

CARGO CLAN

QUARTER THREE 2011



SHORT & SWEET

Cherries from tree to market

把握時機

新鮮採摘櫻桃速遞市場



120+

flights to
North America
every week

每周逾120個航班
飛往北美洲

CHEERS!

Bengaluru likes a brew

飲勝!

啤酒之城班加羅爾



TECH FROM THE WEST

New freighter routes to
Chengdu & Chongqing

西部科技

成都及重慶新貨機服務





Freighter network keeps on growing 貨運網絡不斷拓展

The Cathay Pacific Cargo freighter network continues to expand as we provide main-deck capacity to service the world's most vibrant economies – China and India. We recently started a twice-weekly freighter service to Bengaluru, the “Silicon Valley” of India, and a twice-weekly service from Chennai to Frankfurt. Cathay Pacific is now the only airline with main-deck capacity serving all four major Indian ports – Mumbai, Delhi, Chennai and Bengaluru.

Chengdu and Chongqing are the emerging production centres of Western China and have been added to the freighter network with two flights a week to Chengdu from October and two flights a week to Chongqing. The cargo network has also benefited from direct daily passenger flights to Chicago from September.

Cathay Pacific is continuously improving its fleet and we recently announced an order for eight Boeing 777-200 Freighters, which will offer greater operating efficiencies, especially with the fuel price at current levels.

I am pleased to announce that the first of the new Boeing 747-8Fs should be in service by the end of October. With a payload of nearly 130 tonnes, it will be used almost exclusively on routes between Hong Kong and North America.

After an exceptionally strong trading result in 2010, we recently reported our interim results that showed a good first quarter for cargo but a weakening in the second quarter. We would like to thank all our customers and partners for their support as we all face the challenges of high fuel prices and uncertain economic conditions.

隨著國泰貨運的航線網絡不斷拓展，我們為全球經濟發展最蓬勃的地區——中國和印度——提供主艙載貨服務。最近我們開辦了每星期兩班，前往印度「矽谷」班加羅爾的貨運航班服務；每周兩班由欽奈前往法蘭克福的航班亦已展開服務。現在，國泰是唯一為印度四大港口（孟買、德里、欽奈和班加羅爾）提供主艙貨運服務的航空公司。

成都和重慶是中國西部兩個發展蓬勃的製造業中心，我們已把貨運網絡拓展至上述兩地；10月起增設每周兩班前往成都的貨機，每周亦有兩班貨機飛往重慶。而貨運航線網絡亦因9月起每天直航飛往芝加哥的客機而受惠。

國泰航空不斷提升機隊陣容，最近宣佈訂購八架波音777-200F貨機，將會大大增強機隊的營運效益，有助減低燃油價格高企不下的壓力。

我欣然宣佈，首架全新波音747-8F貨機可望於10月底投入服務。新貨機載貨量近130公噸，主要服務往返香港和北美的航線。

繼2010年貨運業務表現格外強勁，我們近期公佈的中期業績顯示，貨運業務在今年第一季有良好成績，但第二季表現卻稍弱。在燃油價格高企及經濟前景不明朗的挑戰下，我們在此感謝所有客戶及合作夥伴的大力支持。

Nick Rhodes
Director Cargo
國泰貨運董事羅禮祺

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Ready for take-off

飛向明天

A third runway could
ease capacity concerns at
Hong Kong International Airport

第三跑道有望紓緩香港國際機場
容量飽和的問題



Cathay Pacific gives full support for a third runway
to be built at Hong Kong International Airport
國泰航空全力支持在香港國際機場興建第三跑道

CATHAY PACIFIC Airways believes the building of a third runway at Hong Kong International Airport is the only effective way to address the airport's capacity constraints and ensure the long-term competitiveness of the Hong Kong hub.

The airline outlined its position as the three-month public consultation on the Hong Kong International Airport (HKIA) Master Plan 2030 started.

"We believe the third runway is of critical importance to the sustainability of the Hong Kong economy and to the long-term prosperity and well-being of Hong Kong people," said Cathay Pacific Chief Executive John Slosar. "We believe the need for it is urgent and becoming increasingly so."

John pointed out that the economic and social benefits of the third runway needed to be carefully balanced with environmental, engineering and funding considerations.

HKIA was "a victim of its own success" and its two runways faced traffic saturation 15 to 20 years

before the original blueprint forecast of 2040, he said.

"The airport already faces a fundamental challenge regarding runway capacity. The existing runways are already so heavily used through most of the operating day that finding take-off and landing slots for additional flights is increasingly difficult.

"As the airport becomes busier and busier, the capacity of the two runways will soon be saturated. Hong Kong is facing a very real danger of giving away its competitive advantage if it does not move quickly and decisively on the need to build the third runway."

He said even if the decision to build a third runway were made immediately, it would take 10 or more years to see it operational. The airport would reach its capacity before any new third runway could be commissioned. According to the HKIA Master Plan, a third runway would give the airport a practical maximum capacity of 620,000 flight movements a year. This would meet and go beyond the traffic demand forecast of 602,000 in 2030.



國泰航空全力支持香港國際機場興建第三跑道，因為這是解決機場容量限制及維持香港樞紐長遠競爭力的最有效方案。

在政府針對《香港國際機場2030規劃大綱》展開為期三個月的公眾諮詢之際，國泰航空亦就此表明立場。

國泰行政總裁史樂山表示：「我們相信興建第三跑道對香港經濟持續發展、長遠繁榮以至社會民生皆有舉足輕重的作用。興建第三條跑道已是刻不容緩的事。」

史樂山指出，興建第三跑道須在經濟及社會利益與環保、建築工程及資金因素等各方面作出平衡。

他表示，這是香港機場「成功背後的代價」，現時兩條跑道快將飽和，較原有發展藍圖所預計的2040年提前了15至20年。

史樂山說：「目前香港國際機場跑道升降容量已幾近爆滿，運作非常繁忙，如需增加航班，安排起飛及降落時段亦愈趨困難。」

他解釋道：「隨著香港機場愈趨繁忙，跑道容量即將飽和，如不盡快果斷落實興建第三跑道，便形同將香港的競爭優勢拱手讓人。」

他指出，即使今天落實興建，新跑道也要十年後才啟用，屆時現有跑道的容量早已飽和。根據規劃大綱，如興建第三跑道，便可將機場實質容量提高至每年620,000架次，足以應付預期2030年達到602,000架次的需求。CC

Western highway

西部幹線

Cathay Pacific Cargo was one of the first to enter the freighter market in China's western region, and is poised to reap the rewards as the area takes off. 國泰是首先進入中國西部空運市場的航空公司之一。隨著中國西部經濟起飛，貨運服務可望取得驕人成績。

CATHAY PACIFIC Cargo has added two new freighter routes to Western China to cater to the massive explosion of manufacturing in the region spurred by the government's Go West campaign. A freighter service has been operating to Chongqing since August and flights to Chengdu start in October.

The planning for the routes has been fast-tracked since February due to the urgency of the demand. Max Lui, Cathay Pacific Manager Western China, says he has been impressed at the speed at which everything has been able to take place.

"The market has grown very, very quickly in the past year. We are one of the earliest freighter entrants into the market," says Max. "Being able to go from a very simple narrow-body passenger operation at the beginning of the year all the way to something like this is not your usual mode of operation. And it is reaping huge rewards for us as well."

The size of the market has been a major impetus. China's Go West

campaign was launched in 2000 to encourage development in areas other than the eastern seaboard and has been fuelled more recently by rising wages in the more established economic zones. The government has poured resources into infrastructure projects such as new highways, railways and airports and provided incentives to companies to expand or relocate into the west, including a corporate tax rate of 15 percent – 10 percent lower than the rest of the country – until 2020.

Max says the Chengdu High Tech Development Zone, set up as part of the Go West campaign, has its own bonded zone and a direct highway that bypasses the city and links it to the airport. Chongqing last year opened the Liangjiang New Area, China's third sub-provincial economic development zone.



Our man in the West:
Max Lui, Cathay Pacific
Manager Western China

西域團隊：國泰航空
中國華西地區經理呂慶珏



Cathay Pacific Cargo has provided belly space in passenger flights to Chongqing and Chengdu for some time. Regular freighter flights to Chengdu start on 12 October. Since June, Cathay Pacific Cargo has operated a freighter charter service to Chongqing.

Max explains that IT companies are the major customers. "In Chengdu, the biggest player by far would be Foxconn, the manufacturer for iPads and iPhones. The Chengdu operation mainly focuses on iPads. When I have been to the factory, I have been told they produce more than 100,000 units per day."

Dell has built a plant in Chengdu and its manufacturing will come on line by the end of the year. Hewlett-Packard and Intel are also customers.

Most of the freighters carry outbound cargo because the manufacturers require air cargo at the end of the supply chain to deliver finished products to customers.

"That's when they really need the shortest, fastest, most efficient service possible and that's when they call on us," says Max.

"We see the imbalance but we have been able to capitalize on when their just-in-time inventory systems fail or when they need materials upstream very, very quickly."



