

# CARGO CLAN

QUARTER ONE 2012

## GROW WEST

China's industry  
expands inland

開發西部  
中國工業  
向內陸擴張



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flights to Mainland China

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Down Under

PHARMA **LIFT**  
服務澳洲製藥業





## MESSAGE FROM THE DIRECTOR 董事的話



### Tough times, but we're up to the challenge 迎向挑戰

Welcome to the first edition of *Cargo Clan* in 2012. This year looks like being another challenging one for Cathay Pacific Cargo, with markets remaining soft and fuel prices staying stubbornly high. In these difficult trading conditions it is hard to find any good news but the Cathay Pacific team remains positive and is optimistic about an upturn later this year. In this spirit we continue to add new destinations and expand our global freighter network.

The exciting news for the first quarter is the launch of a new freighter service to Zhengzhou, in Central China's Henan Province. Zhengzhou is one of the fastest-growing centres for electronics manufacturing in Mainland China. We also added services to Bengaluru in India and Zaragoza in Spain late last year. We're also preparing to launch a new freighter service to Hyderabad in India.

We have received our fifth Boeing 747-8 freighter, the world's largest commercial freighter, and expect to receive three more by the end of the year. They will be deployed primarily on routes to North America. Another piece of breaking news is the roll-out of e-Air Waybill in Malaysia and Singapore. eFreight will be crucial to the continued success of the air-cargo industry and is a strategic imperative for Cathay Pacific Cargo.

The best of luck to all of our customers and partners for the remainder of the year.

歡迎大家閱讀2012年第一期的《Cargo Clan》雜誌。對於國泰貨運來說，由於市場疲軟，燃油價格高企不下，2012年看來挑戰重重。面對充滿挑戰的市場環境，好消息並不多。然而，國泰團隊仍然保持積極樂觀的態度，並相信今年稍後市況將會好轉！本著這份樂觀精神，國泰貨運持續增設新航點，及拓展我們的環球貨運網絡。

第一季度令人振奮的消息，首推開辦前往鄭州的新貨運航點。鄭州是華中河南省省會和主要商業樞紐，也是中國內地發展最迅速的電子產品製造中心之一。此外，國泰貨運在去年下半年增設前往印度班加羅爾及西班牙薩拉戈薩的貨運航班。我們已計劃開辦前往印度海德拉巴的新貨運航線服務。

我們已接收了第五架波音747-8貨機，並預計在今年年底之前，再接收三架這款全球最大型的商用貨機機種。新貨機將主要服務北美洲的航線。另一項重要發展是在馬來西亞及新加坡已實行使用電子空運提單服務。貨運電子化對航空貨運業的持續發展極為重要，也是國泰航空策略發展的重點。

在此謹祝所有客戶及合作夥伴在今年餘下的日子繼續生意興隆。  
順祝商祺！

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

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共度歡樂時光

by Leo Williams

# Ready to roll 蓄勢待發

Massive IT production in Zhengzhou spurred the decision to open a new cargo route to China's centre

隨著大量科技產品在鄭州生產，前往中國中部的新貨運航線正式啟航

**T**HE DECISION to launch a freighter service to Zhengzhou was not taken lightly by Cathay Pacific strategists, although the speed with which they arranged the service was impressive.

Newman Yang, Cathay Pacific's Manager Cargo China, says once Foxconn's smartphone production operations became certain, "this called on us to actively enter the market by offering freighter services to Zhengzhou".

Anna Cheung, former Cathay Pacific Manager Cargo Sales Mainland China and HKSAR, agrees. "It took less than six months [to put the move into place]," she says. "We're primarily responding to demand and where the cargo is. The world's leading IT company is producing one of its best-selling products in Zhengzhou, hence we're flying there to capture the business."

Foxconn's new facilities alone will double Henan Province's export volumes to US\$13 billion and provide hundreds of thousands of migrant workers with work close to home. And where Foxconn paves the way, others are certain to follow.

Newman laid out his strategy for the Zhengzhou route like a battle plan: the initial two Boeing 747 freighters per week on Wednesday and Saturday will increase to four or five flights a week in the second quarter of 2012.

As well as electronics companies such as Foxconn, the textile and garment industries and some light machinery operations in Zhengzhou will provide additional immediate support to Cathay Pacific's new route.

"We see great business potential in Zhengzhou, which is one of

the fastest-growing centres for electronics manufacturing in the Mainland and is well-connected to a wide catchment area in Henan," says Cathay Pacific Director Cargo Nick Rhodes. "Cathay Pacific's new freighter service will offer shippers seamless connections to our extensive global network through the Hong Kong hub, helping to connect Zhengzhou to the world."

Newman says the ground-handling

agent in Zhengzhou is capable of handling two Boeing 747 freighters in parallel. A newly built cargo warehouse will handle domestic shipments only while international cargo operations will shift to the existing warehouse.

And there's more potential in the area than just the rapidly developing economic zone. "Zhengzhou is the railway system hub for northern China," says Newman. "It has a comprehensive railway network and freeway systems to connect various cities in the region. Zhengzhou is also the domestic mail hub for the whole province and neighbouring provinces."

With such a potentially lucrative region in need of express freight assistance, Cathay Pacific is not alone in its plans to ply the Zhengzhou route. But the company's planners are quietly confident. Anna says the airline has not underestimated the importance of Hong Kong playing a key role in opening up Zhengzhou and the entire central and western China.

"Cathay Pacific, as the home carrier of Hong Kong, plays a vital role in developing the HKSAR as a super hub and gateway of China," she says. "With the growing network in China, in particular in the western part of China, we would be able to strengthen our position and



**Zhengzhou's textile industry will also bring business to Cathay Pacific Cargo**

鄭州的紡織業也為國泰貨運帶來生意

CX FLIGHTS 國泰航程	Flight No 航班編號	From 出發地	To 目的地	Local Departure Time 起飛時間	Local Arrival Time 抵達時間	Day of the Week 運作日期
	CX056	Hong Kong 香港	Shanghai 上海	03:30am	05:50am	Wednesday, Saturday 周三及周六
		Shanghai 上海	Zhengzhou 鄭州	08:20am	10:00am	
	CX059	Zhengzhou 鄭州	Hong Kong 香港	12:00nn	02:35pm	





competitive edge by feeding the cargo into Hong Kong ... and onward to the rest of the world, supported by our extensive network to the US, Europe, Middle East and India, Intra-Asia and Pacific regions.”

The super hub in Hong Kong will be further strengthened when the Cathay Pacific Cargo Terminal begins operations in early 2013, she adds.

Anna says plans to push further west in China are always a consideration. “We constantly review our network and have route studies to capture potential demand/business and improve efficiency. Other than western and central China, we’re studying northern China, India, Latin America and Eastern Europe as well.”

Newman agrees, and as China evolves its manufacturing and production landscape, it is clear that Cathay Pacific Cargo is ready and able to assist industries that need products brought in or shipped out quickly.

“The trend for massive manufacturers such as Foxconn to move and increase their production lines in the West or Central Zone is inevitable, for cost-saving purposes. As a leading cargo carrier, we must follow where the cargo is produced,” he says.



**或泰貨運**飛往鄭州的貨運航班服務以飛快速度完成籌備工作，但有關決定卻經過深思熟慮。

國泰航空中國地區貨運經理楊池元表示，在富士康確定於鄭州設立廠房生產智能電話後，「我們決定安排貨機往來鄭州，積極開拓當地市場。」

前國泰貨運中國內地及香港貨運營業部經理張珮珊也同意：「籌備時間不足六個月（便準備就緒）。哪裡有貨運需求，我們便會作出相應安排。全球數一數二的資訊科技公司在鄭州生產旗下其中一款最熱賣的產品，我們當然不會錯過做生意的機會。」

富士康的新廠房規模確實十分龐大，河南省的出口將會倍增至130億美元，數以萬計民工可以在家鄉附近工作，而隨著富士康在當地設廠，其他廠商也會緊隨而至。

楊池元為鄭州制訂的發展策略恍如一個作戰計劃：最初每周會有兩班波音747貨機往來鄭州，在周三及周六提供服務。到了2012年第二季，班次會增加至每周四至五班。

除了富士康等電子公司，鄭州的紡織及製衣業和輕工業也會為國泰貨運這條新航線帶來商機。

國泰貨運董事羅禮祺表示：「鄭州是內地發展最迅速的電子產品製造中心之一，擁有良好交通網絡連繫河南各地。新貨運航點將為付貨人提供無縫接駁至國泰的環球網絡，透過香港樞紐，把鄭州接連至世界各地。」

楊池元說，鄭州的地面貨運代理可同時為兩架波音747貨機裝卸貨物。剛建成的貨運倉庫將會集中處理國內空運貨物，而現有的倉庫日後便會集中處理國際空運貨物。

除了高速發展的經濟區，鄭州還有其他發展潛力。他說：「鄭州是華北的鐵路重鎮，鐵路網絡四通八達，還有高速公路連接區內城市，鄭州也是河南及鄰近省份的郵遞樞紐。」

此區的空運服務發展前景如此樂觀，當然不僅只吸引國泰一家航空公司到此提供服務；但國泰對此充滿信心。張珮珊指出，國泰不會低估香港在開發鄭州，以至內地中、西部貨運航線所擔當的角色。

她說：「作為一家紮根香港的航空公司，國泰一直致力令香港成為中國的超級樞紐及對外門戶。隨著航點不斷增加，尤其在中國西部，我們的競爭力正在不斷提升。國泰在美國、歐洲、中東、印度、亞洲及太平洋地區均擁有完善的網絡，機隊能夠把貨物運到香港，再轉送到世界各地，實力非凡。」她補充，到了2013年初國泰空運貨站正式投入服務，將可進一步鞏固香港作為超級樞紐的地位。

張珮珊表示，國泰一直有計劃把航線網絡在中國西部進一步擴展。「我們會定時檢討航線網絡，研究增加航線，以爭取更多生意及提高空運效率。除了中國西部及中部，我們正在研究華北、印度、拉丁美洲及東歐的市場情況。」

楊池元也同意，中國生產製造業的地理分佈正在改變；然而，國泰早已準備妥當，有能力為各行各業把貨物穩妥快捷地送到國內外。

「為了減低成本，大型生產商如富士康把廠房遷移至中國西部或中部，並進一步擴充生產線，已是大勢所趨。作為一間有實力的航空公司，我們當然不會錯過商機，到有貨運需求的地方開拓業務。」CC



Western China presents Cathay Pacific Cargo  
with exciting opportunities for expansion  
中國內陸城市為國泰貨運提供擴展業務的新契機

By Leo Williams

# Grow west

## 西進神州

**F**OR DECADES, the major hubs in China's eastern coastal region have cornered the lion's share of manufacturing and trade, for reasons of simple geography if nothing else. They have created a phenomenon of human migratory labour that is unsurpassed – something witnessed every Lunar New Year as weary workers flood the transport networks to visit their families in the west.

