products. Visit the cellar doors of the north-eastern highlands, where the altitude and volcanic soil are said to make for subtle, more nuanced, flavours and remarkably smooth tequilas. They are also said to reduce the chance of a hangover.

Back in Tequila – the town, that is – you don't have to look very hard to find its eponymous product. Tequila, home to about 30,000 people and plenty of modern-day cowboys, has ridden the wave of the liquor's rising international popularity. Cantinas almost always serve a first-rate margarita, the country's famous cocktail, which blends the distinctive sweet-and-sour liquor with agave nectar and fresh lime juice, to be served in a salted glass.

Invariably on the strong side, the margaritas call to mind a popular Mexican proverb: A little drunkenness of tequila always fills my soul.





Guitars, trumpets and violins (left) are favourites of mariachi bands (right), which may have a repertoire in excess of 2,000 songs, while a margarita (centre) provides a true, if potent, flavour of Mexican heritage

馬里亞契樂隊（右圖）的樂器包括有結他、小號和小提琴（左圖），演奏的曲目逾2,000首；而墨西哥雞尾酒（中圖）是味蕾上的文化刺激

已不再是四人組合那麼簡單，不少樂隊都加入低音結他和小號，歌手也不只一個。一隊樂隊可以由十數人組成，全隊穿上華麗的墨西哥傳統騎手服（traje de charro），形象出眾，矚目非常。

早期的馬里亞契音樂是活力澎湃的混合歌曲，但經過多年不斷演變，馬里亞契音樂已大有不同。8月底在瓜達拉哈拉舉行、為期約12天的年度國際馬里亞契音樂節，表演節目百花齊放，活動包括巡遊、牛仔競技表演、藝術展覽和課堂等，每年吸引全球數以百計的樂隊參加，除了傳統男子樂隊，也有全女班樂隊，甚至有樂隊從日本、俄羅斯和克羅地亞等遠道而來。

想認識瓜達拉哈拉這個充滿活力的大都會及感受它的音樂文化，也不一定參加音樂節。最簡單的方法就是去城郊Tlaquepaque的El Parian逛逛，這個綠樹成蔭的廣場可說是馬里亞契樂迷的朝聖地，區內有數間餐廳請來世界知名的瓜達拉哈拉樂隊現場獻唱，保證讓你有一個難忘的晚上。

瓜達拉哈拉60公里外是墨西哥另一著名龍舌蘭酒的主要生產地。這個沙漠地區以充滿殖民地色彩的龍舌蘭鎮為中心，於2006年躋身聯合國教科文組織世界遺產名錄。旅客可以自己駕車或乘坐巴士或火車前往當地。說到火車，那裡有名的龍舌蘭快車，多年來接載龍舌蘭酒愛好者橫越這片風景迷人的沙漠地帶，極受旅客歡迎。

Jalisco also features many smaller, handcrafted distilleries, which are turning out **increasingly innovative** products

哈里斯科州的純手工小酒廠的出品**日益創新**

哈里斯科州龍舌蘭徑途經區內最受歡迎的景點和種植場，包括超過146間註冊酒廠。這些酒廠每年合共生產200萬公升龍舌蘭酒，產量相當驚人，因為釀造龍舌蘭酒要把藍色龍舌蘭煮熟、壓爛取汁、發酵，過程需時九年，接著還要進行蒸餾。蒸餾後直接入瓶的稱之為白龍舌蘭酒，先放到木桶陳年的則是價格較高的extra añejo。如欲了解龍舌蘭的釀製方法，旅客不妨參觀當地的著名酒廠，如Cuervo或Sauza等。這些酒廠均會定期舉行導賞團，旅客品酒之餘還可以一窺愈趨工業化的複雜釀酒工序。哈里斯科州還有不少小型的純手工酒廠，這些小酒廠的出品日益創新，每每帶來驚喜。建議旅客前往東北高地參觀當地的酒

廠，據說那裡的高海拔氣候和火山土壤能夠釀造出風味細緻、質感柔滑的龍舌蘭酒，甚至有人說這裡的龍舌蘭酒能減低宿醉的機會。

回到龍舌蘭鎮，在這裡要品嚐龍舌蘭酒更是唾手可得。鎮中心約有三萬居民，不少是現代牛仔，他們乘著全球興起的龍舌蘭酒熱潮也賣起龍舌蘭酒來。這裡的小酒館差不多每間都有最優質的著名墨西哥雞尾酒margarita，它由甜甜酸酸的酒、龍舌蘭酒和鮮青檸汁混合調製而成，並以杯口抹鹽的酒杯奉客。

Margarita總會讓人想起一句著名的墨西哥諺語——「喝龍舌蘭酒只要喝至微醺，心靈便能獲得滿足」。CC

By Allison Jackson

# Viva Mexico!

## 墨西哥萬歲

Cathay Pacific launches its first destination in Latin America with a freighter service to Guadalajara  
國泰航空開辦往返瓜達拉哈拉的貨運航線—  
國泰在拉丁美洲的首個航點

**G**UADALAJARA, MEXICO'S second-largest city, has long been one of the country's major manufacturing hubs. It is an interesting new freighter destination with exciting potential for Cathay Pacific Cargo.

Cathay Pacific Chief Operating Officer Ivan Chu says a freighter service between Hong Kong and Mexico is an important step in bringing two such vibrant economies closer together and believes there is growing demand for direct cargo services between Asia and Mexico. Following government approval, Cathay Pacific's freighter service to the city started on 19 October, 2013.

Fred Ruggiero, Cathay Pacific Vice President Cargo, Americas, says Guadalajara is a major point of origin for many exports, while the city could also serve as a feeder destination from the rest of Mexico and Latin America.

Cathay Pacific has employed the new Boeing 747-8 freighters on flights to Guadalajara. "They are the most fuel-efficient freighters in the sky today and they are made for long-haul flying," says Fred. "The

ability of this aircraft to fly long distances with less fuel enables us to carry more cargo."

Guadalajara, a city of more than 4 million people, is the capital of the western state of Jalisco, better known for being the home of tequila and mariachis (see story on page 3).

Jalisco is also the country's leading producer of a range of products including electronics and telecommunications equipment, pharmaceuticals, shoes, pork, poultry, eggs, milk, fruit and vegetables, and confectionery, according to government and industry data.

Jalisco's manufacturing sector accounts for 22 percent of the state's gross domestic product, making it the biggest driver of its US\$69 billion economy, according to figures from ProMexico, the investment arm of Mexico's economy ministry, and the state government.

Electronics, telecommunications and information-technology sectors have dominated Guadalajara's manufacturing industry for decades – earning it the unofficial title of Mexico's Silicon Valley.

The sector accounts for nearly 60 percent of the state's exports, with

Guadalajara Cathedral (top) is an important tourist attraction, while car-engine manufacturing in Monterrey (bottom) is symbolic of another side of the nation, its economic boom

瓜達拉哈拉大教堂（上圖）是當地主要旅遊景點，而蒙特雷的汽車引擎製造業（下圖）則是反映墨西哥經濟蓬勃的另一象徵

**瓜**達拉哈拉是墨西哥第二大城市，一直是該國製造業重鎮。這個充滿發展潛力的城市，將會成為國泰貨運的新航點。

國泰航空常務總裁朱國樑表示，這條往返香港與墨西哥兩地的貨運航線，為加強兩個增長動力蓬勃經濟體的聯繫，踏出了關鍵的一步。新航線於2013年第四季開始提供香港與瓜達拉哈拉之間的貨運服務，以滿足市場上對亞洲與墨西哥直航貨運日益殷切的需求。

國泰航空美洲區貨運副總監Fred Ruggiero表示，瓜達拉哈拉是很多出口貨物的來源地，還可以成為墨西哥其他地區及拉丁美洲的出口貨物集散地。

國泰採用全新波音747-8F運作這條新航線。Fred表示：「這個型號的貨機是現時燃料效益最佳的航機，專為長途航程而設，使用較少燃料已可作長途飛行，有助運載更多貨物。」

瓜達拉哈拉人口逾400萬，是墨西哥西部哈利斯科州的首府。哈利斯科州正是龍舌蘭酒和傳統馬里亞契音樂的發源地。（請參閱第3頁）

墨西哥政府及業界資料顯示，哈利斯科州亦是該國的生產中心，產品多元化，包括電子產品、電訊設備、醫藥、鞋履、豬肉、家禽、雞蛋、牛奶、蔬果及糕點糖果等。

根據墨西哥經濟部旗下投資部門ProMexico的統計數字，製造業佔哈利斯科州的本地生產總值的22%，是這個經濟規模達690億美元的州份的最大支柱。







foreign players such as Flextronics, Foxconn, IBM, HP, Dell and Siemens based around the metropolis.

Other smaller, but still significant, industries are auto parts, which account for 12.6 percent of the state's exports, and food and beverages, which make up 5.3 percent.

Fred says the new Cathay Pacific Cargo Terminal in Hong Kong, with its state-of-the-art cold-chain facility, will be able to accommodate the large volume of produce that comes from Guadalajara. He predicts that FRESH <sup>LIPT</sup> and PHARMA <sup>LIPT</sup> will be popular products on a new route.

"I think it is one of the three best places to do manufacturing globally," says Eric Misco, Principal at Charlie Barnhart & Associates, an American electronics manufacturing consultancy and research group. "Guadalajara seems to have the quality, the capability and the cost equation aligned very well."

Guadalajara has long been an attractive manufacturing base for foreign and Mexican companies. A key reason is security, according to David Alvarez, an independent sales representative for companies in the electronics, auto and aerospace industries. He says that rival manufacturing hubs in the northern city of Monterrey and the central city of San Luis Potosi "have had terrible crime and security problems"

in recent years, while Guadalajara has been relatively unscathed. Oscar Acosta, President of Cadena Productiva de la Electronica y Alta Tecnologia (CADELEC), the industry group representing electronics and high-tech manufacturers, adds that Guadalajara is "one of the safest cities nationwide for both industry and society in general".