Chengdu (left) and Chongqing (right) are vying for the title of Capital of the West as industries relocate

隨著中國不少行業進駐西部，成都（左圖）及重慶（右圖）爭相競逐「西部之都」寶座



國

泰貨運新設兩條服務中國西部地區的貨運航線，在中國政府西部大開發策略推動下，該地區製造業急劇增長。國泰已於8月起開辦前往重慶的貨運航班，而成都貨運服務則於10月展開。

基於需求殷切，國泰從2月開始加快籌辦航線的步伐。國泰航空中國華西地區經理

呂慶珏表示，航線籌備進度理想，一切如期開展，他對此感到非常雀躍。

呂慶珏說：「我們是最早進入當地貨運市場的航空公司之一。過去一年，市場增長非常迅速，這種機會千載難逢。我們今年初以簡單的狹體客機開展服務，一下子便發展至現在的規模，這與一般運作模式大相逕庭。此外，我們取得了驕人成績。」

龐大市場成為拓展業務的主要動力。2000年，中國推出西部大開發策略，鼓勵東部沿海地區以外的地方發展經濟。近期，經濟發展已上軌道的地區受工資上漲問題困擾。為了鼓勵企業往西部擴充或遷移，政府投入資源開展西部高速公路、鐵路和機場等基建項目，又推行優惠政策。當中包括在2020年前，位於西部企業的稅收僅為15%，較全國其他地方低一成。

呂慶珏指出，成都高科技開發區是西部大開發的項目之一。開發區自設保稅區及直通高速公路，可以繞過市區直達機場。去年，重慶開設中國第三個國家級經濟開發開放新區——重慶兩江新區。

國泰貨運過往一直使用客機腹艙提供貨運服務前往重慶及成都。自10月12日起，國泰貨機會定期開往成都。國泰貨運已於6月起增設前往重慶的貨運包機服務。

呂慶珏指出，資訊科技公司是貨運服務的主要客戶，「在成都，現時最大的客戶是生產iPad和iPhone的富士康。成都的貨運服務以iPad為主。參觀當地廠房時，他們告訴我每天的生產量超過十萬台。」

戴爾在成都設立廠房，生產線將於年底投產。英特爾及惠普也是國泰貨運的客戶。

製造商會在供應鏈的最後階段安排空運服務，方便把製成品運送予顧客。因此，大部份貨機所運載的貨物均為出境項目。呂慶珏說：「那是他們真正需要最方便、最快捷及最有效率服務的時刻，也是他們聯絡我們的時候。」

「我們也看到進出口貨運量的不平衡，然而，當他們的庫存策略失去預算或他們需要極速取得上游材料。」 **CC**

Chengdu Schedule 成都航班

	Summer Schedule* 夏季航班時間*			
		Dep 出發時間	Arr 抵達時間	DoW 日子
CX 3256	HKG-CTU	0210	0440	Wed
	CTU-PVG	0640	0910	
CX 3256	HKG-CTU	2250	0120 +1	Fri
	CTU-PVG	0320	0550	Sat

Chongqing Schedule 重慶航班

	Summer Schedule 夏季航班時間			
		Dep 出發時間	Arr 抵達時間	DoW 日子
CX 052	HKG-CKG	2320	0135 +1	Tue, Thu
CX 053	CKG-HKG	0335	0550	Wed, Fri

* Summer Schedule valid until 26 October 2011 夏季航班營運至2011年10月26日為止

**CX
FLIGHTS
國泰航空**

Bengaluru boomtown

班加羅爾起飛

With India's economy booming, a new freighter route bulks-up Cathay Pacific Cargo's India service
國泰航空拓展印度貨運網絡，配合當地蓬勃的經濟發展

WITH THE addition of a freighter service to Bengaluru, Cathay Pacific is now the only airline to provide main-deck cargo capacity to all four major Indian airports. The twice-weekly Bengaluru service is in addition to the existing freighter routes to Mumbai, Delhi and Chennai and has been driven by the burgeoning Indian economy.

Bengaluru has excellent airport facilities, says Ashish Kapur

Ashish Kapur表示，班加羅爾有優秀的機場設施

Ashish Kapur, Cathay Pacific Regional Cargo Manager – South Asia, Middle East and Africa, said the Bengaluru service gave Cathay Pacific an important competitive edge in the busy Indian market. Cathay Pacific will be the only airline with a direct freighter flight to Bengaluru – the route will be Hong Kong-Delhi-Bengaluru-Hong Kong – and Dragonair is the only airline with a direct daily passenger flight to the city.

Kenneth Tsui, Cathay Pacific Manager Cargo Sales PRD & HK, said the airline had steadily increased freighter capacity to India in line with the growth of the economy: Mumbai (1994), Delhi (2000), Chennai (2006) and Bengaluru (2011).

Ashish said that the fast-growing Bengaluru market had a balance between imports and exports that made a freighter service feasible. Ashish said the belly capacity of Dragonair's daily passenger service was sometimes not sufficient and there was a lot of pressure from the market for main-deck capacity.

"Bengaluru is the Silicon Valley

of India, housing lots of IT and telecommunications companies," said Ashish. "This drives the demand for electronics and telecommunication equipment. But Bengaluru also has auto companies such as Toyota, and the market has seen good growth in medical equipment, garments and IT."

With an airport that opened in 2008, Bengaluru had the best infrastructure in the region and excellent warehousing and facilities made operations very smooth.

Southern India was the catchment area for freight out of Bengaluru. Hyderabad was the pharmaceutical hub for India and, just eight hours away by truck, was the key offline port for Bengaluru. Cochin was a strong market for perishable goods and also used Bengaluru as a preferred gateway, said Ashish.

The Cathay Pacific Cargo network's connectivity was an important sales edge, said Kenneth, with strong demand from China and Northern Asia (Taiwan, Japan and South Korea) as well as Southeast Asia, all of which are served by Cathay Pacific and Dragonair.

Rosy economic outlook:
Bengaluru's distinctive
Karnataka High Court

紅色奪目：班加羅爾獨特的
Karnataka High Court






CX FLIGHTS 國泰航程

Cathay Pacific and Dragonair have a combined 35 passenger flights to India each week and Cathay Pacific Cargo has 18 freighters servicing India each week

國泰及港龍每周合共有35班客機飛往印度，而國泰貨運則每周有18班貨機前往印度

Apart from general cargo, Ashish said his team was targeting aircraft engines, spares and machinery and expected a lot of odd-size and project cargo. **EXPERT**  would be a key focus now that Cathay Pacific Cargo could offer main-deck capacity.

Kenneth said Bengaluru was an important distribution or assembly centre for finished or semi-finished goods such as computers and computer components.

"Most of the finished IT products are assembled or produced in Southern China or in the nearby Southeast Asia and consolidated in Hong Kong," said Ashish. The products were loaded as skid packages and one the reasons why the market was demanding main-deck capacity with direct access into Bengaluru.

Cathay Pacific recently boosted cargo ties between India and Europe by launching a twice-weekly direct freighter service from Chennai to Frankfurt. The freighters continue onwards to either Manchester or Brussels, providing access to three European destinations from South India.

隨 著班加羅爾的貨運航班啟航，國泰航空成為唯一為印度四個主要機場提供主艙貨運服務的航空公司。國泰早在孟買、德里和欽奈三地設有貨運航線，有見於印度經濟增長迅速，現時增辦每周兩班前往班加羅爾的貨運航班。

國泰航空南亞、中東及非洲區域貨運經理 Ashish Kapur 表示，印度貨運市場非常繁忙，班加羅爾貨運航線可以加強國泰的競爭力，令國泰成為唯一提供班加羅爾直航貨運服務的航空公司。除了這條來往香港、德里和班加羅爾的貨運航線外，姊妹公司港龍航空也是香港唯一提供直航班加羅爾客運服務的航空公司。

國泰航空珠三角及香港貨運營業部經理徐偉德表示，國泰隨著印度經濟增長的步伐，逐步開辦前往印度的貨運航線，分別是孟買（1994年）、德里（2000年）、欽奈（2006年）及班加羅爾（2011年）。


Ashish 解釋，班加羅爾市場增長迅速，其進出口貨運量不相伯仲，開辦貨運航線因而有利可圖。他還說，港龍航空每天一班客運航機所供應的機腹載貨空間，很多時供不應求，因此市場對主艙運力的需求殷切。

他說：「班加羅爾是印度矽谷，設有許多資訊科技及電訊公司，對電子及電訊設備需求極大。此外，它還有豐田等車廠，而且醫療器材、成衣及資訊科技業也有強勁增長。」

班加羅爾機場於2008年啟用後，使它成為區內基建設施最好的城市，加上優良的貨倉和相關設備，令貨運的操作非常暢順。

Ashish 表示，班加羅爾出口的貨物主要來自南印度。海德拉巴是印度的醫藥樞紐，車程距離只有八小時，是班加羅爾主要的離線港口。科欽擁有蓬勃的鮮貨市場，貨品主要從班加羅爾出口到外地。