But the tables are turning and central provinces such as Henan are now the vanguard for China's manufacturing future – the Central Plains Economic Zone in particular. Big manufacturers are beginning to see the benefits and major industry support players such as Cathay Pacific are trailblazing to these new destinations that will be the trading and logistics hubs of central and western China.

Last year was not encouraging for the airfreight industry. Independent market intelligence provider CAPA Centre for Aviation reported that Asia Pacific international air-cargo demand fell 4.8 percent in 2011, reflecting the

wider world trade environment. Yet Cathay Pacific started new freighter flights to Chengdu, the capital of Sichuan Province, and Chongqing in the second half of last year – and a new service to Henan's capital Zhengzhou has recently taken off.

With unfavourable trade winds blowing in world freight markets, China just may prove a valuable growth engine for 2012-2013.

James Woodrow, Cathay Pacific General Manager Cargo Sales and Marketing, explains the airline's strategy coming out of a lacklustre 2011 for the industry.

"The long-haul markets ex-Hong Kong and China have been very challenging throughout the past three quarters of 2011," says James. "Given the uncertainty in global markets, the first half of 2012 is expected to be similarly challenging. The only light at the end of the tunnel is a number of exciting new product launches coming up soon in the high-tech/electronics sector."

Given the uncertainty, James says Cathay Pacific has been working hard to better balance supply and

demand by focusing on four key areas:

1. Reducing the Boeing 747-400 BCF fleet from 11 to an anticipated four by mid-2012;
2. Deferring the introduction of two Boeing 747-8Fs from 2012 to 2013;
3. Reducing utilisation across the whole freighter fleet, leading to frequency reductions;
4. Developing new markets such as the three Cs in China – CKG (Chongqing), CTU (Chengdu) and CGO (Zhengzhou) – and, going forward, serving further high-tech manufacturing clusters in the inner part of China.

James is referring to the likes of Foxconn, the Taiwanese electronics giant. Lured with rebates and subsidies, Foxconn built a factory in Zhengzhou and reportedly plans to invest in 19 new projects in Henan Province, recruiting 300,000 workers in the next few years.

"These are the areas where major brands such as HP, Dell and Lenovo have moved their production. Cathay Pacific has to follow the cargo," says James.



Cathay Pacific Cargo intends to increase flights to trade and manufacturing centres Chengdu and Chongqing (left)

國泰貨運有意增加成都及重慶這兩個貿易及製造業中心的貨運航班（左圖）

# 過

去數十年來，華東沿岸地區多個商貿樞紐城市挾地理優勢，穩居中國製造業及貿易之首。正因如此，每年農曆新年之前，內地便會出現大批返回西部家鄉度歲的民工人潮，造成交通網絡擁塞，場面相當罕見。

不過，時移勢易，華中的河南等省分的城市，特別是組成「中原經濟區」的城市，現已躍升為中國製造業的中流砥柱。各大製造商已開始發現華中地區的優勢，而國泰航空等亦率先開拓這個市場，特別是多個將成為中、西部貿易和物流樞紐的城市。

去年航空貨運業的市道不甚理想。據提供獨立航空市場資訊的亞太航空中心指出，受到全球貿易不景的影響，亞太區航空貨運需求在2011年下降了4.8%。儘管宏觀環境欠佳，國泰在去年下半年開辦前往重慶及成都的新貨運航班，並於最近開辦飛往河南省會鄭州的新貨運航線。

全球貨運市場正處於一片淡風，極具潛力的中國市場將成為2012及2013年的重要增長動力。

針對2011年貨運業淡靜的形勢，國泰航空貨運營業及市務總經理韋靖就公司的發展策略作出以下解說。

他說：「在2011年的後三季，以香港及中國為出發點的長途貨運市場，為公司帶來巨大挑戰；面對全球市場前景不明朗，預計2012年上半年亦會同樣艱鉅。然而，高科技／電子業界將推出的多款新產品，相信能為業務前景帶來一線曙光。」

面對不明朗的前景，韋靖表示國泰正專注以下

四個核心領域，力求達到供求平衡：

1. 在2012年中之前減少「波音改裝貨機」747-400BCF的數目，由11架減至計劃中的四架。
2. 原定於2012年引進的兩架波音747-8貨機將延遲至2013年付運。
3. 全面降低貨機機隊的使用率，從而減少飛行次數。
4. 開拓新市場，例如內地中、西部的三個主要城市—重慶、成都及鄭州，並進一步為於內陸城市設廠的高科技製造業者提供服務。

韋靖所指的是台灣電子巨擘富士康等廠商。在政府提供退稅和補貼等優惠的吸引下，該公司已在鄭州設廠，據報還計劃在河南投入19個新項目，未來數年將聘用約30萬名員工。

韋靖表示：「HP、戴爾及聯想等主要品牌均已轉移生產基地至中原地區，國泰必須緊貼貨運客戶的腳步。」

不久前離職的前北京經濟學人信息部中國省區經濟預測總監周史迪表示，中國政府發展內陸地區勢在必行。他說：「內陸地區進行長遠發展其實並非由政策推動，而是市場力量。河南擁有龐大的農村人口，具備可持續的城市發展前景；相對於沿海地區，中國內陸城市較低的工資更能吸引製造業投入重資設廠。」

儘管高科技產業將生產基地遷往內陸城市的勢頭強大，卻僅僅是龐大製造業裡的一枚「齒輪」。周史迪說：「富士康在鄭州設廠生產線，突顯該城市的吸引力，對於想在交通便利的內陸城市尋求相對低廉勞動力的投資者而言，鄭州顯

然別具優勢。然而，科技產業只佔鄭州經濟的一小部分，當地經濟以鋁業、汽車業及食品加工業為主。」

對韋靖及國泰的業務策劃團隊來說，開發內陸市場是個不能錯過的機遇，尤其是值此貨運業低迷時刻。2011年，中國內地（不包括從香港出口的貨運）佔國泰整體貨運量的一成以上。但他亦強調，中國西部地區的發展不會影響國泰已發展成熟的華東市場。韋靖表示：「珠三角及長三角在未來數年仍是貨物出口的主要中心，這點毋庸置疑。但隨著製造業逐漸往內陸城市轉移，正好為國泰等樞紐航空公司提供商機，幫助這些新興的內陸製造業中心與世界接軌。」

他說：「近年來，香港及上海都是國泰貨運出口貨物的主要市場，但隨著生產基地往內陸城市遷移，國泰必須緊貼貨運客戶的腳步。為滿足客戶需求，國泰在2011年6月開辦到重慶的貨運包機服務，現時從重慶出發的波音747-400貨機每周營運四班，成都則是每周三班，亦已在鄭州開辦每周兩班貨機班次。」

韋靖表示：「隨著需求增加，國泰有意加強服務，將重慶、成都及鄭州各貨運航點的航班增加至每周六班，將三地每日生產的貨物運往世界各地，為業者提供順暢無阻的貨運服務。國泰貨運站將於2013年首季正式投入服務，每年吞吐量達260公噸，將有助業界大大提升運作效率及競爭力。」

上述的業務拓展計劃令韋靖感到振奮，他表示國泰從香港出發的網絡得以平衡發展，可同時利用客機腹艙及貨機提供貨運服務。



According to Stephen Joske, who until recently was a director at the Economist Intelligence Unit (EIU) in Beijing, the development of China's geographical heartland was inevitable. "It's really market forces rather than government policy driving long-term growth," he says. "Henan's large rural population is fuelling sustained urbanisation and the lower wages compared to coastal provinces are attracting strong investment in manufacturing."

And the high-tech migration, big as it is, is only one cog in a large manufacturing wheel. "The Foxconn investment in Zhengzhou is an important sign of the attractiveness of the city to investors looking for cheaper labour and good transport away from the coast," says Joske. "But it is still only a tiny part of the city's economy, which is centred on aluminium-processing, the automotive industry and food products."

This kind of potential is not lost on James and Cathay Pacific strategists, especially in times like these. In 2011, China (excluding cargo ex-Hong Kong) represented double-digit percent of Cathay Pacific's total cargo. However, James emphasises that advancements in China's west do not spell trouble for Cathay Pacific's established eastern markets. "It should be remembered that the Pearl River Delta and Yangtze River Delta will remain huge export centres for many years to come," he says. "Production is fragmenting to quite a number of centres inland and this provides an opportunity for hub carriers such as Cathay Pacific to provide the vital link between these inland centres and the world."

"Hong Kong and Shanghai have been the major export markets for Cathay Pacific Cargo in recent years. However, with the relocation of factories to inland China we need to follow the cargo. Hence in June 2011 we started charter flights to Chongqing and as of today operate four B747-400Fs per week ex-Chongqing, three per week ex-Chengdu – and have started two per week ex-Zhengzhou."

"Our intention is to ramp up, as

**Our intention is to ramp up, as demand increases, to six flights per week from each location so that we can offer a seamless connection for each day's production from Chongqing, Chengdu and Zhengzhou**

隨著需求增加，國泰計劃加強服務，將重慶、成都及鄭州各航點的航班增加至每周六班，提供順暢無阻的貨運服務

James Woodrow  
韋靖



**Cathay Pacific is eager to follow the cargo demand to the inner part of China, says James Woodrow, General Manager Cargo Sales and Marketing**

國泰航空貨運營業及市場總經理韋靖表示國泰積極緊貼貨運客戶的腳步，致力開拓中國大陸市場

demand increases, to six flights per week from each location so that we can offer a seamless connection for each day's production from Chongqing, Chengdu and Zhengzhou to the world. Our new 2.6-million-tonne-capacity cargo terminal [in Hong Kong] will assist with ensuring smooth, industry-beating, quick

connections once it begins operations in the first quarter of 2013."

It's this kind of expansion that has James excited, and he notes that Cathay Pacific has a well-balanced network out of Hong Kong comprising passenger bellies and freighters.

"We can connect the three Cs with all parts of the world. Our challenge is then to connect further growth markets to our Hong Kong hub as their output grows – [markets] such as Wuhan, Taiyuan, etc."

James says Cathay Pacific's global network gives it a unique opportunity to offer multiple destinations to shippers in western China. A daily connection from the region to Hong Kong will enable manufacturers and forwarders to support a reliable global supply chain.

"This works for both exports from these manufacturing centres as well as for the imports of parts," he says. "Over time, these cities are also developing significant middle classes that will consume increasing volumes of high-value goods, which will move in by airfreight."