Guadalajara's location has been another significant drawcard for manufacturers, especially those transporting products to and from the markets of the United States, Europe and Asia.

The city is connected to major centres in the north, south and east of Mexico via federal highways, while a railway line runs from the port of Manzanillo on Mexico's west coast through Guadalajara to the border with the United States.

Guadalajara also has access to an international airport – though most products by far are transported to and from the city by road. According to CADELEC's Acosta, more than 72 percent of electronics and high-tech exports went to North America

in 2012, and 67.3 percent was transported by road. Less than 1 percent was transported by air or train.

But the air-cargo market, particularly for food, is growing, according to José Carlos Torres Verdin of Mexican logistics group WTC Confianza, which controls about 70 percent of the international air cargo flown to and from Guadalajara's Miguel Hidalgo y Costilla International Airport.

WTC Confianza transports an estimated 120,000 tonnes of air cargo a year, mostly electronics and auto parts. Food – mainly meat and berries – accounts for 10 to 15 percent of the total, a marked jump from less than 1 percent five years ago, says Torres Verdin.

ProMexico is quite naturally upbeat about the future of Guadalajara's manufacturing sector, noting the city ranked "fifth among the best cities of the future and second in terms of economic potential in North America".



#### Rail freight in Mexico has much growth potential

墨西哥鐵路貨運有很大增長潛力





## MORE GROWTH 增長預測

After surging out of the global financial crisis, Mexico – Latin America's second-largest economy – was expected to expand by 3.1 percent in 2013.

Any slowdown in economic growth and manufacturing activity should be short-lived, said Sergio Martin, HSBC Chief Economist for Mexico.

"We continue to forecast that after slow growth in the second half of 2012 and the first half of 2013, economic activity will rebound in the second half of 2013 and 2014," Martin wrote in a recent research note.

Mexican President Enrique Peña Nieto, who took office in December 2012, is pursuing an ambitious target of almost doubling the country's annual economic growth rate by the end of his term in 2018.

Peña Nieto recently unveiled plans to invest 4 trillion pesos (about HK\$2.33 billion) in major infrastructure projects such as highways, railways and telecommunications, that would help improve logistics for the country's exporters.

**Tequila and mariachis (page 3)**

墨西哥這個拉丁美洲第二大經濟體系，在擺脫環球金融危機的影響後，於2013年錄得3.1%經濟增長。

墨西哥滙豐銀行首席經濟學家Sergio Martin指出，當地的經濟增長或製造業出現放緩，均屬短暫情況。

Martin在近期一份研究報告中提出：「我們預期墨西哥的經濟在2012年後半年和2013年前半年放緩後，將於2013年後半年及2014年反彈。」

2012年12月上任的墨西哥總統Enrique Peña Nieto，期望在2018年任期結束前，將國家的年度經濟增長率增加近一倍。

Nieto近日更宣佈要投資四兆披索（約23億港元），發展高速公路、鐵路、電訊設備等基建項目，以期改善該國的出口物流情況。

龍舌蘭酒和馬里亞契音樂（第3頁）



Mexican industries such as electronic components (left) and auto manufacturing (above and right) are driving growth

墨西哥工業如電子零件（左圖）和汽車製造（上圖及下圖）推動當地的經濟增長

電子、電訊及資訊科技業數十年來一直主導瓜達拉哈拉製造業，甚至為它贏得「墨西哥矽谷」的美譽。

哈里斯科州出口貨物有近六成來自這些產業，Flextronics、Foxconn、IBM、HP、Dell及Siemens等外國廠商均在瓜達拉哈拉一帶設廠。

其他佔百分比比較小的主要產業還有汽車零件工業，佔該州出口貨物量的12.6%，食物及飲品所佔出口比重則為5.3%。

Fred表示，國泰航空在香港的新貨運站擁有先進冷凍鏈設備，可以運送瓜達拉哈拉出口的大量農作物。他預期FRESH FISH和PHARMA FISH將會成為新航線受歡迎的服務。

美國電子製造業顧問及研究機構Charlie Barnhart & Associates負責人Eric Miscoll表示：「我認為瓜達拉哈拉是全球三個最佳的製造業城市之一，能妥善平衡品質、產能及生產成本。」

瓜達拉哈拉多年來一直吸引海外及國內企業到此建立生產基地。電子業、汽車業、航天業獨立銷售代表David Alvarez表示，最吸引的原因是當地治安良好。北部城市蒙特雷和中部城市San Luis Potosi同樣是國家製造業重鎮，但兩地近年「治安及保安問題非常嚴重」，瓜達拉哈拉的情況相對地較為平穩。電子及高科技產品製造商的業界代表Cadena Productiva de la Electronica y Alta Tecnologia (CADELEC) 主席Oscar Acosta

更表示：「不管是整體工業還是社會狀況，瓜達拉哈拉均可列為全國最安全城市之一。」

瓜達拉哈拉的地理位置亦是吸引生產商的原因之一，特別是需要出口產品至歐美及亞洲地區的廠商。

瓜達拉哈拉有聯邦高速公路接駁墨西哥北部、南部、東部主要城市，另有鐵路由墨西哥西岸城市Manzanillo到美國邊境，途經瓜達拉哈拉。

雖然大部分產品均靠公路運輸，市內有道路直達國際機場。CADELEC的Acosta表示，2012年墨西哥出口的電子及高科技產品，有72%出口至北美，當中67.3%經由公路運輸，只有少於1%經空運或鐵路運往北美。

然而，墨西哥物流集團WTC Confianza的José Carlos Torres Verdin表示，當地空運市場正在增長，特別是食物出口方面。在瓜達拉哈拉的Miguel Hidalgo y Costilla國際機場出入口的國際空運貨物中，約70%由WTC Confianza處理。

Torres Verdin指出，WTC每年空運貨物估計達120,000噸，主要為電子產品和汽車零件。食物（主要為肉類和莓果）雖然只佔10%至15%，但對比五年前不足1%的比率來說，可謂一大躍進。

ProMexico對瓜達拉哈拉製造業的前景抱樂觀態度，它分別在北美最有前途城市和最有經濟潛力城市排行榜名列第五及第二。CC

# Revved up 全速發動

Cathay Pacific Cargo is accustomed to shipping valuable vehicles, but the car it shipped to New Zealand in the autumn is a real piece of motoring history  
國泰貨運承運過不少價值連城的珍品，但今秋把著名賽車運往紐西蘭，實屬經典

**F**ANATICS OF Formula 1 in New Zealand will soon be entertained by a racing classic at the Ferrari Festival in January, which will feature a car once driven by Formula 1 veterans Gerhard Berger and Jean Alesi. The Ferrari 412T1, shipped from Frankfurt to Auckland by Cathay Pacific Cargo in October, will drive demonstration laps at the Ferrari Festival, which is jointly organised by the New Zealand Festival of Motor Racing and the Ferrari Owners' Club of New Zealand.

The 412T1, though not the most successful Ferrari of its kind, is considered to have one of the best-sounding Formula 1 engines of all time – a 3.5-litre normally aspirated V12, which can take the car to 330 km/h. It was driven by Jean Alesi to second place at the 1994 British Grand Prix, while teammate Gerhard Berger drove it to that position for the

season's closing race, the Australian Grand Prix.

"This will be the first public running in New Zealand of an iconic V12 Ferrari Formula 1 car," enthuses Jim Barclay, the Festival Chairman, on the event's website. "It's iconic for many reasons given that it was Ferrari's car for 1994, but the design took a race win as well as carrying Gerhard Berger to third in the drivers' championship and Alesi to fifth. It's going to be a real privilege and hugely exciting to watch it put through its paces around the Hampton Downs track."

The car is owned by a syndicate of Ferrari enthusiasts based in The Netherlands and Germany. "Not many Kiwis are in a position to hear an F1 engine, so we decided to bring the car to them, for all to enjoy the glorious sound of the Ferrari F1 3500cc V12," says syndicate member Robert Borrius

Broek. "The car will transit through Hong Kong every six months between Germany and New Zealand, effectively following the summers to be demoed at both ends."

James Steel, of Gateway Cargo Systems (S.I), the official airfreight agent for the event, has nothing but praise for the handling of the shipment. "We have to commend Cathay Pacific on a great job," he says. "The handling and seamless transit was first class, and exactly what this fantastic piece of motor-sport history deserved."

Streck Transport in Frankfurt worked closely with Gateway Cargo Systems on shipping the Ferrari to Auckland. Joerg Schmidt, of Streck Transport, says: "The Ferrari shipment was a challenge and something extraordinary. We are grateful for Cathay Pacific's support and assistance throughout the whole process."