徐偉德指出，國泰貨運擁有完善網絡是一大賣點，因為中國和亞洲北部（台灣、日本和南韓），以至東南亞地區都有殷切的貨運需求，而這些都是國泰及港龍網絡覆蓋的地區。

Ashish 說，除了一般貨物之外，他們計劃爭取運載飛機引擎、零件和機械裝置，也預期會有許多特別體積的貨物及貨運項目。隨著國泰貨運可以提供主艙載貨空間，國泰會集中銷售 **EXPERT**  服務。

徐偉德指出，班加羅爾是電腦和電腦零件等製成品或半製成品的重要分銷或組裝中心。

Ashish 解釋：「大部分資訊科技產品均在南中國或鄰近的東南亞地區組裝或生產，然後運到香港整合。」這些產品均以托盤貨形式付運，需要以主艙運載，這也是班加羅爾需要直航貨運航線的原因之一。

國泰最近也加強了印度與歐洲的貨運聯繫，開辦每周兩班由欽奈前往法蘭克福的直航貨運航班。此航班接著更會從法蘭克福飛往曼徹斯特或布魯塞爾，將南印度與三個歐洲航點連接起來。 **CC**

By Shoba Narayan

Big city brews

啤酒之城

Beer is thirsty business in Bengaluru, India's pub city
班加羅爾被稱為印度酒吧之城，當地啤酒銷情最為暢旺

TIS Saturday night and The Biere Club in Bengaluru's upmarket Lavelle Road district is humming. The city, also known as Bangalore, is India's pub hub, and the young IT professionals downing pints of handcrafted ales, lagers and stouts, all made in-house, are living up to the city's reputation. "Bengaluruans enjoy their beer and we thought that it was about time that beer got its due in this city," says the young and chic Meenakshi Raju, who along with her brother Arvind opened The Biere Club a few months ago. The Rajus belong to a family that is in the hospitality business. "My father and uncles all own hotels and resorts so my brother and I wanted to do something different," she says. It was only after visiting Singapore's Brewerkz that they honed in on a craft brewery: the pub city of India had none of its own.

Bengaluru's salubrious climate, cosmopolitan citizens, colonial buildings and army cantonments all give this city a faintly British touch and with it a strong tradition of watering holes. Nostalgic Bengaluruans talk about downing pints of beer at the Windsor Pub, Guzzlers, Scottish Pub and Underground as a rite of passage. Not surprisingly, India's most famous beer brand, Kingfisher, is headquartered in Bengaluru. Kingfisher organises The Great Indian Oktoberfest, an annual three-day event to promote its range of beers, each appealing to a different price point. "Beer drinking is

so deeply entrenched into the fabric of Bengaluru that I see no way that it could ever be dethroned," says Manu Chandra, Executive Chef of Olive Beach restaurant, Bengaluru, and Olive Bar and Kitchen, Mumbai. "The good news is that beer is no longer in the male domain, which it was often perceived as. That simply doubles the demographic. It will forever remain a student and youth favourite – that's a substantial number too."

The IT industry and the disposable income it bestowed on young professionals only increased the demand for beer. Many of them went abroad as engineers and learned to enjoy beer; some, when they returned home, decided to figure out how to duplicate the same thing in India. Narayan Manepally and Paul Chowdhry are two such schoolmates who went abroad and then returned to Bengaluru.

Manepally worked at Intel in Portland, Oregon, for many years and brewed beer in his garage. When he returned to take over his family's air-filter business, he longed to taste the microbrewed ales that he had enjoyed on the American west coast. So he and Chowdhry, who describe themselves as "techies gone wild", started Geist, which they call India's first handcrafted beer. "The city of Bengaluru is like the state of California, which typically sets the trends for the rest of the US to follow," says Manepally. "What we need in Bengaluru is a progressive

legislature like California's that will allow Bengaluru to shine to its full potential: opening up markets and levelling the playing field that promotes consumption of lower-alcohol drinks like wine and beer."

Beer in Bengaluru, much like other alcoholic beverages, is under the control of the government with crippling regulation of production, distribution and pricing. Beer aficionados have tried importing Trappist and Belgian beers, but even this requires persistence. In spite of all the hurdles that the Indian government imposes, beer prevails. "As a food-and-beverage professional for over a decade, I was astonished to learn that almost 20 percent of beverage sales are derived from beer," says Vinod Pandey, Food and Beverage Manager of the Taj West End hotel. The West End stocks more than 450 labels of beer, including



Photos: West End: Namas Bhojani. Biere Club sign: Aurelius Pinheiro



Cheers! Beer fans raise their bottles at the Blue Bar at the Taj West End hotel in Bengaluru (left)

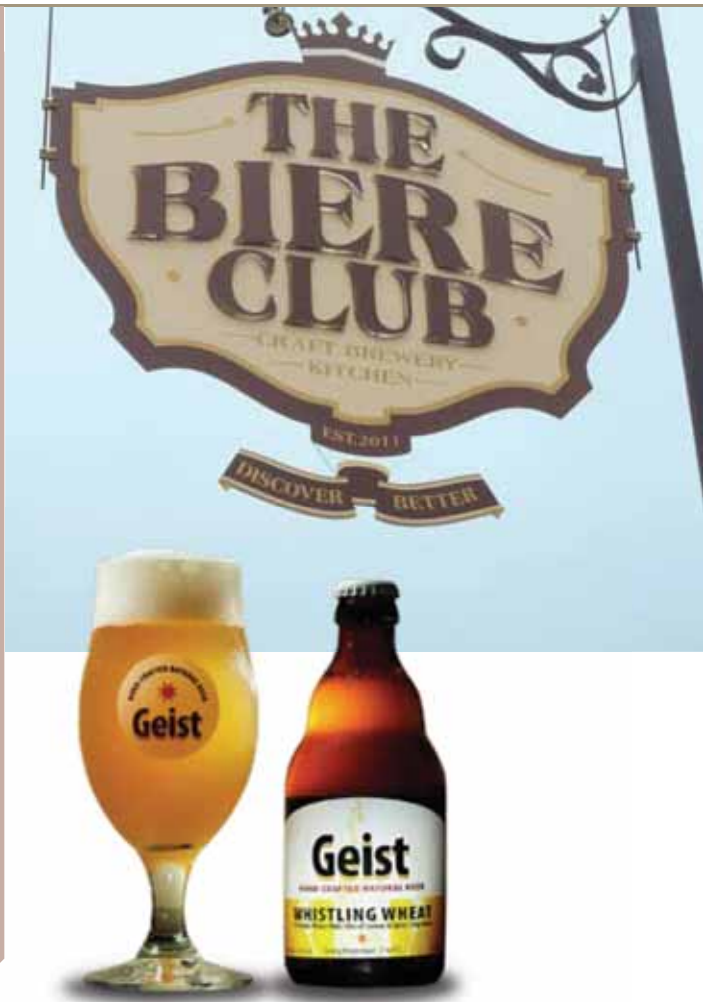
在班加羅爾Taj West End酒店，啤酒迷在Blue Bar內舉杯暢飲（左圖）

When The Biere Club hung its shingle, it became Bengaluru's first craft brewery (top right)

當The Biere Club掛起招牌開張之日，它亦成為班加羅爾第一間精釀啤酒館（右上圖）

Handcrafted beer Geist is brewed by IT professionals who acquired the taste abroad (bottom right)

精釀啤酒品牌Geist，由在外國工作期間愛上喝啤酒的資訊科技業精英創辦（右下圖）



周六晚上，班加羅爾時尚社區的Lavelle路上，The Biere Club酒吧內人聲鼎沸。當地的資訊科技業新貴大口大口地喝著酒吧自家精釀的麥芽啤酒、淡啤酒、麥啤和黑啤。班加羅爾被譽為「印度酒吧之城」，這情景印證了其美譽。出身於酒店業世家、年輕時髦的Meenakshi Raju說：「班加羅爾人喜歡本地釀製的啤酒，我們相信啤酒業在這兒能有一番作為。」數個月前，她跟兄弟Arvind創辦The Biere Club：「我的父親和叔伯都經營酒店或度假村，我和Arvind卻想做點別的生意。」兩人到訪新加坡專售自家釀製啤酒的Brewerkz餐廳後，決定在「印度酒吧之城」開創釀酒事業，因為當地尚未有本地精釀啤酒廠館。

氣候怡人的班加羅爾是個大都會，居民見多識廣。市內殖民地建築和軍營隨處可見，隱約散發著英倫氣息；到處林立的英式酒吧更是城中的一道風景。昔日，班加羅爾人總愛到Windsor Pub、Guzzlers、Scottish Pub及Underground等酒吧暢飲，念舊者更愛將那段時光掛在嘴邊。總部設在班加羅爾的Kingfisher，是印度最有名