Analyst Joske also sees the potential, with the next wave of industrial growth in China led by factories moving to where the labour is. Take salaries for instance. "Inland areas have wages around half the level on the coast," he says. For 2012, the EIU forecasts average annual wages in Shanghai at RMB83,310, compared to RMB37,360 in Henan and RMB42,730 in Sichuan.

The EIU gives Zhengzhou the top rating of all major Chinese cities for population growth over the next five years. This reflects both the large surrounding rural population and proactive local government policies, says Joske.

"Zhengzhou has a very strong logistics ranking – we place it at 21 out of 94 major cities," he says. "As one of the transportation hubs of central China it has strong rail and road links. Chengdu performs even better at four out of 94. Chengdu is well linked by air and rail, and ranked among the top cities in this category. Even more impressive, Chengdu



**Cathay Pacific Cargo can play a key role in Foxconn's expansion plans in Zhengzhou, Henan Province**

富士康在河南省鄭州開拓生產線，國泰貨運可以負起空運服務的重任

overtook Chongqing in the 2011 rankings even though Chongqing has a river port on the Yangtze.”

So, what is Cathay Pacific's next move? “Cathay Pacific is targeting to move the three Cs to six flights per week so that cargo is never sitting at the airport waiting for the next flight,” says James. “This will allow a stable, fast and reliable supply chain.”

Joske cites Zhengzhou as an example of the potential of China's inland markets. “Zhengzhou currently has a very underdeveloped airfreight industry, indicating enormous growth potential,” he says. “While almost 1 percent of cargo in Shanghai is moved by air, in Zhengzhou the figure is only 0.02 percent.” And that spells good news for growth that Cathay Pacific is keen to participate in.

「國泰能提升重慶、成都及鄭州與全世界接軌。我們的下一個任務，則是進一步將其他具發展潛力的內陸城市與香港樞紐連接。隨著武漢及太原等城市的出口貨物數量增加，我們將適時提供貨運服務。」

韋靖表示國泰的全球網絡可以為中國西部地區的付運人提供獨特的貨運服務，將貨物送往多個目的地。每日往返香港的貨機更可協助生產商及貨運代理建立可靠的全球供應鏈。

他還指出：「對這些製造業中心來說，我們的貨運服務對於出口貨物及進口零件均相當有利。假以時日，這些城市將孕育出一班中產階級，屆時他們對高增值產品的消費會日益增加，而進口這些貨物需仰賴空運。」

分析師周史迪亦察覺到內陸城市的發展潛力，並預見隨著工廠為了勞動力遷移至中國內陸城市，將帶動中國出現下一輪工業增長。以工資為例，周史迪表示：「內陸地區的工資約為沿海城市的一半。」按經濟學人信息部預測，2012年上海的年均工資為83,310人民幣，相對而言，河南為37,360人民幣，四川則為42,730人民幣。

在中國主要城市未來五年的人口增長方面，經濟學人信息部給予鄭州最高評級。周史迪說，這是因為鄭州周邊有龐大的農村人口，當地政府亦非常積極推動相關政策。

他表示：「鄭州在物流評級中表現強勁，在94個主要城市中名列第21位。作為華中一個主要交通樞紐，鄭州擁有強大的鐵路及公路連接。成都獲得的評級更佳，在94個主要城市中位居第四。成都的航空及鐵路連接良好，在同一類別城市中高踞前列。教人另眼相看的是，成都在2011年的評級甚至超越重慶。」

如此看來，國泰接下來有何對應的發展計劃？韋靖說：「國泰計劃在重慶、成都及鄭州每周提供六個航班服務，避免貨物停留機場，確保供應鏈穩定、快捷及可靠。」

周史迪指出，鄭州是中國內陸市場發展潛力的好例子。他表示：「鄭州現時的航空貨運業尚待發展，可見發展潛力巨大。在上海，空運幾乎佔總貨運量的1%，在鄭州則僅為0.02%。」面對大好形勢，國泰已抓緊參與開拓中國內陸市場的良機。CC



# The good life

## 更上層樓

By Leo Williams

China's shift towards higher-end manufacturing will stimulate demand for airfreight through its traditional cargo gateways

中國工廠轉型製造高端產品，將刺激當地傳統貨運樞紐的空運需求

**W**ITH SUCH a swift drift in the Mainland's factories westward, what is the prognosis for Cathay Pacific's more established markets such as Beijing, Shanghai and Guangzhou? Will growth in these cities and the big deltas suffer at the hands of a developing rural heartland?

Stephen Joske, who until recently was a director at the Economist Intelligence Unit in Beijing, sees little reason to doubt China's growth prospects, be it west or east.

"China's great strength compared to other developing countries is its relatively strong infrastructure in everything from the national highway network to broadband access," Joske says. "The 2008-2009 stimulus package gave a major boost to infrastructure spending ... the infrastructure created will boost growth in the coming decade."

Newman Yang, Cathay Pacific's Manager Cargo China, agrees, with a caveat that big growth in the east for his markets is unlikely in the short term. "Although we see the majority of the big OEMs/ODMs [original equipment manufacturers/original design manufacturers] moving westwards, most of them still keep their base at PRD [Pearl River Delta] and YRD [Yangtze River Delta], respectively," he says.

Newman lists the following reasons:

- Most China headquarters and research-and-development departments are still based in PRD/YRD
  - New products and high-end products will still be produced in PRD/YRD
  - Logistic (transportation) solutions are still a concern for western cities such as Chengdu and Chongqing
- "In short, Hong Kong and Shanghai will continue their role as air-cargo gateways for PRD and YRD. But it will probably be very unlikely to see big throughput growth in the next couple of years," he says.

Former Cathay Pacific Manager Cargo Sales Mainland China and HKSAR, Anna Cheung, observes that factories in the PRD are moving up the value chain by shifting from their traditional role in low-end manufacturing to producing high-end products such as electronics and pharmaceuticals. The shift will

stimulate the demand for airfreight, she says, due to the products' nature and demand-driven supply chain.

Anna says: "Being the world's biggest international air-cargo carrier, Cathay Pacific will continue to provide a premium air-cargo service to our customers in the greater PRD or even pan-PRD region by strengthening our networks and products to entice [manufacturers to ship through] Hong Kong [and maintain it] as the most efficient gateway of South China to the world. In addition to our excellent service out of Hong Kong, Guangzhou is our second major market in PRD that is

**High-end cars and spare parts are increasingly destined for Chinese consumers**

中國消費者對高級汽車和備用零件的需求日益增加





**Imports of luxury goods are likely to keep rising, keeping demand for cargo through existing ports strong**

**奢侈品的入口有望持續增長，令現有航點可以維持強勁的貨運需求**

served by double daily passenger services operated by Dragonair.”

Newman sees an expanding market for luxury goods as supporting a platform of growth, for big centres and elsewhere. “We see luxury goods such as high-end cars, fashion garments and shoes, household appliances and hi-fi equipment all on the lists of import goods, and the destinations of these goods is not just big cities such as Shanghai and Beijing but also cities like Chongqing, Chengdu and Zhengzhou.

“Apart from luxury goods, our attention is actually attracted by the needs for those OEM/ODM manufacturers to import spare parts and raw materials. We are working with trade associations and local logistics bureaus on this.” He says another interesting area is machinery imports from places such as Japan, Taiwan, Germany and the US.

Newman says Cathay Pacific has already started freighter operations to Chongqing, Chengdu and Zhengzhou. “We will continue our close observations on the opportunities to operate in growing markets such as Wuhan and Changsha,” he says.

**近**年中國內地工廠大舉西遷，將會如何影響國泰航空在北京、上海和廣州這些成熟市場的發展？發展內陸鄉鎮的政策會否窒礙這些大城市、珠三角和長三角等地區的經濟增長？

不久前還在北京出任經濟學人信息部總監的周史迪表示，不管是發展東部還是西部，他都不認為有需要擔心中國的經濟增長前景。

周史迪指出：「中國比其他發展中國家優勝的是，全國公路網以至寬頻網絡等基礎建設的覆蓋範圍都較為完善。2008至2009年推出的刺激經濟方案，大幅增加基建開支……在這個政策下建成的基礎設施，在未來十年將會刺激經濟增長。」

國泰航空中國地區貨運經理楊池元也持相同意見，他預料華東地區的貨運市場短期內看來難以出現強勁增長。他說：「雖然我們看到許多大型OEM/ODM（原廠設備製造商／原設計製造商）都將廠房向西遷移，但當中大部分仍然以珠三角和長三角地區為基地。」

楊池元列舉以下因素：

- 大部分企業的中國地區總部、研究和開發部門仍設在珠三角和長三角
- 新開發產品和高端產品仍然在珠三角和長三角生產
- 對西部城市如成都和重慶的物流（交通）情況仍然存疑

他說：「總的來說，香港和上海將會繼續作

為珠三角和長三角的空運樞紐，但未來數年的吞吐量不可能有大幅增長。」

前國泰中國內地及香港貨運營業部經理張珮珊表示，她留意到珠三角的工廠正轉型生產更有價值的產品，它們由過往主力生產低檔產品，轉而製造電子和藥物等高端產品。她認為，基於上述產品的性質，加上以需求主導的供應鏈，這個轉型將刺激空運需求。

張珮珊說：「作為全球最大的國際空運公司，國泰將繼續為大珠三角以至泛珠三角地區的顧客提供最優質的空運服務。我們藉著擴展網絡和提升服務水平，吸引廠家透過香港轉口，令香港繼續成為華南地區通往世界的航空樞紐。除了我們在香港的卓越服務，廣州也是我們在珠三角的第二大市場，港龍航空每日均有兩班客機前往當地。」

此外，楊池元認為奢侈品市場不斷擴張，可望促進大城市及其他地方的貨運增長。他說：「我們發現在入口貨品中，包括有高級汽車、時裝鞋履、家庭電器和音響設備等奢侈品，而這些貨品的目的地不只限於上海和北京等大城市，也會運往重慶、成都和鄭州等地。」

他續道：「除了奢侈品之外，我們也重視OEM/ODM廠商對進口零部件和原材料的需求，並就此與貿易組織和當地物流部門緊密聯繫。」另外從日本、台灣、德國和美國等地進口的機械組件也是值得注意的業務範疇。

楊池元表示，國泰已開辦前往重慶、成都和鄭州的貨運航班：「我們將密切注視其他增長中市場的商機，如武漢和長沙等城市。」 **CC**



By/撰文 Cheung Man Chung/張文中

# Southern hospitality

## 樂遊廣州

Whether you favour traditional Cantonese food, exotic street snacks, or a night of drinks and dancing, Guangzhou will leave you hungry for more

傳統粵式美食、五花八門的街頭小吃，還有精采繽紛的夜生活，今日的羊城總是令人樂而忘返

**T**IS an old joke that the Cantonese eat everything from the land, sea or sky and everything with four legs except tables. Funny as it sounds, it's not too wide of the mark as far as the food culture in Guangdong is concerned. The Cantonese are foodies, and very adventurous ones. Such a reputation dates back at least two millennia when a member of the Xi Han Dynasty imperial court expressed surprise that the Cantonese ate snake.