Red hot: Ferrari's 412T1 can reach 330km/h

烈火戰車：Ferrari 412T1時速達330公里





**Up and away:  
the Ferrari 412T1  
was shipped  
from Frankfurt  
to Auckland to  
entertain racing  
fans at this year's  
Ferrari Festival**

衝上雲霄：為參加今年的法拉利節，Ferrari 412T1 由法蘭克福運往奧克蘭跟車迷見面

**紐**西蘭的一級方程式賽車迷有福了，由New Zealand Festival of Motor Racing及紐西蘭法拉利車主會攜手籌辦的法拉利節已定於1月在當地舉行。屆時除了古董車賽事，一級方程式賽車好手貝加及阿里斯都駕駛過的一部法拉利賽車更會在場內進行高速繞圈示範。不說不知，這部Ferrari 412T1已於2013年10月由國泰貨運從法蘭克福運送到奧克蘭。

雖然412T1並非法拉利賽車中最出色的型號，但其引擎發出的咆哮聲卻在車壇赫赫有名。412T1配備3.5公升無渦輪增壓V12引擎，最高時速達330公里，雄壯的引擎聲響多年來迷倒不少車迷。1994年，阿里斯憑著這部戰車在英國格蘭披治大賽取得第二名；隊

友貝加也是駕駛著412T1在季終的澳洲格蘭披治大賽拿下第二名。

「今次法拉利V12引擎一級方程式賽車首次在紐西蘭公開亮相，意義深遠。」法拉利節主席Jim Barclay在官方網頁中說：「它是一部極具代表性的賽車，不單是1994年法拉利車隊的出賽戰車，設計本身也得過大獎，並曾協助貝加登上車手榜季軍，又讓阿里斯位列第五。有機會看到它在Hampton Downs賽道馳騁，實在叫人興奮。」

這部賽車由荷蘭和德國法拉利車迷合組的公司擁有。「紐西蘭人對一級方程式賽車的引擎聲音比較陌生，所以我們特別帶來這部法拉利，跟大家一起欣賞法拉利3500cc V12一級方程式賽車引擎的雄壯聲音。」公司成員Robert Borrius Broek說：「這部賽車每

六個月便會經由香港運送往返德國和紐西蘭兩地，亦分別在南、北半球的夏季進行示範表演。」

Gateway Cargo Systems (S.I) Ltd是今次活動的指定空運代理，該公司的James Steel對國泰貨運妥貼的運送服務讚賞不已。「我們極之滿意國泰的服務。」他雀躍地表示：「各項安排及暢順的交接均屬一級水準，運送一部別具歷史意義的經典賽車，正需要這樣的一流服務。」

法蘭克福Streck Transport在運送法拉利賽車往奧克蘭的過程中，一直與Gateway Cargo Systems保持緊密聯繫，該公司的Joerg Schmidt表示：「運送法拉利賽車是艱巨任務，機會難逢，很感謝國泰航空在整個運送過程的支援與協助。」CC

By Alexis Lai

# Full throttle

## 全面運作

The new, state-of-the-art Cathay Pacific Cargo Terminal is now fully operational

設備先進的全新國泰航空貨運站展開全面運作

**C**ARGO HANDLING has just become a whole lot better in Hong Kong, with the unveiling of the Cathay Pacific Cargo Terminal. Fully operational as of 3 October 2013, the HK\$5.9-billion terminal is the *raison d'être* of Cathay Pacific Services Ltd. A wholly owned subsidiary of Cathay Pacific Airways, the company was awarded a 20-year franchise by the Airport Authority to design, build and operate Hong Kong's third cargo terminal.

With 240,000 square metres spread over seven floors, more than 1,800 staff members and subcontractors and "just-in-time" workflow technologies, the complex can handle up to 2.6 million tonnes of cargo a year, increasing Hong Kong International Airport's overall cargo handling capacity by 50 percent to 7.4 million tonnes. Consignments include perishables such as fruits, fish and flowers; odd-sized machinery; and valuables requiring high security, such as gold bars and banknotes.

At the front of the terminal is a set of designated lanes for trucks according to their purpose (collection

or delivery), packaging of the consignment (pre-packed or bulk cargo) and booking status (whether they have made an appointment). Upon driving into the terminal, each truck is machine-issued a slip of paper directing it to one of 170 numbered spaces at a truck-loading dock.

To improve traffic efficiency, Cathay Pacific Cargo Terminal encourages customers to use an online booking system and choose a time slot to collect or deliver their consignments. Customers are also expected to register their trucks for an iPass tag, which uses RFID technology to identify, monitor and direct trucks within the cargo terminal.

Trucks bearing consignments for export are directed to one of three floors. The third and fifth floors host bulk acceptance areas for loose goods, while the second floor handles pre-packed containers and pallets. After undergoing condition, piece, dimension and security checks, the bulk cargo will be bundled together onto a barcoded pallet or bin and forklifted into a vertical chute that will shuttle it into the state-of-the-art Materials Handling System (MHS).



This fully automated storage system is situated at the core of the terminal, providing multi-floor temporary storage for consignments awaiting the appropriate time for import or export. Within the MHS, the Container Handling System has more than 2,400 spaces for containers and dozens of dedicated horizontal transfer vehicles and vertical hoists to ferry them around. The Bulk Handling System has more than 4,200 spaces for loose cargo.

All import consignments are driven directly from the airside apron to the terminal's ground floor. Shipping





**Cargo-processing times for all stages of handling have been reduced**

**縮短處理貨物的各項步驟所需時間**

**隨**

著國泰航空貨運站正式啟用，香港的貨運處理能力向前邁進了一大步。耗資59億港元的新貨運站已於10月3日起全面運作，由國泰航空全資附屬企業國泰航空服務有限公司負責營運；公司獲得香港機場管理局授予為期20年的新貨運站專營權，負責設計、興建及營運本港的第三個貨運站。

貨運站總樓面面積達240,000平方米，分佈七個樓層，聘用1,800多名職員及外判員工，加上採用「適時操作」的營運模式，每年可以處理260萬噸貨物，將香港國際機場的總處理能力提升五成，達至740萬噸。可處理的貨物包括水果、鮮魚及花卉等鮮貨；形狀特殊的機械儀器；以及要求嚴密保安的貴重物品，如金磚和鈔票。

貨運站門前設置了多條車輛專用通道，因應不同目的（交貨或提貨）、貨物包裝（預裝或散貨）或預約狀況（有否進行預約）來劃分。當貨車進入貨運站後，即獲發一張機印泊車票，指示獲分派的貨車裝卸泊位。

國泰航空貨運站鼓勵客戶使用網上預約系統，並選定交貨或提貨時段，以提高效率；又建議客戶為貨車申請iPass標籤，以透過無線射頻識別技術，於貨運站範圍內辨認、監察及指示貨車進出。

運載出口貨件的貨車會被指引往三個樓層的其中一層：三樓及五樓為散貨交收地點；二樓則專門處理預裝貨物。在對貨件的狀況、數量、尺寸及安全進行檢查後，散貨會被裝載於附註條碼的集裝板，由叉式鏟車運送至嶄新設計的物料處理系統（簡稱「MHS」）。

這個全自動化的儲存系統設於貨運站核心地帶，為等候提取或出口的貨件提供了多層臨時儲存空間。物料處理系統中的航空貨箱處理系統設有2,400多個專供集裝箱使用的儲存位置，備有十多部專用的升降轉載車及升降機，作為運送貨箱之用；而散貨箱處理系統則設有4,200多個位置。

所有進口貨件會直接由機場停機坪運往貨運站地面層。集裝箱卸下後，即送到物料處理系統後，工人會進行拆貨工序，再把貨件搬上附註條碼的貨板，然後放回系統儲存或放行予收貨人。貨運站針對轉口貨物設定工作流程及專用區域，其轉運時間約為五至六小時，相對業內一般所需八小時為少。

同時，貨運站也提供一系列特別設施，專門處理或儲存特殊貨物。鮮活貨物會直接運

## IMPORT PROCESS

- 1 Import shipments are driven from the airside apron to the terminal's ground-floor handling area.
- 2 Shipments are broken down into individual consignments and packed onto barcoded pallets for temporary storage in the Materials Handling System (MHS). Shipping containers are stored directly in the MHS. Perishables are brought directly to the Perishable Cargo Handling Centre and quickly released to waiting trucks.
- 3 Consignments are retrieved from the MHS when customers send trucks for collection.

## EXPORT PROCESS

- 1 Trucks drive into an assigned truck dock. The third and fifth floors handle bulk export shipments; the second floor handles goods pre-packed into shipping containers or pallets.
- 2 Shipments go through condition, piece, dimension, contour and security checks as required.
- 3 They are put into the MHS for temporary storage until it is retrieved to be loaded for export.

### 進口程序

- 1 貨物由停機坪運往貨運站地面層的貨物處理區。
- 2 貨物分拆後搬上條碼集裝板，再運往物料處理系統暫存。集裝箱直接存於物料處理系統。鮮活貨物運往鮮活貨物處理中心，再迅速放行予正在等候的貨車。
- 3 客戶提貨時，相關貨物會由物料處理系統中取出。

### 出口程序

- 1 貨車停泊於裝卸位置。三及五樓處理散貨，二樓處理預裝貨物。
- 2 職員會對貨物的狀況、數量、尺寸、形狀及安全進行檢查。
- 3 貨物會被運往物料處理系統暫存，直至提取進行裝箱及出口處理。

The fully automated Materials Handling System ensures efficient cargo handling and movement within the terminal

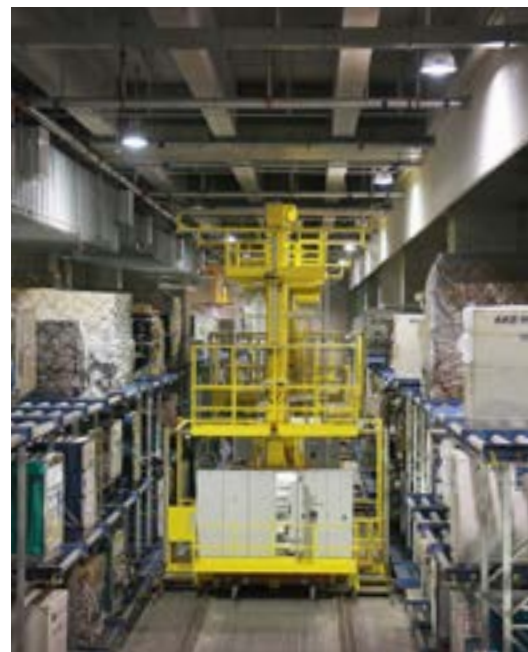
全自動化的物料處理系統迅速有效地於貨運站內裝卸及移動貨物

containers are loaded into the MHS and workers perform break-down process and pack individual consignments onto barcoded pallets stored into the MHS or released to customers. Given the dedicated zone on the ground floor for transhipments, it takes around five to six hours to handle such cargo, compared to the usual eight hours of connection time.