的啤酒品牌。為了推廣旗下不同市場定位的產品，每年都會舉行為期三天的The Great Indian Oktoberfest啤酒節。班加羅爾Olive Beach餐廳兼賣Olive Bar and Kitchen行政總廚Manu Chandra說：「啤酒文化深植班加羅爾，其地位已無可取代。啤酒現已成為男女皆宜的飲品，不再像昔日般，被視為男性專利，喝啤酒的顧客也因而倍增。另外，啤酒還是學生和年輕人的最愛，這消費群的人數亦不容小覷。」

資訊科技業發展蓬勃，加上年輕專業人士收入上升，助長了當地人對啤酒的需求。當地有許多自海外回國的工程師等專業人士，他們在僑居地愛上啤酒，部分人在歸國後更決心「複製」這樂趣；當中包括Narayan Manepally和Paul Chowdhry，這對由國外回到班加羅爾定居的同窗好友。

Manepally曾在美國俄勒岡州波特蘭的英特爾公司工作多年，閒時愛在車房釀製啤酒。返國後，他接手家族的空氣過濾設備業務，卻對美國西岸的精釀麥芽啤酒念念不忘。於是，他和Chowdhry合作創辦印度首個精釀啤酒品牌Geist，Chowdhry還自嘲兩人都是「發瘋的工程師」。Manepally說：

「班加羅爾就像美國加州，是帶動全國潮流的地方。本地的立法機關若能與加州看齊，逐步放寬法例，班加羅爾的啤酒業定能大放異彩。政府應開放市場，提倡公平競爭以推廣葡萄酒和啤酒等低酒精飲品。」

現時，班加羅爾政府對啤酒等酒精飲品的生產、分銷和售價均有嚴格規管。曾有啤酒迷嘗試進口修道院和比利時啤酒，均不得要領。雖然印度政府設下重重關卡，但啤酒依然大受歡迎。當地著名酒店Taj West End餐飲部經理Vinod Pandey說：「我在餐飲業工作十多年，當獲悉啤酒約佔飲料總銷售額的兩成時，我感到十分驚訝。」他續道，Taj West End目前提供逾450款啤酒，包括甚受客人歡迎的Geist啤酒Whistling Wheat及Blonde。不過，外國客人都想試試印度的Kingfisher。他自己則比較喜歡Golden Eagle及Rosy Pelican等老牌子，因為能喚起他於「攻讀酒店管理時跟朋友暢飲的時光」。

然而，班加羅爾的啤酒熱潮已稍見消退，因為葡萄酒逐漸成為市場新寵。酒店業專業人士兼食家Aslam Gafoor指出：「葡萄酒已在班加羅爾和全印度掀起熱潮。喜愛紅酒」

Geist's Whistling Wheat and Blonde beers, which have become hot favourites with guests, says Pandey. International guests, however, predictably want to drink the local Kingfisher beer. Pandey is nostalgic for beers such as Golden Eagle and Rosy Pelican, which, he says, bring back "fond memories of his days in hotel management school with good old buddies".

Beer's hold over Bengaluru might be weakened, however, thanks to the popularity of another drink: wine. "Today, another drinking culture which is rapidly taking over Bengaluru – and the rest of India – is wines," says hospitality professional and avid foodie, Aslam Gafoor. "There is a growing tribe of people who are la-di-dah-ing with a glass of red and who would rather be seen dead than with a pint. So in that sense I am assuming that there is a shift taking place in drinking habits."

Lending credence to this is the presence of many wine clubs including the Bengaluru Wine Club, the Wine Society of India, the Bengaluru Black Tie, and *Food Lovers'* magazine's wine dinners, none of which serve beer.

India saw an increase in beer consumption of more than 90 percent from 2002 to 2007 compared to a rise of less than 60 percent for other alcoholic beverages. Bengaluru's beer mavens are more avant-garde and willing to experiment with new micro-brewed ales and lagers. "Personally, I have seen more beer being consumed here than in other cities I have worked – Hyderabad, Delhi and Kolkata," says Amaan Kidwai, Executive Assistant Manager at the ITC Gardenia hotel. "Bengaluruans love draught beer more than people in other cities and are

willing to try new beers like Trappist and other handcrafted international beers. And Bengaluru is also among the first cities in the country to have a microbrewery."

Some state governments are making the right noises about lowering taxes and loosening regulations. Still, India has a long way to go. International brands such as Carlsberg, Tuborg, Budweiser and Fosters are also in the game to sell beer to the vast Indian market.

As beer maven Sanjay Roy says: "Beer lovers the world over see themselves as part of a large, worldly, fun-loving tribe. Brand preferences may vary, but their love for beer is a unifying factor."

His words ring true, especially among the beer-loving regulars at The Biere Club.

So devoted are these "tribe members" that they have been known on occasion to drink their favourite brew dry.



The Biere Club (above) brews original beers in small batches. Take your pick of the varieties (right) made with traditional methods. Kingfisher (below) is India's best-known brew

The Biere Club (上圖)以傳統方法釀製啤酒，雖然少量生產，但選擇眾多(右圖)。Kingfisher (下圖)是印度最著名啤酒品牌



的人愈來愈多，他們通常抗拒啤酒。由此可見，印度人的品酒文化正逐漸改變。」

事實上，班加羅爾近年新開設了多家葡萄酒酒吧，如Bengaluru Wine Club、Wine Society of India及Bengaluru Black Tie，還有《Food Lovers》雜誌舉辦的葡萄酒晚宴；這些場合一律不供應啤酒。

然而，由2002年至2007年間，印度的啤酒銷量仍激升九成；其他酒精類飲品同期只有少於六成增長。

班加羅爾的啤酒專家敢於創新，嘗試釀製新的麥芽啤酒及淡啤酒。ITC Gardenia酒店的副行政經理Amaan Kidwai說：「我曾在海德拉巴、德里和加爾各答多個城市工作。就我所見，班加羅爾的啤酒銷情最佳。班加羅爾人比其他城市的人更愛喝生啤，也更樂於嘗試修道院啤酒等外國精釀啤酒。此外，這裡也是首先出現小型啤酒廠的少數城市之一。」

目前印度已有數個邦政府提議降低啤酒稅及放寬規管，但其啤酒業還有一段很長的路要走。另外，嘉士伯、Tuborg、百威及Fosters等國際啤酒廠均覬覦龐大的印度市場。

啤酒專家Sanjay Roy說：「全球各地啤酒迷都認為自己是懂得及時行樂一族，他們或許喜歡不同品牌的啤酒，但對啤酒的熱愛卻是一致的。」

Roy說得一點也沒錯，「啤酒族」總會把至愛的精釀啤酒喝得半滴不留，The Biere Club的常客就是最佳例子。CC

Key connection

重要連接

Direct passenger flights from Hong Kong to Chicago boost the competitiveness of Cathay Pacific Cargo
由香港直飛芝加哥的客運航班，有助提升國泰貨運的競爭力

FROM 1 September Cathay Pacific starts direct daily passenger flights from Hong Kong to Chicago and the belly capacity will add to the cargo network in and out of the Midwestern United States.

Doug Wahl, Cathay Pacific Director Cargo Services – Americas, says the regularity of a daily passenger flight would enable his team to go after much higher-yield cargo.

"It enables us to concentrate on the pharmaceutical products with PHARMA **LIFT** as well as valuable shipments with SECURE **LIFT**, and will also enable us to go after PRIORITY **LIFT**, our express product, which is time-sensitive," he says.

The reliability of a 3:25pm departure every day from Chicago will enhance Cathay Pacific's competitiveness in the Midwest. "The good and exciting thing about that is we bring the connectivity into play," says Doug. "Cathay Pacific has its sister airline Dragonair into China and we have a lot more connections into Southeast Asia than our competitors.

"You can leave at 3:25 in the afternoon and get into Hong Kong [at 8pm the next day] and the following morning go on Dragonair to places like Kunming and Fuzhou – some of the harder destinations. That's my big aim – to go after the secondary cities in China with

Dragonair. It will be a strength that our competitors won't have."

Because the Midwest is home to the major manufacturing region of the United States, big companies such as General Motors, John Deere, Caterpillar, 3M and Hewlett-Packard are always going to have some outages or parts shortages, says Doug. "I see a passenger flight being an outlet or a vehicle to serve those parts shortages for last-minute rush orders."

Brian Yuen, Cathay Pacific Cargo Sales Manager Hong Kong, says the direct passenger flight launch coincided with the beginning of the traditional peak season. From Hong Kong, the major shipments will be electronic goods and garments, but the flight is also a good addition for small shipments and mail.

Brian says Cathay Pacific Cargo appreciates the support of all its regular agents and the new schedule would not have happened without their support.