Although Guangdong natives are known for their peculiar penchant for exotic species, that represents only a small part of the province's eating culture. As one of the four leading Chinese cuisines, Cantonese fare is more known for its diverse cooking methods and sophisticated taste than anything else. And to taste the best out of this cuisine, the city of Guangzhou is the place to be.

A visit to Guangzhou without trying its celebrated dim sum is not a complete journey for any foodie. But then it's not something you have to make an effort to do – dim sum restaurants are everywhere and stay open long hours. To do it the local way, wake up early and try one of the traditional dim-sum restaurants to sample a couple of dishes with hot tea. If you are a night owl, there are still plenty of dim-sum eateries open in the wee hours.

As a food paradise in southern China, Guangzhou's dining scene has a lot to offer. One of the city's most

frequented establishments is Panxi Restaurant, featuring a garden setting and located near the charming Liwan Lake. Its water chestnut cake, prawn dumpling and Sister Er's steamed dumpling are a must.

On Shangxiajiu Pedestrian Street three of the most famous dim sum institutions in Guangzhou can be found. Lianxianglou, established in 1889, is best known for its lotus seed bun. Tao Tao Ju, a 132-year-old restaurant with an elegant décor, is also worth a visit. In days gone by, Tao Tao Ju was the hangout for elites and literati. Before entering the restaurant, note the calligraphy on the signboard, which was the work of Kang Youwei, the heavyweight politician of the Qing Dynasty who played a vital role in the Hundred Days' Reform. Today, the restaurant is most famous for its steamed egg custard bun and roasted baby pig. A younger institution on the street is Guangzhou Restaurant, which has been open for more than 70 years. Gourmets should not miss its Wenchang chicken and milk tart. The restaurant also offers a variety of modern and ancient Cantonese banquet menus.

Dim sum aside, Guangzhou people also love a snack, or *xiaochi* as the locals call it. If you're looking for the authentic xiaochi experience go to Guangzhou Gourmet Paradise on Pantang Road, home to a plethora of small and big eateries. Try the scrumptious Number One Scholar congee at Wuzhan Ji, Litchi Bay

**廣**州人講究「吃」自古出名，俗語更有「吃在廣州」一說。兩千多年前，西漢《淮南子》便有記載「越人得鬻蛇以為上肴」；近一千年前的南宋亦有廣東人「不問鳥獸蛇蟲無不食之」之說。只要美味，不管天上飛的、地上爬的，或是水中游的，廣東人總是愛嚐鮮。

粵菜是中國四大菜系之一，講究原汁原味，清淡鮮美，煮法五花八門，食材更是稀奇古怪，即使是常見的雞鴨魚肉，廚師亦挖空心思精心烹調，炮製出一道道佳餚。

然而，廣州最出名的美食文化，卻非「飲茶」莫屬。在廣州飲茶，各式美味的小食和點心才是主角。廣州的茶樓其實是點心舖，不只款式花樣繁多，而且朝有早茶，晚有夜茶，有些甚至通宵營業，食客不論在清晨或是半夜三更都能到茶樓飲茶。廣州的茶樓遍佈大街小巷，普羅市民清早起身第一件事，就是上茶樓「歛早茶」，喝「一盅」吃「兩件」。講究一些的，也會約三五親友，到高檔茶樓談天說地，消磨一個上午。

上下九步行街一帶的第十甫路上，有三家著名的老茶樓：1889年始創的「蓮香樓」最有道地老廣州味道，其馳名的蓮蓉包為茶樓贏得「蓮蓉第一家」美譽；同是百年老店的「陶陶居」建於



**Rise early and enjoy your dim sum outdoors in food-mad Guangzhou**

講飲識食的廣州人起個大早，於戶外享用美味點心



Full steam  
ahead: dim sum  
is available  
at all hours in  
Guangzhou

「蒸」點：許多  
廣州茶樓均24小時  
供應新鮮點心

1880年，店名由清末大政治家康有為所題，茶樓的裝修高雅，歷來是文人名士雅集之地，其奶皇包和麻皮乳豬非常聞名；已有70多年歷史的「廣州酒家」以文昌雞、沙灣原奶撻出名，並不時推陳出新，供應特色粵菜宴。

另一老字號「泮溪酒家」位於風景如畫的荔灣湖畔，酒家內的亭台樓閣與酒舫畫廊相互爭輝，一派園林景象。著名點心有馬蹄糕、蝦餃和娥姐粉果，以美食美景為饕客帶來一流感官享受。

在廣州，美味的小吃亦不容錯過。廣州美食園是當地小吃的本營，它以泮溪酒家為中心，匯聚了許多大小食肆。你可以在泮塘路上放慢腳

步，慢慢品嚐美食。先來一碗「伍湛記」的狀元及第粥，或「蓮苑」的荔灣艇仔粥，再淺嚐「黎氏麵家」的傳統竹升麵、「開記」的麻蓉湯丸和原盅燉品、「向群」的鵝腸和釀炸麵，一路上吃個不亦樂乎。另外，「廣州之家」的馳名清平雞和紅燒乳鴿也是當地名產，還有「泮塘老舖」的「泮塘五秀」（蓮藕、茨菇、馬蹄、茭筍、菱角）也不妨一試。泮溪酒家旁的荔枝灣涌是2010年才新闢的旅遊勝地，其「一灣溪水綠，兩岸荔枝紅」景色值得一遊。岸邊小攤擺賣齋燒鵝、鉢仔糕、鹽焗鵝蛋等街頭小吃，泛河的花船上則有西關小姐擔任導遊，景區盡現舊日西關風情。

上下九是另一條美食街，荔灣廣場「西關人家」集合當地多家老字號的幾十種特色小吃，如「南信」的雙皮奶、「歐成記」的上湯鮮蝦雲吞、「銀記」的牛肉腸粉、「德昌」的鹹煎餅、「杏花樓」的薑汁撞奶、「金鐘閣」的鴨脷水餃……廣場附近還有一條「名匯中華小吃街」，人潮湧湧，是大排檔式經營，除了各地小吃外，還有以油炸蜈蚣、蝎子和蜘蛛作招徠的昆蟲宴。

吃飽喝足，是時候去見識廣州多姿多采的夜晚生活。市內的酒吧遍佈全城各處，比較熱鬧的則是三大酒吧街。芳村白鵝潭風情酒吧街在珠江南岸，與沙面遙遙相對，一路長堤草坪，是



congee at Lianyuan, or the traditional bamboo noodle at Lishi Mianjia. Other local delicacies include the sweet sesame rice ball and stewed desserts at Kai Ji, goose intestine and deep-fried dough sticks with filling at Xiangqun, Qingping chicken and roasted squab at Guangzhou Zhi Jia, and the Five Pantang Delights (lotus root, arrowhead mushroom, water chestnut, wild rice shoot and water caltrop) at Pantang Liaodian.

Near Panxi Restaurant is Litchi Bay, a two-year-old tourist hot spot offering a diversity of popular street snacks such as vegetarian goose, Chinese steamed cake and salted baked quail eggs. Take a boat ride down river and learn some local history and culture from the guide onboard.

Another magnet for snack lovers is at Shangxiajiu. Xiguan Renjia in Liwan Plaza serves up dozens of specialities originating from established local eateries. Examples include double-layered milk pudding from Nanxin, fresh wonton soup from Ouchengji, beef rice roll from Yinji, deep-fried salted fritter from Dechang, ginger milk pudding from Xing Hua Lou, and duck liver dumpling from Jingzhongge.

A short walk from the plaza, Minghui Zhonghua Xiaochi Jie constantly attracts throngs of people to its food stalls. Ultra-adventurous foodies can try the exotic insect banquet, which features everything from fried centipede to scorpion to spider. There are also a number of well-known snack shops of the non-insect variety.

The nightlife in Guangzhou is just as vibrant, with bars scattered throughout the city. One of the best known bar areas is Bai E Tan Bar Street on the southern bank of the

Pearl River, opposite Shamian Island. The lawn running along the river's embankment affords a great water view. In its heyday, the street was lined with about a dozen bars. Today, about three establishments remain popular and continue to pull a crowd.

Another popular bar zone is Huangshi Road and Taojin Road, an up-and-coming financial district lined with banks and upscale hotels including Garden Hotel, Baiyun Hotel, Asia International Hotel and Crowne

Plaza Guangzhou City Centre Hotel. Most of the hotel bars are marked by an upscale ambiance and upscale prices to match. Five-star bars such as Lili Marleen are not for travellers on a shoestring budget but there are no shortage of less expensive options.

The liveliest bars are mainly found on Yanjiang Road and Changdi Street by the northern bank of the Pearl River. These include hip hangouts such as Heihe Club and Muse. Soho takes it one step farther with its chilled-out vibe and arty, avant-garde feel reminiscent of the Sohos in London and New York. For a feast for the eyes and music to the ears, nearby True Color is the place to be.

In the Tianhe District a new bar zone is also taking shape and these days Catwalk is the trendiest hangout. But then in a city that is growing as fast as the thumping beat of the music at the liveliest bars, there is bound to be something of interest no matter which area you visit.