The terminal also offers special facilities to handle or store cargo with particular requirements. Perishable goods are driven straight to the Perishable Cargo Handling Centre adjacent to the truck-loading dock, where shipments are broken down and released to waiting trucks within a matter of minutes. There are also storage and handling facilities specially designed for valuable cargo, live animals and goods requiring cold temperatures.

Customers picking up their consignments can walk in anytime, but they have the options of booking a time slot through the online system. Branches of the government's departments of Customs and Excise; Agriculture, Fisheries and Conservation; and Food and Environmental Hygiene are on-site to facilitate the speedy acceptance and collection of consignments.

Since February 2013, the terminal gradually took on the full cargo operations for all airlines in the Cathay Pacific Group: Cathay Pacific, Dragonair and Air Hong Kong. Cathay Pacific Services Ltd. says it plans to eventually open the terminal to all interested airlines.



往鮮活貨物處理中心，再迅速進行拆貨，之後分送到正在等候的貨車。此外，貨運站並針對貴重物品、牲口及需要低溫冷藏的貨件，設置了專用設備。

客戶可以隨時提取貨件，也可利用網上預約系統選擇提貨時間。同時，香港海關、漁農自然護理署及食物環境衛生署於貨運站內設有辦事處，有助加快貨物交收的速度。

由2013年2月起，貨運站開始為國泰集團旗下航空公司——國泰航空、港龍航空及華民航空提供全面貨運服務。國泰航空服務有限公司表示，貨運站正計劃逐步開放予其他航空公司使用。CC



**PRIORITY LIFT** cargo is accepted later than general cargo and is ready for pickup earlier

**PRIORITY LIFT** 的貨物不僅可以延遲交貨時間，更能提早提貨

# Top Priority 效率為先

Cathay Pacific Cargo has upgraded the priority space access for **PRIORITY LIFT**

國泰貨運提升 **PRIORITY LIFT** 預訂艙位的上限

**P****RRIORITY LIFT** was introduced in 2008 and it offers customers a specialised solution for express cargo services in a time-critical manner.

In order to meet with the high demand of **PRIORITY LIFT** shipments, Cathay Pacific Cargo has recently upgraded the automatic instant booking confirmation for shipments up to 1,000kg and 6m<sup>3</sup> on freighter flights and 500kg and 3m<sup>3</sup> on passenger flights.

"**PRIORITY LIFT** provides express

handling of late acceptance of last-minute shipments and early release of cargo ready for delivery," says Jack Lo, Cargo Product and Marketing Manager.

"With our extensive global network, which reaches almost every part of the world, **PRIORITY LIFT** has been very well received by the customers," says Jack.

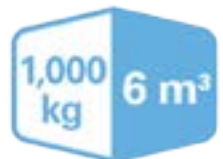


**PRIORITY LIFT** 於2008年推出以來，一直為顧客提供特快貨運服務，運送時間緊迫的貨件。為了應付 **PRIORITY LIFT** 服務的大量需求，國泰貨運提升了即時確認預訂艙位的上限，分別提升至貨機的1,000公斤和6立方米，以及客機的500公斤和3立方米。

國泰貨運產品及市務經理羅錦彪表示：「**PRIORITY LIFT** 能快速處理最後一刻才付運的貨件，並讓客戶盡快提取貨件，加上國泰貨運擁有龐大的服務網絡，幾乎遍及全球每個角落，令 **PRIORITY LIFT** 深受客戶歡迎。」 **CC**

Look for these icons for express handling and Priority Space Access

特快處理貨件  
及優先預訂艙位



# Keep it cool

## 冷凍思維

Recent talks explored issues in temperature management  
業界論壇探討溫度管理的  
相關議題

**T**HE OLD ADAGE that a chain is only as strong as its weakest link was explored at the International Quality and Productivity Center's 11th Annual Cold Chain & Temperature Management Global Forum in Chicago. The conference, which ran from 30 September to 4 October, asked attendees to debate the question: "Is Airfreight Truly the Weakest Link?" Jack Lo, Cathay Pacific Cargo Product and Marketing Manager, and Andrea Gruber of the International Air Transport Association (IATA) hosted the round-table discussion.

Andrea, Manager of Cargo Business, Process & Standards for IATA, contended that airfreight was not the weakest link. Cold chain was an end-to-end process and all parties had a responsibility to maintain the necessary requirements of shipping temperature-sensitive cargo. This equally applied to shippers in instances where a consignment was not adequately packaged.

Andrea was keen to stress that the issue was all about communication and collaboration between ground-handling agents (GHAs), shippers and airlines.

The speakers indicated that airlines were well aware of the challenges of cold shipments and were offering solutions to prevent deviation from required temperatures. Jack pointed out, for example, that the most



temperature irregularities occurred on the tarmac, and that Cathay Pacific Cargo had invested in thermal dollies to mitigate the effects of unfavourable ambient conditions.

The importance of training for all parties in the cold chain was also emphasised, with Jack suggesting that the most effective form of training was one that combined classroom instruction with hands-on experience.

Both Jack and Andrea stressed that while progress was being made, a collaborative effort was required to maintain the integrity of the product. They said that a "capability matrix" database should be created so that everyone understood what each party was capable of.

The group expressed the need for real-time temperature monitoring for pharmaceuticals. The IATA Cargo Wireless Technology Advisory Group has been set up to standardise the use of monitoring devices and the airline approval process. Cathay Pacific has approved several wireless sensor devices on board Cathay Pacific and Dragonair aircraft.



**西**方諺語有云：一條鏈子的強度以其最脆弱的一環來衡量。第11屆「冷凍鏈與溫度管理全球論壇」於9月30日至10月4日在美國芝加哥舉行，由國際品質暨生產力中心舉辦，與會者就「航空貨運是否最脆弱的一環嗎？」進行討論，各抒己見，並由國泰航空貨運產品及市務經理羅錦彪及國際航空運輸協會（IATA）的Andrea Gruber主持圓桌會議討論。

在IATA出任貨運業務流程及標準經理的Gruber肯定地說，航空貨運並非最脆弱的一環。冷凍鍊是從開始至結束的整個運送過程，因此運送易受溫度影響的貨件時，各個有關方面均有責任保持所需的溫度條件。此一要求同樣適用於付運公司，舉例來說，若然貨件並沒有妥善包裝，便可能引起問題。

Andrea強調，問題往往出現在地勤服務代理（簡稱「GHA」）、託運公司和航空公司之間的溝通與協調。

與會人士的發言，反映出航空公司非常清楚冷凍貨運所面對的挑戰，並已作出相應措施避免貨物偏離適當的溫度。羅錦彪指出，大部分溫度不穩定的情況，一般都在停機坪發





**At the conference, speakers stressed that communication among shippers, ground handlers and airlines was essential to maintain correct cold-chain temperatures**

**發言人在會議上強調，託運公司、地勤服務代理及航空公司要有良好溝通，才能確保冷凍鏈的溫度**

生，這促使國泰貨運積極添置恆溫設備，以減低因環境氣溫差異所造成的影響。

與會人士並強調冷凍鏈的每一方均需要接受培訓的重要性。羅錦彪表示，最有效的培訓方式，就是結合課堂教學與實際操作經驗。

羅錦彪及Andrea均認為，雖然現時已有所改進，但業界仍須通力合作，彼此協調，才能確保貨件完整無損。此外，他們認為應建立一個「能力矩陣」數據庫，展示業界的能力分佈，以便所有業者都能清楚了解有關方面的能力與強項。

與會人士並提出有需要實時監測運送藥物的溫度。IATA成立的貨運無線技術顧問委員會，便為使用監測裝置以及航空公司批核有關裝置的程序制訂統一標準，而國泰航空及港龍航空已批准在航機上使用數款無線感應的監測裝置。CC



**For the China market, Cathay Pacific has the wide-bodied aircraft necessary for carrying an Envirotainer RAP e2**

**國泰航空在中國市場採用廣體飛機運送 Envirotainer RAP e2 恆溫集裝箱**

## CHINA NETWORK 中國網絡

The Cathay Pacific Group now has the capability to fly pharmaceutical products that require cold-chain management out of most mainland Chinese cities.

In October, such a consignment was shipped from Chengdu Shuangliu International Airport to Chicago O'Hare International Airport in an Envirotainer RAP e2 container, using online temperature tracking offered by Cathay Pacific.

Most airlines use Beijing and Shanghai for pharmaceutical exports, relying on trucking to transfer shipments from other cities. In addition, the Envirotainer RAP e2 container is a fairly large piece of equipment requiring wide-bodied aircraft such as those employed by Cathay Pacific.

國泰集團現時已能為中國大部分城市提供出口冷凍管理藥品的空運服務。

在10月，國泰貨運受託由成都雙流國際機場運送藥品往芝加哥奧黑爾國際機場，使用Envirotainer內設有控溫空調系統的「主動式」集裝箱(RAP e2)，並由國泰航空提供全程網上溫度追蹤系統服務。

現時大多數航空公司主要經上海及北京出口藥品，故需要倚靠陸路由其他城市轉運至兩地；此外，由於Envirotainer RAP e2恆溫集裝箱體積相對龐大，需要用廣體飛機方能容納，而國泰亦有提供此服務。



By Gavin Greenwood

# Next stop New Jersey

## 直達新澤西

A new route to Newark Liberty International Airport enhances Cathay Pacific's presence in the United States

國泰航空開辦前往美國紐瓦克自由國際機場的全新航線，進一步拓展美國航線網絡

**C**ATHAY PACIFIC will launch a new route to Newark Liberty International Airport (EWR) on 1 March, 2014.

The new route will open another cargo link between Hong Kong and the Pearl River Delta's estimated 60 million people and the northeastern United States, home to more than 55 million people – or about 18 percent of that country's population. Both regions, home to some of the world's most innovative and dynamic companies, are already major trading partners and the additional cargo capacity offered by the Newark route will further deepen these ties.

Fred Ruggiero, Cathay Pacific Vice-President Cargo, Americas, says Cathay Pacific also operates a daily freighter service and four passenger flights into New York's John F. Kennedy Airport.