泰航空由9月1日起，開辦每天一班由香港直飛芝加哥的客運航班。屆時，機腹提供的載貨量將有助加強國泰貨運在美國中西部的貨運服務。

國泰航空美洲貨運服務總監Doug Wahl表示，每天一班的定期客運航班，讓他們可以運送收益較高的貨物。

他說：「我們可以透過PHARMA **LIFT**運送醫藥用品，以SECURE **LIFT**運送貴重物品，也可利用PRIORITY **LIFT**速遞限時運送的貨品。」

每天下午3時25分由芝加哥出發的國泰航班，有助提升國泰貨運於中西部的競爭力。Doug續說：「最大的優勢還是我們的接駁網絡，我們可透過國泰航空的姊妹公司港龍航空進入中國內地市場；相比起競爭對手，我們在東南亞擁有更多航點。」

「搭乘下午3時25分起飛的航班，於翌日晚上八時抵達香港後，第二天早上便可轉乘港龍航空的航班，前往昆明和福州等航點。我的目標是透過港龍航空進軍中國的二線城市，這是我們較同業優勝之處。」

Doug解釋，由於中西部是美國主要的工業區，通用汽車、約翰迪爾、卡特彼勒、3M和惠普等大公司不時會出現儲運耗損或零部件短缺的情況。「在我看來，客運航班可以作為解決物資短缺的運輸途徑，以應付這種臨時及緊急訂單的需求。」

國泰貨運香港營業經理袁脫霖指出，這項直航服務推出的時間，剛好趕及傳統旺季開始。這期間，從香港送出的貨物主要是電子產品和成衣。另外，這航班也可加強小型貨品和郵件運送服務。

袁脫霖表示，國泰貨運非常感謝所有與他們合作無間的貨運代理。沒有他們的支持，新航線的貨運服務將難以展開。CC

CX FLIGHTS 國泰航程	Flight No 航班編號	From 出發地	To 目的地	Departure 起飛時間	Arrival 抵達時間
	CX806	Hong Kong 香港	Chicago O'Hare 芝加哥奧黑爾	11:45am	1:45pm same day 同日下午1時45分
	CX807	Chicago O'Hare 芝加哥奧黑爾	Hong Kong 香港	3:25pm	8:00pm next day 翌日晚上8時



PLAY BALL! 開球了!

By Greg Truman

Win or lose, Chicago sports fans are behind their teams all the way
不管輸贏，芝加哥球迷對心儀的球隊，總是永不言棄，支持到底



Lovable losers:
The Cubs (above)
have not won
a World Series
since 1908

小熊隊（上圖）自1908
年以來未有贏得任何世
界大賽，但球迷依然對
球隊愛護有加

The Bears (left)
are one of two
remaining NFL
foundation clubs

熊隊（左圖）是美式足
球大聯盟始創會僅存的
兩隊創始球隊之一

The Bulls (right)
hit the heights
when Michael
Jordan played

公牛隊於Michael
Jordan時期（右圖）
曾大放異彩



CHICAGO'S LIST of sporting heroes is long and illustrious. From basketball great Michael Jordan to American football's indomitable Walter Payton; Olympic gold medalist Johnny "Tarzan" Weissmuller, baseball genius Ernie Banks, professional sport pioneer George Halas, current Bulls' star Derrick Rose and, of course, Bork Bork Bork.

OK, so Bork Bork Bork, aka Molly Fannin, isn't a name on everyone's lips, but in the Windy City being part of the game is just as important as the fame.

In this big, handsome town on the banks of Lake Michigan everyone, it seems, has a role to play in a sports culture that is second to none. For 26-year-old Fannin – whose "stage name" is borrowed from a character in *The Muppet Show* – it's giving her all as a roller-derby competitor.

"It's my sport," she says. "Although I was into the Bulls, the Bears, the Cubs – not the Sox – when I was growing up. It's what everybody does, you're a fan. I just happened to like playing more than watching. [In Chicago] you've got to do one or other."

Former baseball All-Star Ken "the Hawk" Harrelson, now broadcaster and the "voice" of the Chicago White Sox, says if you asked American professional athletes which city was their favourite sports destination, Chicago would be the top choice.

"You know you're part of something special," Harrelson says. "It seems as if everyone in the city is involved. If you're there, playing, or a fan – whatever you're doing – you get swept up. You have a team and you have a place."

Everywhere you turn in America's third-largest city there are reminders of the metropolis' love affair with sport. In the streets, on radio and TV, in many of the more than 6,000 restaurants and countless bars, sporting matters are often the prime topic of conversation.

With the six major professional franchises playing at venues close to the heart of town, there is year-round opportunity to be a spectator or, even for the visitor, an irresistible chance to tap into the buzz of game day.

Whether it's the National Football

League's Bears, the National Basketball Association's Bulls, ice hockey's high-flying Blackhawks or the cross town baseball rivals the Cubs and the White Sox, Chicago switches into high gear for major-league contests.

In recent years the Chicago Fire, playing out of Toyota Park, a custom-built soccer stadium in suburban Bridgeview, has joined the fray, building on traditions of immigrants from Germany, Ireland and what is now the Czech Republic and Slovakia that helped forge the sporting heritage.

The depth of sporting passion in



It's not easy being green: Southpaw, the Chicago White Sox mascot

芝加哥白襪隊的吉祥物Southpaw一身綠色

Chicago is due in large part to the relatively long history and overall stability of the teams. The Cubs are one of the oldest clubs in America, founded professionally in 1871, while the White Sox were based in Chicago in 1900. The Bears, established in 1919, are one of only two surviving foundation clubs in the National Football League and the Blackhawks were among the first US teams to join the National Hockey League in 1926.

The Bulls, who, courtesy of Jordan's extraordinary talent became the top NBA basketball team for more than a decade, began playing in 1966, building on the legacy of the Stags from 1946-50.

It's a family thing, with generation after generation investing emotional energy and hard-earned dollars to

芝加哥的體壇名將多如繁星，有大名鼎鼎的籃球巨星Michael Jordan、美式足球的不朽傳奇Walter Payton、奧運金牌泳手「泰山」Johnny Weissmuller、棒球天才Ernie Banks、職業運動先驅George Halas，以至芝加哥公牛隊的現役NBA球星Derrick Rose。當然，不要忘記了Bork Bork Bork。

真名Molly Fannin的Bork Bork Bork雖然不是家傳戶曉的人物，但能夠在「風城」芝加哥的體壇立足，已殊不簡單。

這位於密歇根湖畔的迷人大城市，運動文化之盛行無出其右，幾乎每位居民都跟運動沾上關係。對於年方26的Fannin（藝名取自《布公仔劇場》其中一個角色）來說，這文化驅使她成為滾軸打比運動員。

她說：「這是我的運動；小時候我曾經喜歡公牛隊、熊隊、小熊隊，並不包括白襪隊。這裡每個人都是某球隊的球迷。「後來，我發現自己喜歡下場比賽，多於在場邊觀賽。這裡只有球員或觀眾之分。」

曾被選為「全明星」的退役棒球名將、現任芝加哥白襪隊球賽評述員兼「代言人」、綽號「老鷹」的Ken Harrelson說，芝加哥必定是美國職業運動員最喜愛運動城市的首選。

Harrelson說：「能夠成為當中的一分子，你會感到與有榮焉。這裡彷彿每個人都熱愛體育運動，不管是在場上比賽的球員或球迷，都會全情投入。每人都有喜歡的球隊，都能找到歸屬感。」

環繞這美國第三大城市的事物，處處流露她對體育的熱愛。城裡的大街小巷、電台電視台、6,000多家餐廳，以至數之不盡的酒吧內，人們最關心的話題離不開體育。

芝加哥共有六支職業球隊，主場館均位於市中心附近，一年到晚都有比賽上演以饗球迷，連遊客也抗拒不了親臨球場的誘惑，以感受比賽的熾熱氣氛。

不管是哪一支球隊出賽，美式足球大聯盟的熊隊、美國職業籃球勁旅公牛隊、冰上曲棍球雄師黑鷹隊，還是兩支同市宿敵的棒球隊伍小熊隊和白襪隊，只要是主要的聯賽賽事，芝加哥的氣氛馬上高漲起來。

十多年前，足球勁旅芝加哥火焰隊加入當地體壇。火焰隊的主場豐田公園球場位於市郊Bridgeview，是專為足球比賽興建的運動場。芝加哥的足球運動早年由德國和愛爾蘭移民推動，現時由來自捷克和斯洛伐克的新移民繼續把這運動發揚光大。

芝加哥人對運動的熱忱，很大程度是建基於一眾球隊的悠久歷史和穩定表現。1871年成立的職業足球隊小熊隊，是美國歷史最長的球隊之一；白襪隊自1900年開始以芝加哥為基地；1919年成軍的熊隊，隸屬美式足球大聯盟僅存的兩個始創球會之一；黑鷹隊則是首批加入1926年北美冰球聯盟的球隊。

The White Sox
were based in
Chicago in 1900

白襪隊自1900年
便以芝加哥為基地

follow their teams. Fair-weather fans are few and far between in Chicago where heartbreak and scandal have tested the most loyal of supporters.

White Sox fans still shake their heads about the alleged deceit of star player “Shoeless” Joe Jackson, one of eight players banned for life for fixing the 1919 World Series in what became known as the Black Sox Scandal. (The remaining seven later said the illiterate Jackson knew little, if anything, of the plot.) The legend of a young fan confronting Jackson and imploring, “Say it ain’t so, Joe”, is still current.