CX FLIGHTS 國泰航空	Flight No 航班編號	From 出發地	To 目的地	Local Departure Time 起飛時間	Local Arrival Time 抵達時間	Aircraft Type 飛機種類	Day of the Week 航班日期
	KA782	Hong Kong 香港	Guangzhou 廣州	08:05am	08:55am	Wide body aircraft 廣體航機	Daily 每日航班
	KA783	Guangzhou 廣州	Hong Kong 香港	09:55am	11:00am		
	KA786	Hong Kong 香港	Guangzhou 廣州	08:20pm	09:20pm	Narrow body aircraft 窄體航機	Daily 每日航班
	KA789	Guangzhou 廣州	Hong Kong 香港	10:20pm	11:15pm		



Guangzhou enjoys a vibrant restaurant scene (left) and has plenty of places to party (top). For a more sedate option, enjoy a boat cruise at Litchi Bay (bottom)

廣州除了有許多美食餐廳(左圖)，亦有不少夜生活熱點(右上圖)；若想享受悠閒一刻，到荔枝灣搭乘遊船再愜意不過(右下圖)

看風景的好地方，這裡於全盛時代開設了十幾家酒吧，如今雖然盛況不再，但有兩三家卻依然賓客盈門。

環市路、淘金路一帶，也是「蒲吧」的焦點之一。淘金路是新崛起的國際金融街，銀行林立，附近又有五星級的花園酒店、白雲賓館、亞洲國際大酒店和廣州中心皇冠假日酒店；酒吧大都格調高雅，收費昂貴，例如「莉莉·瑪蓮」這類位於五星級酒店的豪華酒吧便收費不菲。但這一帶也有許多環境幽靜的小酒吧，以裝修簡約和講究的美食吸引顧客，頗有一點浪漫情調。

最受歡迎的酒吧，大部分是位於珠江北岸的沿江路、長堤大馬路一帶。想接觸城市的新潮男女，不妨到「喜喜」或MUSE，投入時尚潮流。喜歡頹廢華麗感的，到頗有異域風情的「蘇荷」，感受倫敦或紐約蘇豪區的自由奔放、前衛和藝術。另外，標榜音樂質素和時尚藝術的連鎖酒吧「本色」，經常推出新鮮玩意，給人驚艷的感覺……

位於天河區的酒吧，隨著太古滙、萬菱滙、正佳廣場等頂級商廈的相繼開業，一個新的酒吧區開始成形，例如Catwalk已成為城中精英的聚腳點，引領廣州夜生活的新浪潮。

迷濛夜色中，炫目的霓虹閃爍耀眼；魅惑的音樂，昏暗的光線，沉醉的酒香，伴著型男美女，度過一個浪漫的珠江之夜！CC

## EAT, DRINK AND BE MERRY 吃喝玩樂

### Restaurants picks 精選餐廳

**Panxi Restaurant**  
151 Longjin Road,  
Liwan District  
泮溪酒家  
荔灣區龍津西路151號  
+86 20 8172 1328

**Tao Tao Ju**  
20 Dishifu Road,  
Liwan District  
陶陶居  
荔灣區第十甫路20號  
+86 20 8139 6111

**Lianxianglou**  
蓮香樓  
www.lianxianglou.com

**Guangzhou Restaurant**  
廣州酒家  
www.gzr.com.cn

**Guangzhou Gourmet  
Paradise**  
Pantang Road,  
Liwan District  
廣州美食園  
荔灣區泮塘路

**Xiguan Renjia**  
4/F, South Tower, Liwan  
Plaza, 9 Dexing Road  
西關人家  
德星路9號荔灣廣場南塔4樓  
+86 20 8138 0308

**Minghui Zhonghua  
Xiaochi Jie**  
Next to Liwan Plaza,  
Shangxiajiu food street,  
Liwan District  
名匯中華小吃街  
荔灣區上下九美食街  
荔灣廣場側

### Bars 酒吧

**Lili Marleen**  
1/F Guangzhou  
International Building,  
339 Huanshi East Road,  
Yuexiu District  
莉莉·瑪蓮  
越秀區環市東路339號  
廣東國際大廈1樓  
+86 20 8337 7088

**Heihe Club**  
喜喜  
www.heiheclub.com.cn

**Muse**  
286 Changti Dama  
Road, Yuexiu District  
越秀區長堤大馬路286號  
+86 153 0222 2845

**Soho**  
87 Changdi Da Ma  
Road, Yuexiu District  
蘇荷  
越秀區長堤大馬路87號  
+86 20 8336 6688

**True Color**  
276 Yanjiang Middle  
Road, Yuexiu District  
本色  
越秀區沿江中路276號  
+86 20 8373 5858

**Catwalk**  
East Gate of Tianhe  
Sports Centre,  
Tianhe District  
Catwalk  
天河區天河體育中心東門內  
+86 20 3879 6626



# Flying fresh 新鮮送達

Ensuring perishables reach the kitchens of China in time can prove challenging  
國泰貨運空運新鮮食材，確保及時送抵中國各地的食府



**M**AISON BOULUD, the restaurant operated by New York chef Daniel Boulud in the Legation Quarter in Beijing, serves chilled salad of Alaskan king crab with grapefruit gelée, fennel pollen tuile and avocado. Three on the Bund is a stylish renovation in Shanghai that wants to “create and inspire new depth and soul to contemporary living”. Its destination

restaurant Jean Georges, an outpost of New York-based Jean Georges Vongerichten, serves house-smoked salmon and lobster tartine with basil. Further south, restaurants in Guangzhou team with lobsters and live tropical fish and also offer wagyu beef from Japan, Australia or the United States.

Welcome to top-end dining in China and whether the cuisine is Western or Chinese, the seafood could come from

Southeast Asia, the lamb from New Zealand and the beef from the US. The taste for luxury goods in China is well known and this appetite for the very best the world has to offer extends to the menus and the plates of the increasingly affluent diners.

Prior to opening Maison Boulud, which is housed in the historic former American Embassy just off Tiananmen Square, Executive Chef Brian Reimer spent more than six months in Beijing





The freshest produce from farms in Australia (left) is shipped to China courtesy of Cathay Pacific, often making its way to top restaurants such as Maison Boulud in Beijing (below)

國泰航空將澳洲農場（左圖）最新鮮的農產品運到中國，為北京布魯宮法餐廳（下圖）等頂級食府供應優質食材

# 布

魯宮法餐廳位於北京前門23號，是紐約名廚Daniel Boulud旗下的餐廳之一，為顧客供應阿拉斯加皇帝蟹配西柚果凍沙律，以及茴香花粉牛油果脆薄餅等多款美饌。在上海，外灘三號是城中的一道時尚風景，其宗旨是「創造並激發中國現代生活新的領域和內涵。」而坐落其中的Jean Georges法國餐廳，吸引了不少饕客前來朝聖。這家餐廳是紐約Jean Georges Vongerichten的海外分店，提供自家煙燻三文魚和羅勒龍蝦切片等美味菜式。至於華南地區

的廣州，許多餐廳均以龍蝦和生猛海魚等新鮮食材，以及來自日本、澳洲或美國的頂級和牛招徠顧客。

由此可見，現時內地的中西頂級食府均採用來自世界各地的高級食材，例如東南亞的海鮮、紐西蘭羊肉和美國牛肉。中國富裕的消費者對世界各地的奢侈品求之若渴，這一點眾所皆知。現在，他們更成為餐桌上的老饕，對於品味上乘佳餚頗為講究。

布魯宮法餐廳坐落於天安門附近的前美國領事館，在餐廳開業前，行政總廚Brian Reimer花了六個月在中國和太平洋沿岸各地物色優質食材。

但要確保優質食材供應不絕，有賴完善的運輸網絡，甚至取決於政府政策。

國泰航空每天均有一班廣體航機由香港運送鮮貨廣州。此安排讓鮮貨託運人深感滿意。

澳洲貨運部經理Nigel Chynoweth對此表示：「國泰航空能作出這種安排，實在太好了。」澳洲貨運部每年以FRESH UP運送1,300噸鮮貨，每逢夏天運送的鮮貨還包括芒果、車厘子、蜜桃、油桃、布祿、密瓜和蔬菜。

此外，國泰貨運每月均會從珀斯輸出多達20噸的龍蝦。Nigel表示，與託運人建立良好關係非常重要，而貨運代理在龍蝦主要消費市場（即



The Australian **operation** flies some **1,300** tonnes of perishables a year

澳洲**貨運部**每年空運約**1,300**噸鮮貨



Good relationships with shippers are vital, says Cargo Manager Australia, Nigel Chynoweth

澳洲貨運部經理 Nigel Chynoweth 表示，與付運人保持良好關係非常重要

sourcing ingredients both within China and from the entire Pacific Rim. However, the supply of quality ingredients is always dependent on transportation and, sometimes, government policy.

Cathay Pacific offers a solution to perishable shippers into China by operating wide-bodied aircraft from Hong Kong to Guangzhou daily. Shippers of perishable goods are grateful for the solutions that have been put in place.

Nigel Chynoweth, Cargo Manager Australia, is also grateful. "It's wonderful what Cathay Pacific Hong Kong have been able to do," he says. The Australian operation flies some 1,300 tonnes of perishables a year

via FRESH **UP** and during the summer growing season, mangoes, cherries, peaches, nectarines and plums as well as melons and vegetables are added to the shipments.

In addition, up to 20 tonnes of lobsters per flight are shipped on flights out of Perth. Nigel says it is important to have good relationships with shippers and for agents to have a great network into Hong Kong and Xiamen and other China ports where the lobsters were valued.

"We have been very lucky despite some of the problems we have had," he says. "We would love to have a free-trade agreement with China – Australia would benefit greatly. At the moment that is not the case so we juggle a few things and sometimes those borders have been closed and we have been stuck."

Nigel notes that Hong Kong has changed flights to a wide-bodied aircraft. "Where the China market via Hong Kong has

**Alaskan king crab makes it to the table at Maison Boulud in Beijing**

阿拉斯加皇帝蟹是北京布魯宮法餐廳受歡迎的美食



been closed, we have been able to airfreight it straight in with some quite flexible working practices to really satisfy the shippers and to really ensure that there is limited impact. Even if it's not our doing with the closing of the borders, we have still been able to work around that," he says.

In Miami, the Cathay Pacific Cargo





**Cathay Pacific Cargo has established a strong network to deliver a range of perishable goods to China**

為了將各式鮮貨運往中國，國泰貨運建立了完善的運輸網絡



team ensures **FRESH <sup>UP</sup>** shipments from Central and South American ports carrying berries, fruit, sea urchins, asparagus, flowers and a wide menu of other goods are safely and quickly forwarded to Hong Kong and China. And from Singapore, cut flowers, live tropical fish and fresh fruit and vegetables are all destined for Hong Kong and the menus of China.