Despite the proximity of Newark and JFK – the two airports are only about 35 kilometres apart by air and approximately 65 kilometres by road – he says “the distance between JFK and EWR is close enough, but at the same time far enough away that we need two separate operations”.

### Location

EWR is the ninth-busiest cargo airport in the United States, handling an

average of 741,000 tonnes of freight annually. The airport serves as a major cargo hub for greater New York and the country's northeastern region, offering rapid access to major highways, including US Route 1 and Interstate 95, which both run down the US east coast between Canada and Florida, as well as a network of fast regional roads.

### Logistics

James Zhang, Cathay Pacific Cargo Manager, Northeast USA, says each flight between Hong Kong and Newark should carry between five to 10 tonnes of belly cargo.

“Cargo uplift capacity is based on







Cathay Pacific Cargo will handle shipments of pharmaceuticals (top), lobsters (left) and computers (below) under the watchful eyes of Fred Ruggiero (left) and James Zhang (right)

在Fred Ruggiero (左) 和James Zhang (右) 密切監督下，國泰貨運會將處理藥物 (上圖)、龍蝦 (左圖) 和電腦 (下圖) 等貨品

## 國

泰航空將於2014年3月1日開辦前往美國紐瓦克自由國際機場的全新航線。新航線以波音777-300延程型客機運作，將會加強香港和珠三角地區與美國東北部的貨運聯繫。香港和珠三角人口約有6,000萬，美國東北部則有5,500萬人口，佔美國人口的一成八；兩個地區擁有多間全球最具創意和活力的公司，是重要的貿易夥伴。飛往紐瓦克的新航線帶來新增的貨運力，將會進一步鞏固兩地的聯繫。

國泰貨運美洲區副總裁Fred Ruggiero指出，國泰現時提供每天一班貨機和四班客機從香港飛往紐約甘迺迪國際機場 (JFK)。

紐瓦克機場和甘迺迪機場的空中距離只有35公里，陸路距離約65公里，相距不遠，但Fred認為：「紐瓦克機場和甘迺迪機場雖然接近，不過似近還遠，需要兩條獨立運作的航線才能滿足需求。」

### 地理位置

紐瓦克機場是美國第九大繁忙的貨運機場，每年平均處理741,000噸貨物，是紐約地區和美國東北部的貨運樞紐，可以快速接駁區內的道路網絡以及主要的高速公路，包括美國國道一號及州際公路95號；這兩條主要公路均沿美國東岸行走，連接加拿大與佛羅里達州。

### 物流容量

國泰貨運美國東北部經理James Zhang表示，每一班由香港到紐瓦克的航機，可在機腹貨艙運載五至十噸貨物。

James解釋說：「每班航機的載貨量視乎乘客量而定，遇上客滿的航班，載貨量就會減少。一般情況下，我們可以運載九個集裝板和兩個集裝箱的貨物，不過如果乘客帶了額外行李，需要使用更多空間，載貨空間相對就會減少。」

CANADA 加拿大

**CANADA 加拿大**

**EXPORTS 出口值**

US\$462.9 billion

4,629億美元

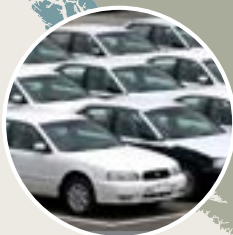
**IMPORTS 入口值**

**US\$474.8 billion**

4,748億美元

**Imports include:** machinery and equipment, motor vehicles and parts, chemicals, and consumer goods

進口貨物包括：機械及器材、汽車及零件、化學品、消費品



USA 美國

**MEXICO 墨西哥**

**EXPORTS 出口值**

**US\$370.9 billion**

3,709億美元

**IMPORTS 入口值**

US\$370.8 billion

3,708億美元

**Exports include:** manufactured goods, silver, fruits, vegetables and coffee

出口貨物包括：製成品、銀、水果、蔬菜、咖啡



**MEXICO  
墨西哥**

passenger load. With a full passenger load, payload for cargo will be considerably less. We can load up to nine pallets and two containers in normal circumstances [but] if extra passenger baggage requires more space, available cargo space will be reduced.

"For JFK, we have a different configuration with the 777-300ER on the Hong Kong service," he says. "We usually get 10-15 tonnes of [cargo] payload. But for the EWR flight, we plan to go with a 340-passenger

configuration with the same [777-300ER] aircraft. We expect cargo payload to be about five to 10 tonnes with full passenger load."

### Trade

According to the Hong Kong Trade Development Council, the value of goods carried by air between the territory and the US totalled US\$39.5 billion in 2012 – US\$21.4 billion in exports from Hong Kong and US\$18.1 billion in imports from the US.

James says that the main air-cargo exports from Hong Kong into the New Jersey catchment area are "woven and knit clothing, various types of electrical and other machinery and equipment. Outbound cargo from Newark to Hong Kong includes pharmaceuticals, books and magazines and optical and medical instruments."

### Future growth

Fred says that the new service will "help serve the greater New Jersey



# US\$1,547,000,000,000

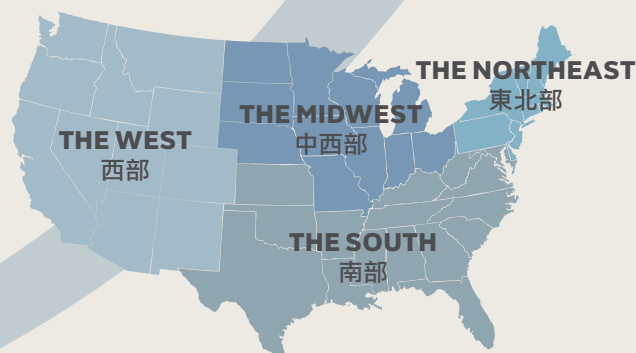
## EXPORTS VIA HONG KONG TO USA (2012)

經香港出口至美國的貨物總值 (2012年)

# US\$37,480,000,000

## IMPORTS TO HONG KONG FROM USA (2012)

香港從美國进口的貨物總值 (2012年)



USA 美國

EXPORTS 出口值

US\$2.2 trillion

2.2兆美元

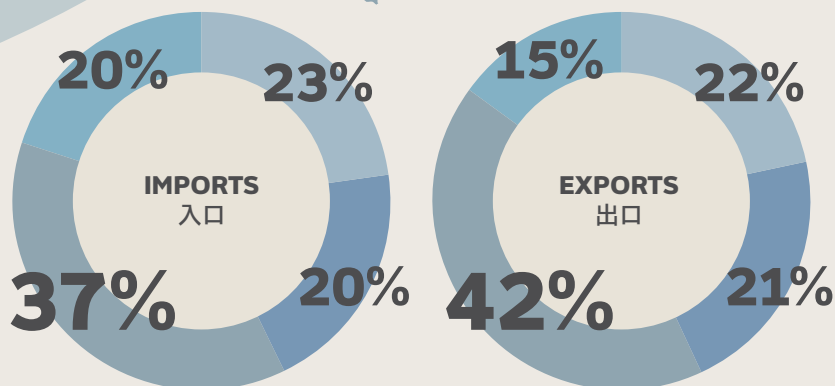
IMPORTS 入口值

# US\$2.74 trillion

2.74兆美元

Imports include: computers, telecoms equipment, electric power machinery, clothing and toys

進口貨物包括：電腦、電訊器材、電器、服裝及玩具



Sources: Hong Kong Trade Development Council; US Census Bureau; Port Authority of NJ & NY; US Department of Commerce; HK SAR Census & Statistics Department  
資料來源：香港貿易發展局、美國人口普查局、紐約與新澤西港口事務管理局、美國商務部、香港政府統計處

area, including southern New Jersey as well as eastern Pennsylvania", while James notes that "there is great potential for additional business from the United States northeast quadrant".

Perishable seafood, especially live lobsters, will be one of the growing businesses in this area, says James. "With increasing demand into Hong Kong and [Mainland] China we have anticipated growing the live lobster business at EWR airport."

他又表示：「由香港飛甘迺迪機場的波音777-300延程型客機一般可運載十至15噸貨物。飛往紐瓦克的航班同樣由波音777-300延程型客機運作，不過客位數目不同，如果航班客滿，預期可以運載五至十噸貨物。」

### 貿易

香港貿易發展局資料顯示，2012年香港與美國的空運貨物量總值395億美元，當中的214億美元是香港出口貨物，181億美元是從美國進口的貨物。

James指出，香港出口至新澤西地區的貨物主要是「紡織和針織服裝、各種電子零

件，還有其他機械及器材。而由紐瓦克出口至香港的貨物則有藥物、書籍雜誌、光學及醫學儀器。」

### 未來發展

Fred表示，新航班將會「為大新澤西區服務，包括新澤西州南部及賓夕凡尼亞州東部。」而James更指出新航班「對拓展美國整個東北地區的業務非常有利。」

James解釋說，東北地區的的新鮮海產出口正在增長，特別是活龍蝦。「由於香港和中國對活龍蝦的需求在增加，我們預計紐瓦克機場的活龍蝦出口業務亦會增長。」 CC

A hop, skip and a jump from the Big Apple, the New Jersey city of Newark rewards visitors who stop by with plenty to see and do

紐約對岸的紐瓦克以全新姿態吸引旅客的目光和腳步

# Gateway city

## 繁華嶄露

by Aaron Peasley

**A** **THE** location for one of the United States' largest air hubs, Newark tends to be overlooked by travellers who think of it as a mere stepping stone to the north-east of the country. Situated about 20 kilometres from Manhattan, Newark – founded in 1666 – offers plenty to keep visitors and day-trippers interested.

Today, Newark's reputation as a gritty enclave – the product of decades of decline following its industrial heyday – lingers, but the city has undergone widespread revitalisation, transforming previously forlorn downtown districts into alluring, easily navigable areas. One of the most appealing is the Ironbound District, so-called because it is bordered on three sides by railway tracks ([www.goironbound.com](http://www.goironbound.com)). With old-world restaurants and corner bodegas, the area's time-warp quality is still very much alive.