The Chicago faithful always turn out in droves. The Cubs average more than 36,000 at Wrigley Field, the Bears routinely pack the 66,000 capacity Soldier Field and fans swarm to the United Center downtown, shared by the Blackhawks and the Bulls.

It’s certainly not that winning feeling that keeps bringing Cubs fans back. They haven’t triumphed in the World Series since 1908. Despite the storied and successful histories of Chicago clubs, most have endured long stretches of disappointment and defeat. Lovable losers the Cubs lead the way but even the Bulls, dominating the 1990s, have managed to break the hearts of their fans for decades at a time.

“A lot of people don’t realize how important it is that Chicago teams have gone through hard times, says Harrelson. “It’s character building for players and fans.”

While other cities reserve pride of place for only the winners, Chicago reluctantly embraces defeat: where else would you find a sports museum like that attached to legendary Hall of Fame baseball announcer Harry Caray’s Italian steakhouse which features as its centrepiece the remains of the infamous foul ball that cost the Cubs



a shot at the World Series in 2003 and was ritually destroyed at Caray’s in 2004?

Taking in a game or two in Chicago is a wonderful way to sample what’s so right about one of the most livable cities in America: the food, the fans, the venues; the pre- and post-game entertainment; the vibrant music and arts scene.

En route, or at a game, try a Chicago style hotdog – beef, onion, tomato wedges, peppers, mustard and celery salt but NO ketchup – or maybe indulge in the famed deep dish pizza (Chicago’s crunchy thin slice is a winner too; it just doesn’t get the acclaim it deserves).

If you head north of downtown to Wrigley Field, be sure to sample a Polish Dog, a tasty tribute to one of the city’s largest immigrant groups, and check out a few of the locals bars including the Cubby Bear and Goose Island Brewpub. Take a photo alongside the statue of Mr. Cub, Ernie Banks, near the main entrance at Wrigley. Engraved on the monument is “Let’s play two”, Banks’ famous quip encapsulating his enthusiasm for baseball in general and doubleheaders in particular.

South of downtown on the Red Line subway is US Cellular Field, home of the 2005 World Series-winning White Sox. It’s probably wise not to mention

how much you enjoyed visiting Wrigley Field; instead, make conversation about the diverse food and beverage offerings at this modern ballpark (built in 1991 and renovated numerous times since).

If you are in town during winter, a Blackhawks game is a must. The United Center crowds are among the best in the NHL: passionate, knowledgeable and oddly good humoured for hockey fans.

If you’d prefer to watch the game on a big screen surrounded by locals, there are scores of venues committed to the glory of Chicago sport.

Timothy O’Toole’s bar is a favourite for baseball and hockey fans alike; Mother Hubbard’s deals in sports sensory overload while pubs such as The Globe cater to expatriates and local soccer and rugby enthusiasts.

Most bars and even many upscale restaurants have a television in the corner showing a game. But there’s nothing quite like being in the stands at a Chicago sporting event, however humble. If a ticket to the big leagues is hard to come by, consider a trek to the University of Illinois Chicago Pavilion, where you can join 2,000 others in the arena howling for Molly Fannin’s Windy City Rollers. Before too long you’ll probably be chanting “Bork Bork Bork” – and feeling like a local.





US Cellular Field, home of the White Sox (left)

白襪隊的主場US Cellular Field (左圖)

Chicago Bears fans show their colours (above)

芝加哥熊隊球迷一顯本色 (上圖)

拜Michael Jordan的超凡球技所賜，公牛隊曾叱吒美國職業籃球聯賽逾十年。公牛隊在1966年加入美國職業籃球聯賽，前身為1946至1950年的牡鹿隊。

在芝加哥，對某球隊的擁護一般於家族中承傳，家族成員會一代接一代的支持同一球隊，並以辛苦賺來的血汗錢購票入場，為鍾愛球隊吶喊助威，球迷對球隊投放的熱情，確實不容置疑。芝加哥球迷鮮有見風駛舵，大部分都忠心不二，在戰績低落或醜聞纏身時仍對球隊不離不棄。

白襪隊球迷提起當年外號「Shoeless」的球星Joe Jackson被懷疑打假波事件，仍會搖頭嘆息。1919年的棒球聯盟世界大賽，Jackson和另外七名球員涉內定賽果被罰終身停賽，事件稱為「黑襪醜聞」(另外七位球員後來指Jackson是文盲，若真有陰謀，他也所知不多)。當年一位年輕球迷向Jackson苦苦哀求道：「Joe，告訴我這不是真的！」這片段至今依然歷歷在目。

芝加哥球迷表現忠誠的方法是進場為球隊打氣。小熊隊每場比賽平均有逾36,000名球迷觀戰；熊隊的球迷經常擠滿可容納66,000人的Soldier Field球場；黑鷹隊和公牛隊的主場United Center，更是球迷蜂擁而至之地。

小熊隊球迷對球隊忠貞不二，肯定不是為了球隊奪取冠軍那份快感，因為自1908年以來，小熊隊就沒贏過「世界大賽」。事實上，儘管芝加哥多支球隊都有悠久歷史和曾經輝煌的戰績，但大部分球隊均長期戰績

平平，表現教人失望，屢戰屢敗但深受球迷喜愛的小熊隊便是其一。此外，在1990年代稱霸NBA的公牛隊，多年來的戰績低落，表現讓球迷心碎。

Harrelson表示：「很多人不明白芝加哥球隊所經歷的低谷對球隊極為重要，正正是這些經驗塑造了球員和球迷的個性。」

大多數城市只會為冠軍球隊歌功頌德，芝加哥卻會記取失敗。以傳奇棒球評述員Harry Caray命名的意大利牛扒餐廳，其附設的體育博物館內最矚目的展品，便是2003年世界大賽令小熊隊失利的「界外球」殘骸；這個棒球於2004年在Caray餐館舉行的儀式中被球迷推毀洩憤。除芝加哥，還有哪兒擁有這樣的體育博物館？

到芝加哥觀賽一、兩場比賽，可以讓你親歷這個美國著名的活力城市的特色：食物、球迷、場館、賽前及賽後的娛樂活動，還有朝氣勃勃的音樂和藝術活動。

無論是路過還是專程到芝加哥看球賽，別忘了一嚐芝加哥風味的熱狗，材料包括牛肉、洋蔥、蕃茄、辣椒、芥末、香芹鹽，但記得不要加蕃茄醬；你亦可享用著名的厚底薄餅(名氣略遜的芝加哥脆香薄底薄餅是另一個好選擇)。

如果你到市中心北面的Wrigley

Cheers! Chicago Bulls cheerleader struts her stuff

芝加哥公牛啦啦隊隊員落力打氣



球場，千萬不要錯過以當地其中一個最大移民族群命名的美食——波蘭熱狗；當地的酒吧如Cubby Bear和Goose Island Brewpub等也是不錯的去處。你也可以在Wrigley球場正門跟「小熊先生」Ernie Banks雕像拍照。雕像還刻上了他的名句：「來兩場比賽吧！」這話除可表達他對棒球的熱忱，也說明兩支相同的棒球隊在同一天內對賽兩場的安排。

位於市中心以南Red Line地鐵站旁的US Cellular Field，是2005年世界大賽冠軍白襪隊的主場。奉勸你不要在參觀時提及Wrigley Field有多好玩，改聊這個現代化的棒球場裡(球場建於1991年，此後曾經多次翻新)供應的各式美食和飲品。

冬天到訪芝加哥，千萬不要錯過黑鷹隊的比賽。United Center場內的觀眾是北美冰球聯盟的最佳球迷，他們既有熱情，且擁有相關的球賽知識，還富有於曲棍球迷少見的幽默感。

要是你喜歡與一大群當地人圍坐在大屏幕前觀看比賽直播，城中有多個地方均可體驗芝加哥的體育狂熱。

Timothy O'Toole's酒吧是棒球迷和冰上曲棍球迷的首選；Mother Hubbard酒吧是所有體育迷的好去處；The Globe等英式酒吧則歡迎本地或外地的足球迷和壘球迷。

芝加哥大部分酒吧或高級餐廳，均在角落處擺放電視機，方便顧客觀看賽事。當然，能夠親身在看台上觀賽自然最理想，即使是小型比賽也教人難忘。若沒能買到主要聯賽門票，也可到伊利諾伊大學芝加哥分校跟2,000名球迷一起為Molly Fannin的Windy City Rollers隊吶喊助威。在現場熱烈氣氛感染下，不消多久，你也會一起高喊「Bork Bork Bork」，就像當地人一樣全情投入。CC



Cuts a dash 巨鳥騰飛

New aircraft orders and the arrival of the Boeing 747-8 Freighter mark a significant upgrade to the Cathay Pacific Cargo fleet

訂購新飛機及波音747-8F貨機付運，標誌著國泰貨運機隊的陣容得到顯著的提升

CATHAY PACIFIC Cargo's fleet is being upgraded with new aircraft arriving and new purchases announced. The first five of the 10 new Boeing 747-8 Freighters are due to arrive in Hong Kong by the end of the year.