香港、廈門和中國其他港口）建立完善網絡亦不容忽略。

他還表示：「雖然我們偶而會遇上問題，卻一直都很幸運。我們希望能夠與中國簽訂自由貿易協議，令澳洲藉此受惠。但是，目前兩國尚未簽訂相關協議，因此我們必須細心安排貨運事宜。若一旦遇上封閉邊境的情形，貨運工作便會停滯不前。」

Nigel明白到香港往廣州的航班已轉用廣體機，對此他表示：「由香港往中國的陸運路線已

不可行，幸好我們採用了更靈活的空運程序，如此一來既能滿足託運人，還能減低政策改變所造成的影響。即使我們無法阻止關閉邊界運輸，我們還能循其他管道輸送貨物。」

在邁阿密，國泰貨運團隊亦致力確保**FRESH <sup>UP</sup>**的貨物，能快速安全地由中美洲和南美洲運抵香港和中國，包括莓果、水果、海膽、蘆筍、鮮花等鮮貨。此外，來自新加坡的鮮切花，以及海魚和蔬果等食材現在亦能順利經香港運往內地，滿足饕客的口腹之慾。**CC**

Photos: Peppers: Getty Images. Crab: Spencer Jones - FoodPix/Getty Images. Fish: Lou Linwei - Sinopix. Herbs: Rich Pomerantz - Botanica/Getty Images



# Smooth operator

## 流程順暢

**PHARMA **LIFT**** meticulous planning is essential to the transportation of precious cargo from Australia 運送澳洲貴重出口貨品時，宜採用安排一絲不苟的 **PHARMA **LIFT**** 服務

**T**HE STATE of Victoria is the centre for shipping pharmaceutical products from Australia to the rest of the world, and Allan Hine, Cathay Pacific Cargo Manager Victoria, Tasmania and South Australia, estimates that Cathay Pacific has a large share of the market.

Allan says the Australian pharmaceutical industry has both technological ability and access to raw materials. "It's an industry that Australia, and in particular Victoria, has put a lot of effort into."

Cathay Pacific's **PHARMA **LIFT**** shipments come from three main pharmaceutical companies, Hospira, CSL and GlaxoSmithKline, among others. Hospira, the largest shipper, deals primarily in oncology products for the treatment of cancer and specialises in generic goods. The volumes that Cathay Pacific carries for Hospira are significant, says Allan. "In fact we have had an 80 percent increase in 2011 over 2010."

GlaxoSmithKline deals in raw products for manufacturing pharmaceutical products elsewhere, and Allan says that Cathay Pacific Cargo moved a lot of what is known as poppy straw and its derivatives thebaine and codeine phosphate. The poppies are grown in Tasmania and taken to Port Fairy in Western Victoria

where they are processed in a high-security plant.

Allan says that Cathay Pacific Cargo in Australia has an exceptionally good record with all the companies that use **PHARMA **LIFT****. "All the staff here are fully *au fait* with what the requirements are in terms of how to handle the units and how to book them. We book all the lease units from Envirotainer ourselves. So the agents send us emails of their requirements then we make all the bookings for the units and all the bookings for the space."

The Australia market is also well equipped to handle pharmaceuticals. Hospira and CSL, Schenker, Hellmann and DHL Global have specialised areas set up within their warehouses for temperature-controlled handling of their products.

Most of their products are sent in Envirotainers, says Allan. CSL Ltd., the former Commonwealth Serum Laboratories, has two divisions that deal with bioplasma and influenza virus vaccines. All the CSL product was shipped in a mixture of e1s, which have a battery-operated thermo unit with no dry ice required, and the t2, which requires dry ice. "Generally the bioplasma goes in the t2 and the vaccines go in the e1 because the bioplasma sometimes has to be kept at -20 degrees Celsius and the e1 unit does not have that capability. Hospira

has virtually exclusively used t2s with the exception of when it has a new product line."

Allan explains that when new generic products were launched on the market, e1 units were used to guarantee that the product arrived at the right temperature. "It's very significant because the product is worth a lot of money," he says. "In one Envirotainer you are talking upward of a million dollars in value for the product."

When the goods get to Hong Kong, Cathay Pacific Cargo staff on the ramp read the temperatures and the voltage once again. "In cases where there have been issues, Hong Kong has been very proactive to minimise the risk of temperature excursion," says Allan.

If there is any issue regarding the handling they will investigate what's caused it and make a corrective action plan. "In the case of the e1s we have had a couple of instances where the unit had a mechanical problem in transit. They have swapped the unit in Hong Kong in the most efficient manner so we protected the integrity of the product at all times. I think that that is what helps keep the business with Cathay Pacific.

"Even though I say so myself, we do a very good job and I think people appreciate it."



Pharmaceuticals made by CSL in Melbourne are kept at an optimum temperature when shipped by Cathay Pacific

墨爾本CSL公司生產的藥品經由國泰貨運運送，必須全程保持在最適當的溫度

# 維

多利亞州是澳洲的醫藥產品出口中心，國泰航空維多利亞州、塔斯曼尼亞和南澳洲貨運經理Allan Hine估計，國泰在當地擁有頗高的市場佔有率。

Allan表示，澳洲具備製藥技術及天然資源雙重優勢，有利製藥業發展。他說：「澳洲各地，特別是維多利亞州對於發展製藥業不遺餘力。」

目前選用國泰航空**PHARMA LIFE**運送藥物的公司，主要有Hospira、CSL和GlaxoSmithKline三間藥廠。Hospira是其中最大的付貨人，專門生產治療癌症的腫瘤科藥物和非專利藥品。國泰運送的Hospira藥品數量可觀，Allan表示：「與2010年相比，2011年的貨量增加了八成。」

GlaxoSmithKline則主營製藥用的原材料，Allan表示國泰貨運負責運送許多罌粟桿和由罌粟提煉而成的蒂巴因及磷酸可待因。藥廠將產自塔斯曼尼亞的罌粟，運往維多利亞西部Port Fairy警衛森嚴的廠房進行加工。

Allan又指出，國泰貨運澳洲團隊的往績優良，為**PHARMA LIFE**的客戶提供妥善服務。他說：「貨運部的同事均徹底掌握處理藥物運送和預訂溫控集裝箱的要求。我們會直接向Envirotainer預訂溫控集裝箱，貨運代理只需發電郵給我們說明他們的要求，我們便會按要求的貨物於後續航程安排機位。」

澳洲市場同樣備有可供處理醫藥產品的完善設施。Hospira、CSL、Schenker、Hellmann和DHL Global都在貨倉內設有控溫專區以處理相關產品。

Allan表示，大部分藥廠均以Envirotainer的溫控集裝箱運送貨物，以前身為Commonwealth Serum Laboratories的CSL為



Cathay Pacific Cargo transports products made by GlaxoSmithKline  
國泰貨運負責運送GlaxoSmithKline的產品

例，該公司製造生物原生質和抗流感病毒疫苗的部門，均使用e1型或t2型集裝箱運送產品；e1型是由電池供電的控溫貨櫃，箱內不會擺放冰塊，t2型則需要放上乾冰製冷。Allan表示：「我們一般都會使用t2型運送生物原生質，疫苗則使用e1型，因為生物原生質有時必須以攝氏零下20度的環境儲存，e1型無法滿足這項要求。Hospira基本上只會選用t2型，但在推出新產品線時會例外。」

Allan解釋說，當藥廠推出新的非專利藥品時，會使用e1型集裝箱以得到更穩定的溫度控制。他說：「這點極為重要，因為藥物價值不菲，一個Envirotainer溫控集裝箱內擺放的藥物，動輒可值上百萬澳元。」

當藥物運抵香港後，國泰貨運的員工會在停機坪上再次檢查集裝箱的溫度和電壓情況。Allan說：「如果出現問題，香港團隊會盡力減少溫度波動的可能。」

萬一出現處理貨物上的問題，貨運部職員會調查出事原因和制定修正方案。Allan說：「曾有一、兩次我們發現e1型集裝箱在轉運時發生故障，香港的團隊隨即快速高效率地取出貨品，並妥善放進另一個集裝箱，於全程確保藥品的質素不變。我相信這便是國泰貨運持續獲得客戶支持的原因。」

「我認為我們的團隊表現在優秀，並深獲顧客讚賞。」 **CC**



DESTINATIONS SERVED IN 中國內地  
MAINLAND CHINA 貨運航點





## MAJOR CITIES

### 主要城市

✈️ • Beijing	BJS	北京	F3
• Changchun	CGQ	長春	G2
• Changsha	CSX	長沙	F6
• Chengdu	CTU	成都	E5
• Chongqing	CKG	重慶	E5
• Dalian	DLC	大連	G3
✈️ • Fuzhou	FOC	福州	G6
✈️ • Guangzhou	CAN	廣州	F6
• Guilin *	KWL	桂林	F6
• Guiyang	KWE	貴陽	E6
• Haikou	HAK	海口	F7
✈️ • Hangzhou	HGH	杭州	G5
• Harbin	HRB	哈爾濱	H2
• Hefei	HFE	合肥	G5
• Hohhot	HET	呼和浩特	F3
• Hong Kong	HKG	香港	F7
• Jilin	JIL	吉林	H2
• Jinan	TNA	濟南	G4
✈️ • Kunming	KMG	昆明	E6
• Lanzhou	LHW	蘭州	E4
• Lhasa	LXA	拉薩	C5
• Macao	MFM	澳門	F7
• Nanchang	KHN	南昌	G5
✈️ • Nanjing	NKG	南京	G5
• Nanning	NNG	南寧	F7
• Ningbo	NGB	寧波	G5
✈️ • Qingdao	TAO	青島	G3
• Sanya	SYX	三亞	F4
✈️ • Shanghai	PVG	上海	G5
• Shenyang	SHE	瀋陽	G3
• Shijiazhuang	SJW	石家莊	F4
• Suzhou	SZV	蘇州	G5
• Taiyuan	TYN	太原	F4
• Tianjin	TSN	天津	G3
• Ürümqi	URC	烏魯木齊	C3
• Wenzhou	WNZ	溫州	G5
• Wuhan	WUH	武漢	F5
✈️ • Xiamen	XMN	廈門	G6
• Xi'an	XIY	西安	E4
• Xining	XNN	西寧	D4
• Yinchuan	INC	銀川	E4
• Zhengzhou ^	CGO	鄭州	F4

• Destination served by freighter and passenger flight  
客運及貨運航點

• Destination served by passenger flight only  
客運航點

^ Freightier service only  
只有貨運航點

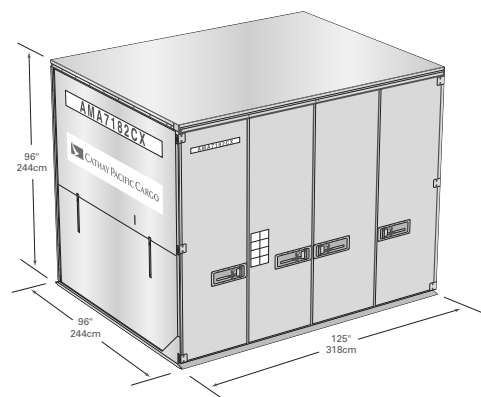
\* Dragonair service to Guilin resumed on 1 May 2012  
(codeshare with Cathay Pacific)  
港龍航空於2012年5月1日恢復桂林的航班服務(國泰航空聯號航班)

✈️ Destination served with wide body aircraft  
以廣體航機提供服務的航點



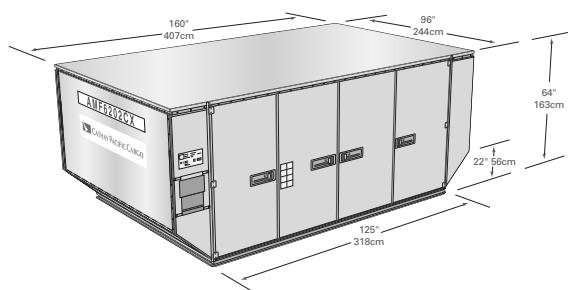
These are the Unit Load Devices (ULDs) that Cathay Pacific Cargo provides. Please visit [www.cathaypacificcargo.com](http://www.cathaypacificcargo.com) for detailed descriptions of each of the ULDs.