But recent years have seen the area grow to include a vibrant mix of South American immigrants, Manhattan office workers and young couples priced out of New York. It also boasts one of the largest populations of Portuguese immigrants in the US.

You can take in this vibrant cultural blend by taking a stroll along Ferry Street, the district's main artery, which features a mix of food markets, wine vendors and popular restaurants. Best of all, Ironbound appeals to both traditionalists and contemporary tastes, mixing classic Iberian canteens – Fornos of Spain, being the most famous ([www.fornosrestaurant.com](http://www.fornosrestaurant.com)) – with more urbane lounges that dispense cocktails and tapas-style plates. Rounding out the mix are small boutiques, craft shops and locally-made-fashion vendors.

The city of about 300,000 residents is far from a slouch on the cultural front. The New Jersey Performing Arts Center ([www.njpac.org](http://www.njpac.org)) is the crown of Newark's growing cultural scene, which has anchored the downtown Arts District since its 1997 opening. This visually tenacious building, sited on the Passaic River, juxtaposes a classic red-brick façade with several modern buildings. The institution houses three venues, with programming that spans opera, contemporary dance and musical theatre. Visually, Newark's drawcards include the Montclair Art Museum ([www.montclair-art.com](http://www.montclair-art.com)), one

of the few institutions that abounds with American and Native American art. The American collection features pieces from the 18th century to present, including work by John Singer Sargent and Chuck Close. The Newark Museum ([www.newarkmuseum.org](http://www.newarkmuseum.org)), by contrast, feels much more international in scope, with a diverse range of 19th- and 20th-century sculptures, paintings and photographs. The well-respected institution is also home to one of North America's finest collections of Tibetan art, with eight permanent galleries dedicated to the collection.

For many locals, the US\$375 million Prudential Center ([www.prucenter.com](http://www.prucenter.com)), a multi-purpose indoor arena, is the pride of Newark. As the first new sports and entertainment arena built in the tri-state area for 25 years, the complex has become a beloved part of Newark life, hosting about 200 events each year, including musical concerts and regular home games for local NHL ice hockey team the New Jersey Devils. If you can get a ticket, you won't need to travel far from post-show action; many of the city's best restaurants and bars are located walking distance from the venue.





Visitors can take in (clockwise from far left) the Bridge Street Bridge, Princeton University's Nassau Hall, the old Paramount Theater and fine dining at Witherspoons Grill

遊客可前往（最左圖起順時針）Bridge Street大橋、普林斯頓大學的Nassau Hall、舊Paramount戲院和高級餐廳 Witherspoons Grill



District更照顧到食家的不同口味，既有傳統的伊比利亞餐廳（當中最著名的是Fornos of Spain, [www.fornosrestaurant.com](http://www.fornosrestaurant.com)），又有主打特色小吃和雞尾酒的現代酒廊。除此之外，區內亦不乏別緻小巧的精品店、工藝店，以及本地出品的服裝店。

擁有多達30萬名居民的紐瓦克，絕不是個頹廢的文化小城。這裡的文化發展日漸蓬勃，坐落在市中心Arts District的New Jersey Performing Arts Center ([www.njpac.org](http://www.njpac.org)) 更是當地文化焦點。中心於1997年開幕，位處Passaic River河畔，傳統的紅磚正門跟兩旁的現代建築相映成趣。中心設有三個歌館，經常上演歌劇、當代舞蹈及音樂劇。視覺藝術方面，紐瓦克有美國少數以美國及美國土著藝術品為主的場館，Montclair Art Museum ([www.montclair-art.com](http://www.montclair-art.com)) 館藏18世紀以後的美國藝術品作品，包括John Singer Sargent和Chuck Close等名家作品。Newark Museum ([www.newarkmuseum.org](http://www.newarkmuseum.org)) 的館藏則較為國際化，收藏了19至20世紀的雕塑、繪畫及照片，備受推崇。博物館亦收藏了北美洲數一數二的精美藏族藝術品，更特設八個長期展示藏族藝術品的展館。

對當地人來說，耗資3.75億美元建成的多用途室內場館Prudential Center ([www.prucenter.com](http://www.prucenter.com)) 是紐瓦克一大驕傲。這是25年來大紐約三州首個新型康樂場所，現成為紐瓦克人生活的一部分，每年舉辦約200項活動。除了音樂會外，亦定期舉行NHL（國家冰球聯盟）球隊New Jersey Devils的主場賽事。賽事結束後，可到運動場咫尺之內的頂級餐廳或酒吧享受美食及暢飲一番。CC

**紐瓦克**雖坐擁全美數一數二的大機場，卻往往為旅客所忽視，以為這兒不過是通往美國東北的轉機站。紐瓦克於1666年建成，離曼克頓約20公里，旅客無論想花時間仔細遊城，還是即日來回，紐瓦克均是值得一遊的好地方。

昔日紐瓦克工業發達，可惜後來工業式微。時至今日，紐瓦克雖然仍是大家口中的一個破落廢墟，其實經過活化之後，這兒已經由落魄的城市變為迷人便利的地方，當中

更以Ironbound District最引人入勝，該區從前三面都被鐵路圍繞，因而得名（[www.goironbound.com](http://www.goironbound.com)）。區內舉目皆是歷史悠久的歐式餐廳，街角酒窖林立，彷彿把舊日景觀移至現代場景。近年，該區遷入不少南美新移民、曼克頓白領階層，以及負擔不起曼克頓昂貴物價的年輕夫婦，甚至凝聚了美國其中一個最大的葡籍移民區。想感受當地的多元文化，只消沿著Ironbound District的大道Ferry Street走，就會看到各式各樣的街市、酒舖和熱鬧的餐館。Ironbound

## DAY TRIP: PRINCETON, NEW JERSEY 一日遊：新澤西普林斯頓

Located at the midpoint of the Northeast corridor, accessible to both Philadelphia and New York, Princeton offers the perfect day trip from Newark. Easily reached by train from the Art Deco-styled Newark Penn Station, Princeton is one of the most picturesque college towns in the US, the centrepiece of which is the beautiful ivy-covered buildings of the University

campus, which dates back to 1754.

Juxtaposing picturesque charm with a youthful, kinetic energy, a day trip to Princeton could include fine dining at Witherspoon Grill ([www.jmgroupprinceton.com](http://www.jmgroupprinceton.com)), a visit to the first-rate Princeton University Art Museum ([artmuseum.princeton.edu](http://artmuseum.princeton.edu)), or a stroll through the boutiques lining Nassau and

Witherspoon Streets in the city's historic downtown.

普林斯頓位處美國東北走廊中段，既可到達費城，又能通往紐約市，適合由紐瓦克到此一日遊。從充滿藝術裝飾風格的紐瓦克賓州車站（Penn Station）乘坐火車，就能輕鬆抵達普林斯頓。普林斯頓是個大學城，景色怡人，在美國可謂數一數二。城內最重要的景點，就是始建於1754年的大學校園。校園大部分建築物都覆蓋著長春藤，景致優雅。

普林斯頓跟其他大學城一樣，不僅風景如畫，又充滿青春的朝氣。一日遊的旅客不妨到高級餐廳 Witherspoon Grill ([www.jmgroupprinceton.com/witherspoon/](http://www.jmgroupprinceton.com/witherspoon/)) 品嚐佳餚，再到首屈一指的大學藝術館 ([artmuseum.princeton.edu/](http://artmuseum.princeton.edu/)) 走走，最後到古色古香的市中心，暢遊Nassau及Witherspoon街上的特色時裝店。

[www.visitprinceton.org](http://www.visitprinceton.org)

# Fast track 快遞無阻

Linex is the go-to courier when time is of the essence

需要緊急速遞貨件時，Linex是不二之選

**L**INEX WAS established in 1989 when Linehaul Express (HK) Ltd. was appointed wholesale General Sales Agent (GSA) for Cathay Pacific's wholesale courier operation. In 1995, it was appointed as exclusive GSA with sister airline Dragonair.

Linex operates in 44 cities that Cathay Pacific and Dragonair serve. In addition to point-to-point linehauls, Linex provides the industry with flexible, value-added services, including bulk customs clearance, pickup and delivery. The result is a broad range of high-quality neutral solutions, offering the latest cut-off times and quickest retrievals in the industry.

"We are an Asian-based company with an extensive network and global reach," says founder Morty Langslow, who is also Chairman and Chief Executive. "We have particularly strong coverage in Asia and Australasia, the Indian subcontinent, Europe and North America."

Morty says that for final-mile delivery, Linex uses a mixture of its own and partners' vehicle fleets. "For example, in Europe we work with DPD, GeoPost's road network, which is the largest pan-European road network," she says.

Key factors in Linex's success are that it operates in places where its

customers may not have a presence, and it can handle jobs that may be beyond the capabilities of others in the field, such as providing logistical support for clinical trials and hand-carrying urgent shipments.

"All of our offices offer brokerage and delivery, clearing express shipments under bulk licences," Morty says.

Linex customers include integrators, small- and medium-sized courier companies and freight forwarders. And it recently began delivering on behalf of Guangdong Post. "Because of our neutrality, we deliver our customers' shipments

using their paperwork and tracking numbers, and because of our flexibility, we handle next-flight-out and hand-carry shipments," Morty says.