In August this year, Cathay Pacific announced that it would purchase four Boeing 777-300ER passenger aircraft and eight Boeing 777-200 Freighters. They are expected to be delivered to Cathay Pacific between 2013 and 2016.

Cathay Pacific Chief Executive John Slosar said progressive delivery of new-generation aircraft would

provide greater fuel and operating-cost efficiencies as the airline continued to make significant investments to modernise and grow its fleet. The new aircraft would provide the right balance to the fleet portfolio to the end of the decade and be more environmentally friendly, he said.

"We are very pleased to announce this latest Boeing order, which highlights our commitment to operating a modern and efficient fleet together with a deep commitment to our home city, Hong Kong," he said. "The B777-200F will improve our freighter operations by delivering improved payload range capability at

competitive operating costs."

The B777-200F is a new aircraft type for Cathay Pacific and will be used to grow the freighter fleet and at the same time replace older, less fuel-efficient Boeing 747-400BCFs (Boeing Converted Freighters). For a typical 3,000 nautical-mile trip, the B777-200F will burn 15 percent and 24 percent less fuel per payload tonne than the B747-400F and B747-400BCF, respectively.

The B777-200Fs, which can fly 4,900 nautical miles with a full payload of 102 tonnes, will primarily be used on regional and European routes. The B747-8Fs, which have a payload of



The Boeing 777-200F (left) will mostly be used on regional and European routes

波音777-200F (左圖)
主要服務地區性及歐洲航線

The B747-8 Freighter in the Seattle Boeing factory (above). The Dash 8 (right) will operate between Hong Kong and North America.

波音747-8F貨機 (右圖)
將服務往返香港與北美洲的航線。在西雅圖的波音工廠建造的Dash 8 (上圖)



almost 130 tonnes, will be used almost exclusively on routes between Hong Kong and North America.

Cathay Pacific currently has 21 wide-bodied freighters in its fleet, but two B747-400BCFs will be sold to the airline's cargo joint venture with Air China (in addition to the two that have already been sold), while one or two more will be dry-leased to the all-cargo subsidiary Air Hong Kong (two have already joined the AHK fleet). Following the arrival of the new purchases and the departure of the BCFs, Cathay Pacific's freighter fleet will number up to 35 aircraft by 2016.

隨着國泰貨運宣佈訂購新飛機，以及陸續接收新機，其機隊陣容將進一步提升。已訂購的十架全新波音747-8F貨機，其中五架定於年底送抵香港。

國泰於8月宣佈將購入四架波音777-300ER客機和八架波音777-200F型貨機。新飛機預計於2013至2016年間付運。

國泰行政總裁史樂山表示，新一代貨機陸續投入服務後，將有效節省燃油及營運成本。國泰作出龐大投資擴充機隊，使之更現代化。他表示新飛機令機隊陣容在未來十年保持均衡及更環保。

他說：「很高興能向大家宣佈訂購更多波音飛機的消息，彰顯我們發展現代化及高效益機隊的承諾，及投資本港堅定不移的信心。波音777-200F貨機的載貨量更具成本效益，亦有利加強我們的貨運業務。」

國泰首次引進波音777-200F貨機，除了拓展機隊，更以它取代燃油效益較低的舊波音747-400BCF改裝貨機。以3,000海里航程為例，波音777-200F貨機每噸載重所消耗燃油，較波音747-400F及波音747-400BCF改裝貨機的耗油量分別減少15%及24%。

波音777-200F貨機載貨量達102公噸，可航行4,900海里，主要服務區內及歐洲航線。

波音747-8F貨機載貨量達130公噸，將安排服務往來香港及北美的航線。

國泰現擁有21架廣體貨機，當中兩架波音747-400BCF改裝貨機將售給國航合資的貨運公司（早前已售出兩架），另外亦會乾租一至兩架予國泰附屬的全貨運公司華民航空（已有兩架加盟華民機隊）。新訂飛機抵達及改裝貨機退役後，於2016年前，國泰貨機機隊數目將達35架。 **CC**

Cargo gets a big lift

更上層樓

New procedures have streamlined **EXPERT LIFT** operations
全新作業程序令 **EXPERT LIFT** 的運送更加流暢

THE CATHAY PACIFIC Cargo specialty of airlifting big, heavy and odd-sized cargo has just got even better with an enhanced **EXPERT LIFT** operation plan. Moving odd-sized or heavy shipments by air is usually urgent. The delay of a single shipment of oil-drilling pipes can result in millions of dollars of late-penalty fines or the stoppage of a production line.

When a shipment is not handled in a well-planned manner, it can result in unwelcome surprises. For example, a shipment could be too big to load on the aircraft from the side-door entrance if a nose-door freighter is not available. A shipment could be too big or too heavy and even damage the aircraft if special cranes required for loading and unloading were not ordered in advance.

Not all **EXPERT LIFT** shipments are urgent but all are special. High-tech steppers used to manufacture silicon chips require careful and sensitive handling as they cannot be tilted or subjected to bumps.

Cathay Pacific Cargo has developed specialist expertise in moving much of this equipment around the world. Armoured cars, engines and cranes are just some of the **EXPERT LIFT** shipments.

Ray Jewell, Cathay Pacific Regional

Manager Cargo, Europe, says one of the big **EXPERT LIFT** products out of Italy is helicopters. "Italy is a big manufacturer of helicopters and we fly them all over the world," he says.

Big and odd-sized shipments require extra services and resources. The **EXPERT LIFT** procedures have been further refined to ensure that the planning consultation by **EXPERT LIFT** professionals results in odd-sized and super-heavy resources shipments arriving on time and in good condition.

SPECIAL PROCEDURES

The new procedures enable tailor-made solutions for shipments of uncommon cargo customised to shippers' specific needs. Doug Wahl, Cathay Pacific Director Cargo Services – Americas, says that preparation, planning, discussions between the shipper and good communications are all key elements for a successful uplift.

The process and the relationship with the shipper start with staff at Cathay Pacific Cargo listening carefully to understand the client's specific requirements so they can formulate a plan and agree on a standard operating procedure (SOP).

The Cathay Pacific Cargo sales team will use a check sheet to find out what is to be sent, the packing and

load requirement, what space it will take, what service levels it needs and any other concerns. After the initial consultation, Cathay Pacific carries out an operational feasibility and risk-assessment study and plans optimal flight connections.

An SOP – a pre-planned document spelling out all operation procedures, special equipment and a communication plan for the shipment – is agreed to by all internal and external stakeholders, and reviewed and agreed to with the customer.

All operating points – at origin, transit and destination – are communicated in advance to ensure handling readiness. Equipment unloading and consignee liaison are confirmed before the shipment leaves its origin so that the necessary utilities and gear such as a heavy-duty main-deck loader, crane and dolly are on hand or prearranged.

Clearly defined ground times are requested, permits applied for and communication with the right authorities established well in advance. After the shipment, the consignee and Cathay Pacific Cargo evaluate the procedure to see that the plan outlined in the SOP was met and how it could be improved for future **EXPERT LIFT** shipments.



精

益求精的EXPERT **LIFT** 作業方案，進一步提升國泰貨運於運送龐大、超重和不尋常形狀貨物的能力。形狀特別或超重的貨物一般只會在時間緊迫的情況下，才會以飛機運送。未能及時把鑽油管送抵目的地，可能導致延期及被罰款數百萬美元，甚至令整條生產線被迫暫停。

假如運貨前沒有周詳計劃，便有可能遇上意想不到的困境。例如臨時發現貨物太大，無法經側門進入機艙，已安排的貨機卻沒有「鼻門」；需要上載或卸下體積過大且超重的貨物時，才發現忘了準備附設特別功能的起重機，不能上載或卸下貨物之餘，更有可能導致飛機受損。

並非所有使用EXPERT **LIFT** 運送的貨物都是急件，但肯定全都需要特別處理。運送製造矽晶

片的高科技步進機時，便需要特別小心；因為這機器不但不能被傾側，也不能承受震動。

國泰貨運在世界各地參與運送上述機器及貨物，並累積豐富的專業經驗。其EXPERT **LIFT** 服務更曾運送多種不同類型的貨物，如裝甲車、引擎及起重機等。

國泰貨運歐洲地區經理Ray Jewell表示，意大利製造的直升機便是其中一項由EXPERT **LIFT** 運送出口的大型貨物。他說：「意大利是直升機的主要產地，我們負責將它們空運到世界各地。」

運送特大或形狀獨特的貨物，往往需要安排額外服務和資源。EXPERT **LIFT** 已進一步改良其作業程序，確保由EXPERT **LIFT** 專家制定的計劃，能準時及完好地把貨物運抵目的地。

Specific solutions can be tailor-made for unusual and odd-sized cargo

運送形狀特別的非一般貨品時，國泰貨運可度身訂造周詳的運輸方案

特別程序

新程序會根據託運人的特定要求，為他們的特別貨物度身訂造運送方案。國泰航空美洲貨運服務總監Doug Wahl表示，事前準備、計劃、良好的溝通及與託運人商談，均是成功運送貨物的關鍵因素。