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。



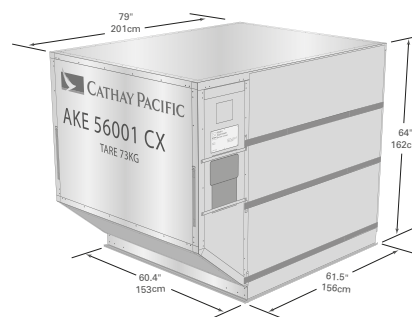
**TYPE: CONTAINER – AMA**

ATA Code: M1  
Internal Volume : 621 cu. ft. 17.5 mc  
Tare Weight (Fabric Door/Metal Door) : 279kg/477kg  
Weight Limitation Inc. ULD Tare Weight : 6,804 kg  
Loadable Aircraft Type : 747F



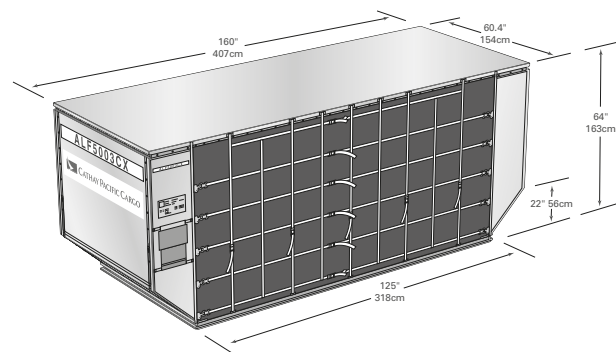
**TYPE: CONTAINER – AMF**

Internal Volume : 516 cu. ft. 14.6 mc  
Tare Weight (Fabric Door/Metal Door) : 268 kg/315 kg  
Weight Limitation Inc. ULD Tare Weight : 5,033 kg  
Loadable Aircraft Type : 747, 747F, 777, Airbus



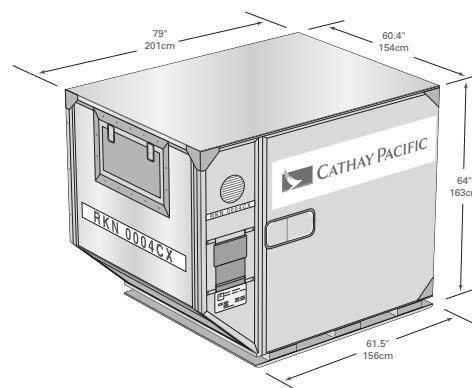
**TYPE: CONTAINER – AKE**

ATA Code: LD3  
Internal Volume : 152 cu. ft. 4.3 mc  
Tare Weight (Fabric Door/Metal Door) : 73 kg/100 kg  
Weight Limitation Inc. ULD Tare Weight : 1,588 kg  
Loadable Aircraft Type : 747, 747F, 777, Airbus



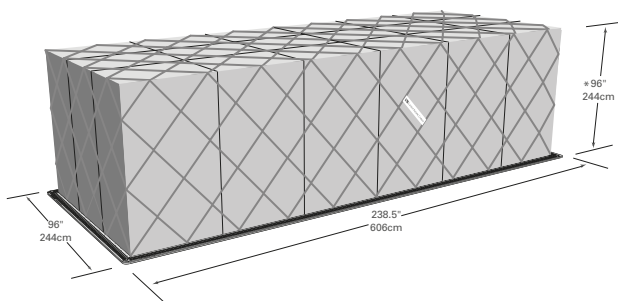
**TYPE: CONTAINER – ALF**

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



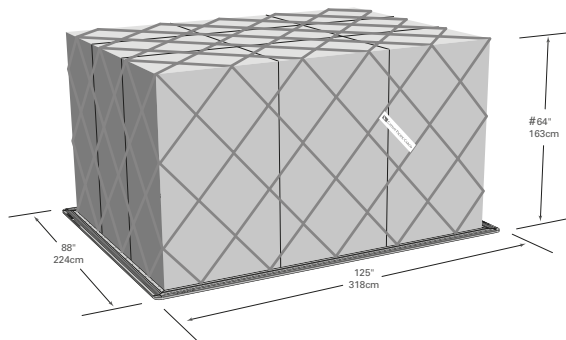
**TYPE: COOLTAINER – RKN**

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



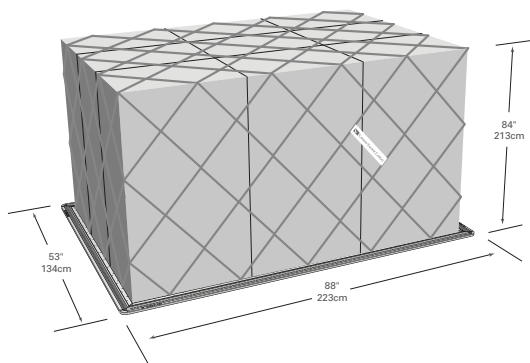
#### TYPE: PALLET – PGA

Size – Base : 96" x 238.5" \* Q6 Contour  
 – Height : 96", \*\*118" \*\* Q7 Contour  
 Tare Weight : 565 kg  
 Weight Limitation Inc. ULD Tare Weight : 11,340 kg  
 Loadable Aircraft Type : 747F



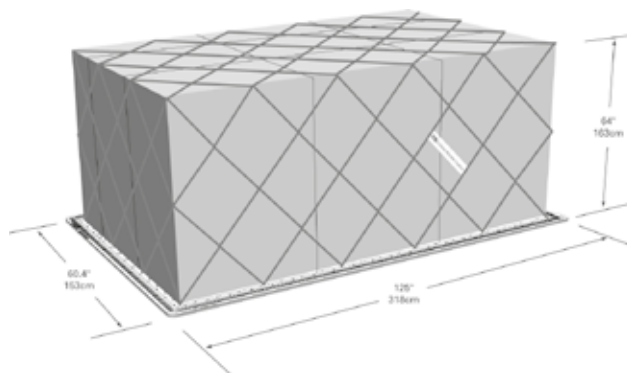
#### TYPE: PALLET – PAG

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



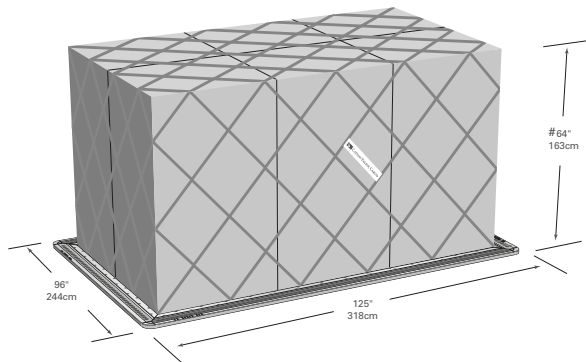
#### TYPE: PALLET – PEB

Size – Base : 53" x 88"  
 – Height : 84"  
 Tare Weight : 55 kg  
 Weight Limitation Inc. ULD Tare Weight : 1,800 kg  
 Loadable Aircraft Type : 747F



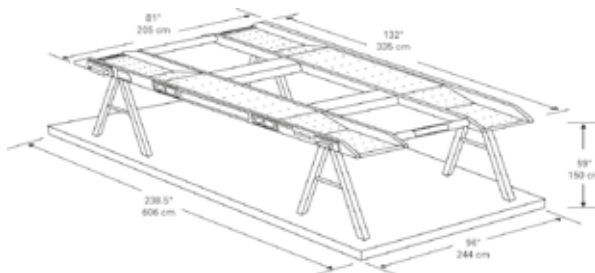
#### TYPE: PALLET – PLA

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



#### TYPE: PALLET – PMC, PQP, P6P

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



#### TYPE: CAR RACK¹ – VZA, VRA

Size : Fitted on PGA 20 ft. Pallet  
 Max Width for Lower Car : 81" / 205 cm  
 Max Centre Height for Lower Car : 59" / 150 cm  
 Max Wheel Base : 312 cm  
 Tare Weight : 319 kg (2 trestles: 139 kg, Platform: 180 kg)  
 Weight Limitation Inc. ULD Tare Weight : 2,500 kg (Upper Car)  
 9,300 kg (Max Gross Weight of Pallet)  
 Loadable Aircraft Type : 747F Upper Deck  
 ¹Standard car strap should be used





# Welcome the **dragon** 喜迎龍年

Fun, games and great prizes at our Chinese New Year party  
新春「恭喜發財」派對歡樂滿載

**T**HE HONG KONG Cargo Sales team organised its annual Lunar New Year "Kung Hei Fat Choi" party on 31 January at Hotel Nikko. More than 200 guests attended the event officiated by Cathay Pacific Chief Operating Officer Ivan Chu and joined by Director Cargo Nick Rhodes, Dragonair Chief Executive Officer Patrick Yeung, General Manager Cargo Sales and Marketing James Woodrow, General Manager Cargo Services Peter Langslow and General Manager Cargo Planning Rossana Lau.

Ivan and Nick started off the ceremony by thanking the cargo agents for all their support and shared the latest development plan for Cathay Pacific Cargo.

The guests enjoyed fortune-telling and character analysis at the Chinese cultural booths and each person was given a special Chinese pinwheel that represented a constant flow of cargo throughout the year.

The party ended with a lucky draw with one of the guests winning a Business Class package to Bali.