**Morty Langslow heads Linex, which operates linehaul services in 44 cities**

**Morty Langslow主管的 Linex在44個城市設立辦事處提供服務**



Linex uses partners such as DPD in Europe for some of its deliveries

Linex在歐洲使用DPD等合作夥伴執行部分陸路送遞

**於**1989年創立的Linex全名為Linehaul Express (HK) Ltd.，成立首年便獲國泰航空委任為批發銷售總代理（GSA），在1995年獲委任為港龍航空的獨家批發銷售總代理。

Linex現在已於國泰及港龍航空服務涵蓋的44個城市設立辦事處，為業界提供多項方便靈活的增值服務，包括整批清關、提貨、送貨，集成範圍廣泛的優質中立方案，能為緊急貨件提供業界最遲收貨和最快提貨服務。

創辦人Morty Langslow身兼公司主席及行政總裁，她說：「我們以亞洲為基地，網絡遍佈全球，在亞洲、澳洲和紐西蘭、印度次大陸、歐洲及北美洲的覆蓋面尤其全面。」

她指出Linex會同時使用自己及合作夥伴的車隊去配合整體的送遞服務，「例如在歐洲，我們會與DPD及GeoPost的陸路網絡合作；GeoPost是泛歐洲最大規模的陸路網絡。」

Linex的成功關鍵，是在客戶未有辦事處的地方提供服務，並能處理同業難以應付的工作，例如運送臨床試驗物品及手提貨件。

Morty說：「我們所有辦事處均提供中介及送貨服務，能以整批清關許可證處理特快貨件。」

Linex的客戶包括集運公司、中小型速遞公司及空運代理公司，近期更代理廣東省郵政公司的郵件。Morty說：「這因為我們具中立性，在運送客戶貨品時使用他們的文件及追蹤編號。我們的服務靈活有彈性，能處理緊急付運或需要手提的貨件。」 **CC**







Tom Owen, Senior Vice President Americas (left), together with Mark Sutch, General Manager Cargo Sales & Marketing (right), and José Alfredo Guzmán, Special Secretary to the Economy Minister for the Federal Government in Jalisco

美洲區高級副總裁Tom Owen (左)、貨運營業及市務總經理薩孟凱(右)，與哈里斯科州聯邦政府經濟部特委部長José Alfredo Guzmán一同慶祝



The Cathay Pacific Cargo North American team  
國泰貨運的北美洲團隊

## South of the border 越洋祝賀

In Guadalajara, the Cathay Pacific Cargo team celebrates the new route to Mexico

在瓜達拉哈拉，國泰貨運團隊同賀墨西哥新航線開通

**C**ATHAY PACIFIC CARGO'S first scheduled freighter services to Guadalajara (GDL) in Mexico started on 19 October, 2013, and the Boeing 747-8 freighter was greeted with the traditional water sprays on arrival.

The Cathay Pacific Cargo North American team held a launch party on 24 October in Guadalajara to celebrate the new route. Tom Owen, Senior Vice President Americas, together with Mark Sutch, General Manager Cargo Sales & Marketing, and José Alfredo Guzmán, Special Secretary to the Economy Minister for the Federal Government in Jalisco, officiated at the event attended by more than 200 Mexican government officials and cargo agents.

**國泰貨運**於2013年10月19日開辦往返墨西哥瓜達拉哈拉(GDL)的貨運服務，首班波音747-8貨機於抵達時獲得傳統的灑水儀式歡迎。

國泰貨運北美團隊於10月24日於瓜達拉哈拉舉行派對，慶祝新航線開通。美洲區高級副總裁Tom Owen、貨運營業及市務總經理薩孟凱，與哈里斯科州聯邦政府經濟部特委部長José Alfredo Guzmán與200多位墨西哥政府官員及貨運代理人一起出席派對。



## Mexican fever 墨西哥狂熱

The Cargo Sales team in Hong Kong celebrates the launch of freighter services to Guadalajara with a fiesta

國泰貨運香港營業部慶祝開辦前往瓜達拉哈拉貨運航線

**T**HE HONG KONG Cargo Sales team held a party to mark the launch of scheduled freighter services to Guadalajara, Mexico, on Thursday, 3 October, 2013, at Mexican restaurant Socialito in Hong Kong. More than 80 guests attended the event, which started with a speech from Director Cargo James Woodrow, who welcomed the guest of honour, Alicia Buenrostro Massieu, Mexican Consul General to Hong Kong. James also thanked top customers for their support and shared the Cargo team's latest development plan. Guests had a great time, with the photo session using Mexican props proving popular.

**國泰貨運**香港營業部於2013年10月3日（星期四）假香港的Socialito墨西哥餐廳舉行派對，慶祝往來墨西哥瓜達拉哈拉的貨運航線正式開辦。當天有80多位嘉賓出席盛會。國泰貨運董事韋靖首先致辭歡迎墨西哥駐港總領事Alicia Buenrostro Massieu撥冗出席，並分享貨運部門的最新發展計劃，同時向長期支持的客戶表達謝意。出席嘉賓與充滿墨西哥特色的道具拍照留念，共度歡樂時光。

Above: Arribal Alicia Buenrostro Massieu, Mexican Consul General to Hong Kong (third from left) and Director Cargo James Woodrow (fourth from left) toast the proceedings

上圖：乾杯！墨西哥駐港總領事Alicia Buenrostro Massieu（左起第三人）、國泰貨運董事韋靖（左起第四人）向嘉賓祝酒





It's smiles all round  
as staff from Cathay  
Pacific Cargo and their  
guests celebrate the new  
freighter service

國泰貨運同事及嘉賓慶祝新  
航線服務，人人笑逐顏開

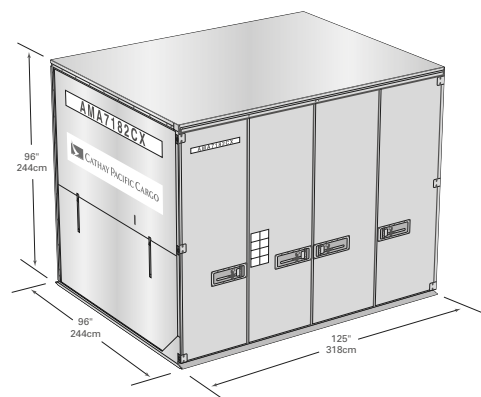


Left: Mexico's Susana  
Muñoz Enriquez, Deputy  
Representative-Counselor,  
Office of the Ministry of  
Economy, is flanked by Mark  
Sutch, General Manager  
Cargo Sales and Marketing  
(left) and Andy Poon,  
President & CEO, Greater  
China, Hellmann Worldwide  
Logistics (right)

左圖：墨西哥經濟部辦公室  
副代表參事Susana Muñoz  
Enriquez（中）與國泰貨運營  
業及市務總經理薩孟凱（左）及  
漢宏貨運大中華區主席兼行政  
總裁潘德謙（右）合照

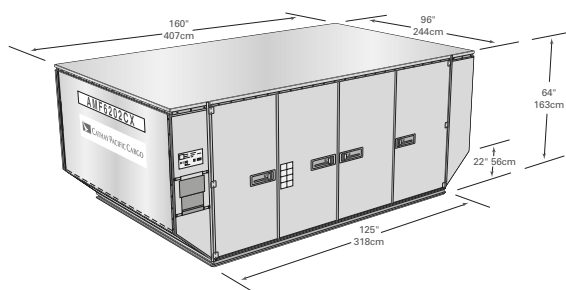
These are the Unit Load Devices (ULDs) that Cathay Pacific Cargo provides. Please visit [www.cathaypacificcargo.com](http://www.cathaypacificcargo.com) for detailed descriptions of each of the ULDs.

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。



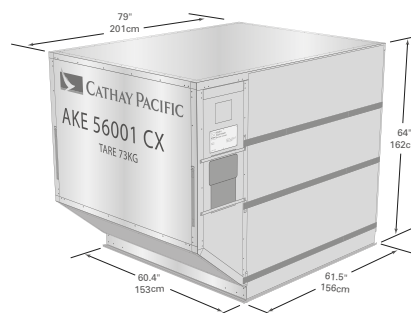
**TYPE: AMA CONTAINER**

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



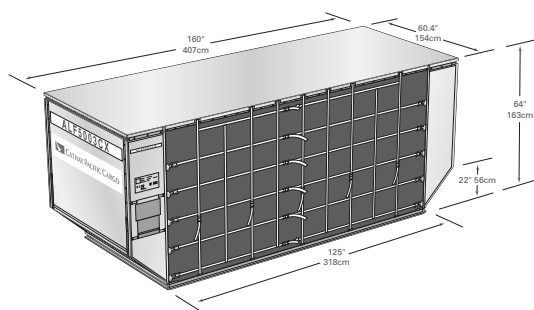
**TYPE: AMF CONTAINER**

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



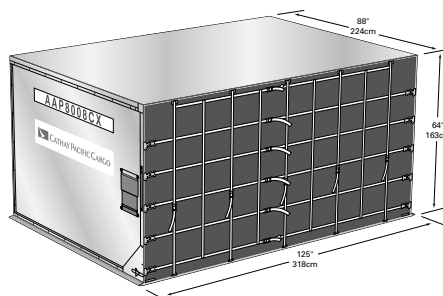
**TYPE: AKE CONTAINER**

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



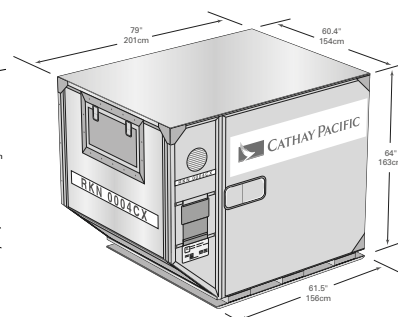
**TYPE: CONTAINER - ALF**

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**

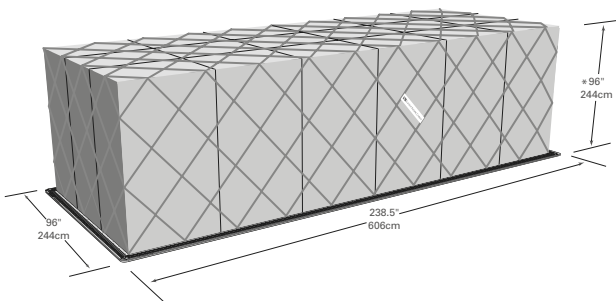
ATA Code	: LD9
Internal Volume	: 371 cu. ft. 10.51 mc
Tare Weight	: 220 kg
Weight Limitation Inc.	
ULD Tare Weight	: 4,626 kg
Loadable Aircraft Type	: 747, 747F, 777, Airbus



**TYPE: COOLTAINER - RKN**

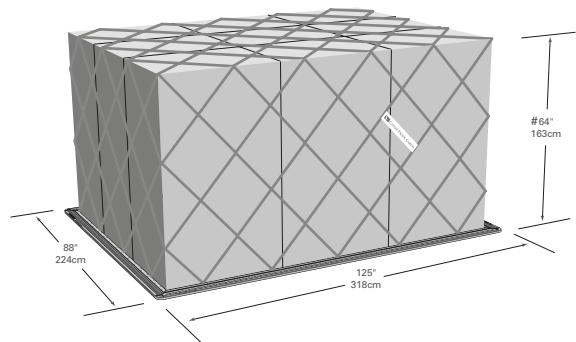
ATA Code	: LD3
Internal Volume	: 125.41 cu. ft. 3.55 mc
Tare Weight	: 230 kg
Weight Limitation Inc.	
ULD Tare Weight	: 1,588 kg
Loadable Aircraft Type	: 747, 747F, 777, Airbus





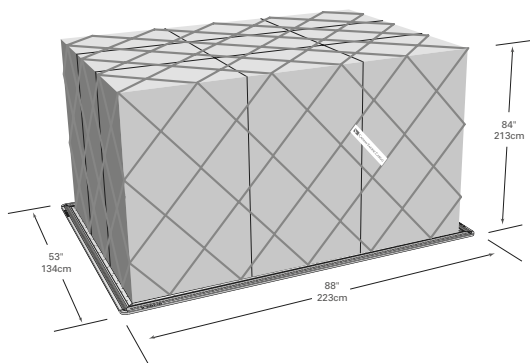
#### TYPE: PGA PALLET

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	



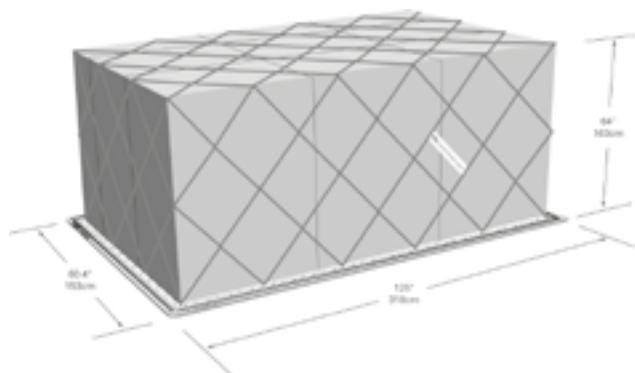
#### TYPE: PAG PALLET

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	



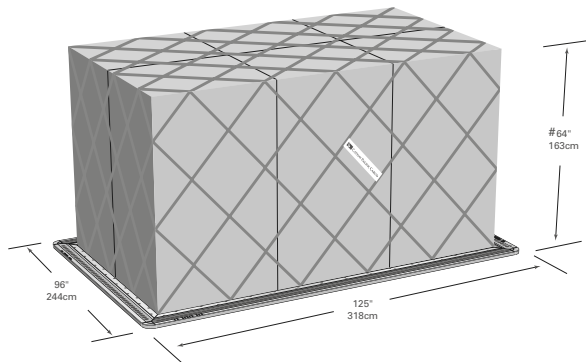
#### TYPE: PEB PALLET

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



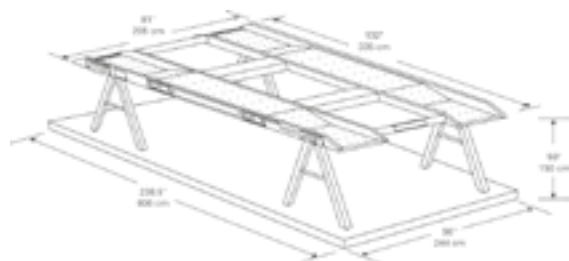
#### TYPE: PLA PALLET

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



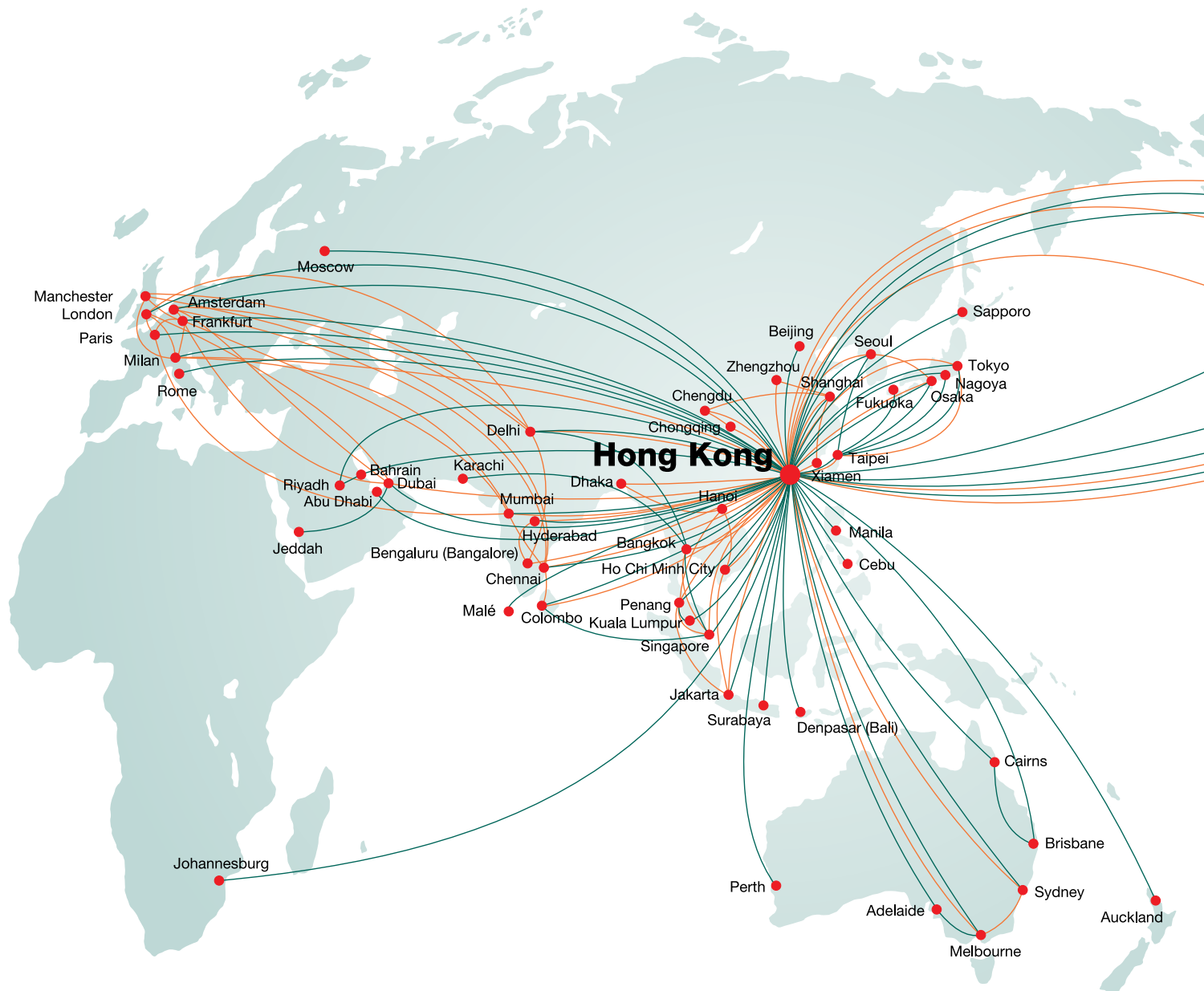
#### TYPE: PMC PALLET

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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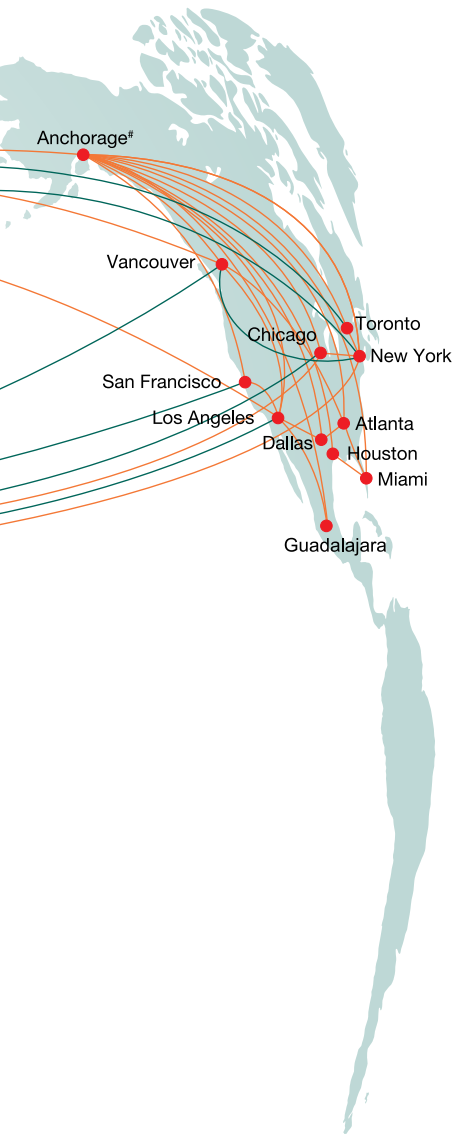


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## DRAGONAIR NETWORK



— Cathay Pacific Passenger Service  
— Cathay Pacific Freight Service  
— Dragonair Service

# Technical stop only

\* No cargo uplift service

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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