**香**港貨運營業部於1月31日舉辦了一年一度的新春「恭喜發財」派對，200多名嘉賓出席在日航酒店舉行的盛會。國泰航空常務總裁朱國樑主持酒會；國泰貨運董事羅禮祺、港龍航空行政總裁楊偉添、國泰貨運營業及市務總經理韋靖、貨運服務部總經理藍仕榮、貨運策劃總經理劉潔齡均有出席。

朱國樑及羅禮祺首先感謝貨運代理一直以來對公司的支持，並分享了國泰貨運的最新發展動向。派對設有展示中國文化習俗的攤位，為來賓算命及分析性格，大家都樂在其中，而每位嘉賓均獲贈一個風車，祝願大家今年的業務「貨如輪轉」。壓軸節目是舉行大抽獎，一位幸運兒贏得前往峇里的商務艙旅行套票，為派對劃上圓滿句號。

**Director Cargo Nick Rhodes (centre) and second-prize winner Hoi Yung of Narita Express**

國泰貨運董事羅禮祺（中圖）頒發二獎給成田通運的容文海

**General Manager Cargo Sales & Marketing James Woodrow (bottom) with third-prize winner Kelvin Chong of Kerry Logistics**

國泰航空貨運營業及市務總經理韋靖（最下圖）頒發三獎得主：嘉里物流的莊展鴻

Cathay Pacific Chief Operating Officer Ivan Chu (below) presents Andrew Yuen of Trans-Am Air Freight with his first prize of two Business Class return tickets to Bali

國泰航空常務總裁朱國樑（下圖）向環美航空貨運的阮杏才頒發頭獎：兩張來回峇里的商務客位機票



Director Cargo Nick Rhodes (second left), with the Hong Kong Cargo Sales team, expressed his appreciation to agents for their support in 2011

貨運董事羅禮祺（左二）與香港營業部團隊向出席的貨運代理致意，感謝他們在2011年的大力支持



# Cheers, folks!

## 品嚐佳釀

Cargo Clan toasts a tough job well done in 2011  
貨運團隊為克服2011年的挑戰而乾杯

**CARGO CLAN ELITE** members in Hong Kong celebrated the festive season with the Cathay Pacific Cargo team at the Champagne-tasting dinner held on 13 December, 2011, at the Park Lane Hotel. More than 80 people attended and Director Cargo Nick Rhodes kicked off the event by thanking the guests for their strong support in the past year. The guests then enjoyed the delicious food specially paired with selected Champagne.

Anna Cheung, former Manager Cargo Sales Mainland China and HKSAR, and Kenneth Tsui, former Manager Cargo Sales PRD and HK, said it was a great way to bid farewell to a challenging year by thanking Cathay Pacific Cargo's top supporters in Hong Kong. "We will continue to work closely with our partners as we welcome the new start in 2012."

**國泰優越貨運貴賓會**的會員與國泰貨運團隊一同歡度佳節；他們於12月13日參加假香港柏寧酒店舉行的香檳晚宴，盡興而歸。晚宴有逾80人出席，首先由貨運董事羅禮祺致詞，感謝來賓多年來對公司的支持，然後眾人一同享用各款配搭精選香檳的佳餚。

前中國內地及香港貨運營業部經理張珮珊、珠三角及香港貨運營業部經理徐偉德均表示，晚宴是向支持國泰貨運的重要客戶表達謝意、歡送充滿挑戰的2011年的最佳方式。「我們會繼續與夥伴緊密合作，迎接2012年的新開始。」





Game on! Director Cargo Nick Rhodes (fourth from right) and with Cathay Pacific Cargo team members, guests and cheerleaders

全情投入：貨運董事羅禮祺（右起第四人）與國泰貨運營業部團隊、嘉賓和啦啦隊員一同為球隊打氣

## Fun and games 歡樂球賽

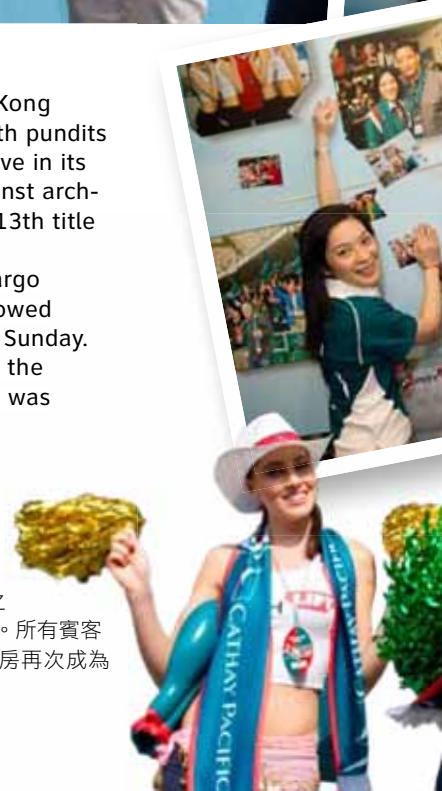
The action at the Rugby Sevens was not confined to the stadium pitch  
七人欖球賽於球場內外掀起連串熱潮

**T**HE THREE-DAY Cathay Pacific/HSBC Hong Kong Sevens concluded on Sunday, 25 March, with pundits calling this year's event the most competitive in its 37-year history. Fiji won a high-scoring final against arch-rivals New Zealand, winning 38-25 to take their 13th title in Hong Kong.

Cathay Pacific Cargo customers attended a cargo business update on the Friday in Hong Kong followed by the 2012 Hong Kong Sevens on Saturday and Sunday. All guests enjoyed the many thrills and spills of the Rugby Sevens and the Cathay Pacific Cargo box was again fun central.

**連**續三天舉行的「國泰航空/滙豐香港國際七人欖球賽」在3月25日圓滿結束，今年賽事被專家評為37年來競爭最激烈的一屆。總決賽出現大比數，斐濟以38比25擊敗勁敵紐西蘭，在香港第13度封王。

國泰貨運的客戶於星期五在香港出席貨運業務匯報會之後，於星期六、日兩天觀賞2012年香港國際七人欖球賽。所有賓客均沉浸在七人欖球賽的刺激氛圍中，國泰貨運的貴賓廂房再次成為洋溢歡愉氣氛的大本營。







Enjoying dinner on Friday, 23 March  
於3月23日 (星期五) 舉行的晚宴，賓主歡聚一堂

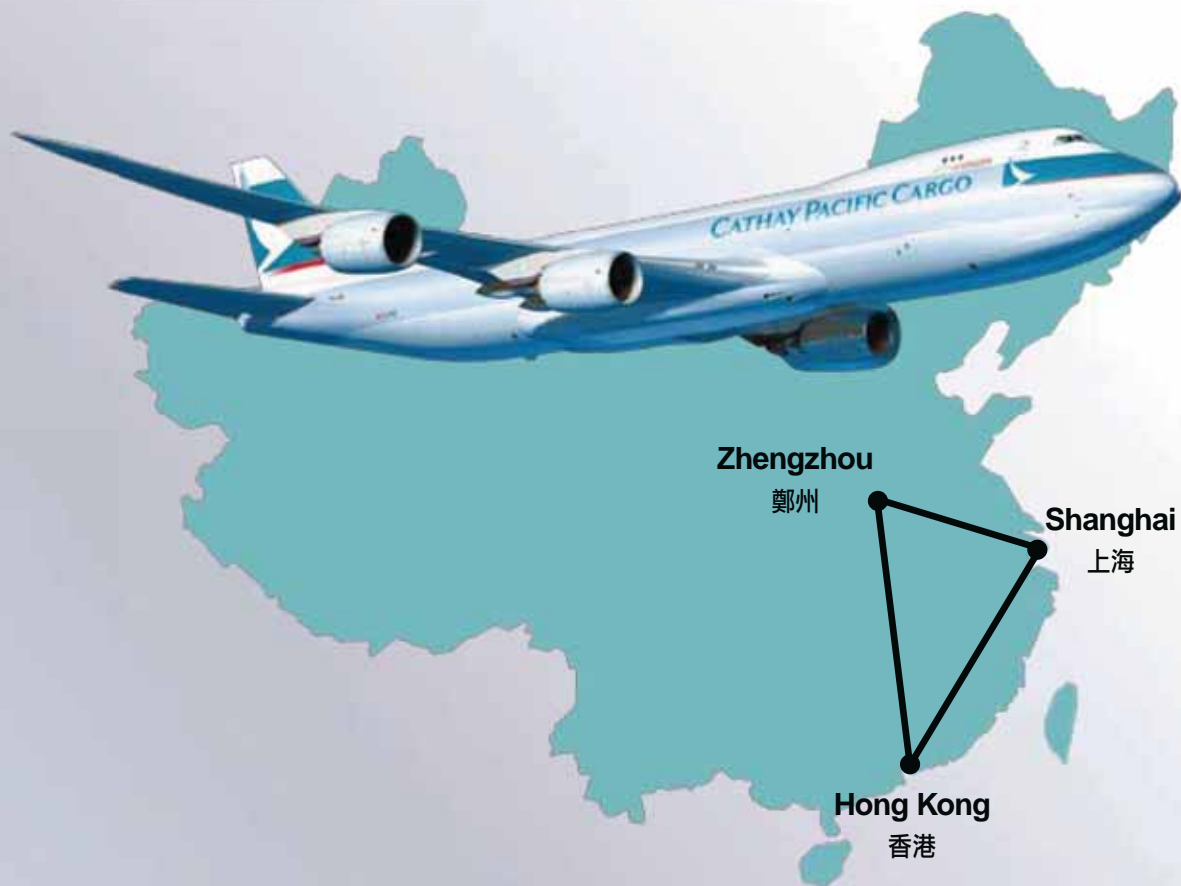




## New Freighter Service to Central China 國泰開辦鄭州新貨運航點 開拓內地中部河南省省會

**Cathay Pacific has launched a new freighter service between Hong Kong and Zhengzhou. The twice-weekly service uses a Boeing 747-400F, offering greater cargo capacity to Henan Province in Central China.**

國泰航空由3月28日起開辦鄭州新貨運航點，每周運作兩班貨運航班前往當地。鄭州為中國內地中部河南省省會及主要商業樞紐。新航線以波音747貨機運作，由香港前往上海，續程鄭州，然後返港。



Flight no. 航班編號	From 從	To 至	Local Departure Time 當地起飛時間	Local Arrival Time 當地抵達時間	Days of operation 運作日子
CX056	Hong Kong 香港	Shanghai 上海(浦東)	03:30	05:50	Wed, Sat 周三、周六
	Shanghai 上海(浦東)	Zhengzhou 鄭州	08:20	10:00	
CX059	Zhengzhou 鄭州	Hong Kong 香港	12:00	14:35	

To find out more about our complete range of cargo solutions, please contact our local cargo representatives or visit [www.cathaypacificcargo.com](http://www.cathaypacificcargo.com) / [www.dragonaircargo.com](http://www.dragonaircargo.com).

國泰貨運為你提供最合適的貨運方案，確保運送安全快捷。有關服務詳情，請聯絡你所屬地區之國泰貨運專員或瀏覽 [www.cathaypacificcargo.com](http://www.cathaypacificcargo.com) / [www.dragonaircargo.com](http://www.dragonaircargo.com)。