在與託運人商討和合作的過程中，國泰貨運的員工會細心聆聽客人的特別需要後，才擬訂運送計劃，並制定獲得雙方同意的「標準作業程序」（SOP）。

國泰貨運營業員會使用檢查表單，清楚記錄貨物類別、包裝和運載需求、所需空間、服務等級及其他要點。經初步諮詢後，國泰會研究運作上的可行性和作風險評估，找出最合適的航班接駁安排，制定一個公司內外相關部門和機構均同意的SOP。這SOP文件會列出預訂的運送計劃，內容包括整個運送程序、特別器材和各個階段的聯絡人資料，文件最後會提交客戶批核。

貨物進出的所有航點，如出發地、轉運地和目的地，都會作好事前溝通，確保一切準備就緒。貨物離開出發地前，會先確認卸貨用的器材和收件人的聯絡方法，讓下一站人員能妥善準備所需器材，如重型主艙集裝箱裝載機、起重機和手推車等。

國泰貨運會計算貨物於地面停留的時間及申請許可證，並提前與有關當局聯絡。貨物送交收貨人後，國泰貨運和收貨人會評估程序是否符合SOP程序，及檢討未來的改善方法。 **CC**

SOME EXPERT **LIFT** SHIPMENT TYPES 部分貨物種類

Vibration Sensitive
Super Heavy
Odd Size
Active Temperature Controlled System
Oversized/Ultra-long
Or any unusual shipments that require special handlings and consultation services

不能承受震盪
超重
形狀特別
「主動式」溫度控制系統
特大或過長
或任何需要特別處理和顧問服務的非一般貨物

By Emily Carr

Short and sweet

把握時機

The brief cherry season can be a race against time, the weather, logistic schedules and regulations
櫻桃收成期短，業者須把握天時地利及出入口條例，避免損失

NORTH AMERICA'S West Coast cherry industry is short, sweet and not for the faint-hearted. The season starts in California at the beginning of May and moves north through Oregon, Washington State and finally across the Canadian border to British Columbia, where the last fruit is picked until the end of August.

This year, extreme weather in California and the Pacific Northwest created huge headaches for growers, buyers and logistics companies alike.

"The weather this year was pretty lousy for us – there was a lot of cherry damage," says Jim Culbertson, Executive Manager of the California Cherry Advisory Board. "We had rain during harvest and it caused the cherries to split."

California's harvest traditionally lasts for eight weeks. It started on time this year, around 1 May, and finished at the end of June. But on 4 June, a huge storm hit the San Joaquin County area, where a majority of the state's cherries are grown. "We lost about a third of the crop," says Culbertson. "It pushed prices up immediately – I guess by about 40 percent."

Most of the state's export crop is freighted by air, especially at the start of the season. Freight-forwarding company Able Freight Services, which specialises in perishables, does brisk business exporting cherries grown in California and Washington – even in a down season like this year. "Usually when there's a good crop, we do a lot of air freight," explains Orlando Wong, Executive Vice-President of Able Freight, which operates out of

Los Angeles International Airport. "But when there's a bad crop, like this year with the late rains, we still send a lot by air because the [diminished] quality of the cherries mean they just won't last 14 days on the water."

Meanwhile, north of California cooler than normal weather delayed the start of the Pacific Northwest harvest. "The cherries this year are a good two weeks late," says Bruce Spencer, Cathay Pacific Cargo Manager, Western

Canada, who is based in Vancouver. "When the harvest is late, all of a sudden I've got all this extra capacity," says Bruce. From Oregon northwards, cherries for international markets come via Vancouver, which exports by far the largest volume of cherries – roughly three million kilograms a season – compared to Cathay Pacific's other two West Coast ports, Los Angeles and San Francisco.

In his 25 years in the business, Bruce has seen continuous growth in this region's cherry industry, both for export and domestic consumption.

"Other than the volume having increased, there's a lot more competition for this freight now," says Bruce. "As the general cargo market has slowed, more and more carriers now focus on cherries. Whoever can provide the best transit time is normally the carrier that's going to get the freight contract."

In response, Cathay Pacific Cargo has added exclusive trucking as part of its services. "One of the forwarders out of Seattle, Pilot Air Freight's Patrick Allen, he's actually running his own trucks from Wenatchee into Seattle; they process the cherries in Seattle, pack them up and we run trucks from Seattle to Vancouver."

Asia is a key market for the region's cherry exports. "The majority right now are going to Japan, Taiwan, Hong Kong and China – mainly Shanghai, which has started to pick up," says Bruce.

CARTONS OF CHERRIES EXPORTED TO ASIA IN 2010 2010年出口到亞洲的櫻桃數量 (以箱計)

JAPAN 日本

940,318

SOUTH KOREA 南韓

183,772

CHINA 中國

132,173

HONG KONG 香港

112,339

TAIWAN 台灣

101,678

All figures shown in 18lb cartons or equivalent
每箱約重18磅





Asia is a key market for cherries and shipments to China and South Korea are growing rapidly

亞洲是櫻桃的主要出口市場，往中國和南韓的貨運量也迅速增加

“China’s growing a lot,” agrees Culbertson. “We did a trade tour there three years ago, at a time when we were virtually shipping nothing there.”

Each year brings new challenges for exporters, not least of all as quarantine and security regulations change one country at a time. Taiwan was an example, says Bruce. “Because they’re transiting Hong Kong, the cherries have to be sealed and wrapped with [US Department of Agriculture] tape and if there’s any damage to the seals of the taping they get refused entry into Taiwan.”

China, too, for the first time this year, blocked shipments of cherries unloaded in another country en route, says Culbertson. On the upside, China’s cold storage and transportation infrastructure is improving rapidly. “Maintaining the cold chain is really important,” Culbertson explains. “Cherries ship right at freezing, at 32 degrees Fahrenheit. Because of the sugars in the cherries, they won’t actually freeze at that temperature. The way to extend shelf life and marketability is to make sure they’re cold all the way – from the time they leave the orchard and we get them into a packing house, cool them down and try to keep them cool for the entire process of packing and shipping.”

北

美洲西岸盛產的櫻桃味道甜美，但由於採收季節短暫，總令業者提心吊膽。櫻桃採收季由5月初在加州開始，隨後逐漸北移至俄勒岡州及華盛頓州，至8月底於加拿大卑詩省的農戶完成採收才完結。

今年，加州和太平洋西北部沿岸地區的異常氣候，令農民、買家及物流業者傷透腦筋。

美國加州櫻桃協會主管Jim Culbertson說：「今年的天氣非常差，引致失收。採收期間還下雨，導致大部分櫻桃爆裂。」

加州櫻桃採收季一般持續八周。一如往常，本年的採收約於5月1日開始，於6月底結束。其主要產地聖華金縣在今年6月4日颳起暴風雨，令農戶損失慘重。Culbertson說：「今年的收成比往年少了約三分之一，導致櫻桃價格急升，估計上漲幅度近四成。」

大部分加州出產的櫻桃都以空運出口（尤其在收成季節初期）。專營鮮貨運輸的貨運代理公司Able Freight Services，今年亦有處理空運加州及華盛頓州出產的櫻桃。雖然今年櫻桃失收，但公司業務表現依然不俗。Able Freight Services的貨物均從洛杉磯國際機場出貨，該公司的副行政總裁黃國輝解釋：「櫻桃豐收時，我們當然會接到很多貨物訂單；即使今年櫻桃失收，採收季度後段更遇上大雨，我們還是會接到許多空運訂單。因為被雨淋過的櫻桃容易腐壞，其保鮮期不超過14天。」

由於加州北部地區的天氣較往年清涼，導致太平洋西北部的採收期延遲。國泰航空駐溫哥華的加拿大西部地區貨運經理Bruce Spencer 說：

「今年的櫻桃採收季較往年遲了兩星期。收成時間延遲，原本預留給櫻桃的貨運量也被騰空。」

在俄勒岡州以北出產的櫻桃，均經由溫哥華機場輸出，與國泰貨運美西的另外兩個航點洛杉磯和三藩市相比，溫哥華每季出口約300萬公斤的櫻桃，數量位居三地之冠。

Bruce從事空運業25年，見證了區內櫻桃業在本地及海內外市場持續增長。

他指出：「櫻桃空運量增加，貨運業的競爭亦愈趨激烈。隨著整體貨運市場放緩，愈來愈多航空公司全力爭取運送櫻桃訂單；能提供最佳接駁安排的航空公司，一般都可以成功取得合約。」

為此，國泰航空特別增加了貨車運輸服務。他說：「Pilot Air Freight的Patrick Allen是我們在西雅圖的貨運代理，他們用貨車將櫻桃從溫納澤運往西雅圖；在當地進行處理和包裝後，我們再以貨車把櫻桃運到溫哥華。」

亞洲是現時北美西岸櫻桃最主要的出口市場。Bruce說：「大部分櫻桃主要運往日本、台灣、香港及中國；上海的貨運量增長尤其迅速。」

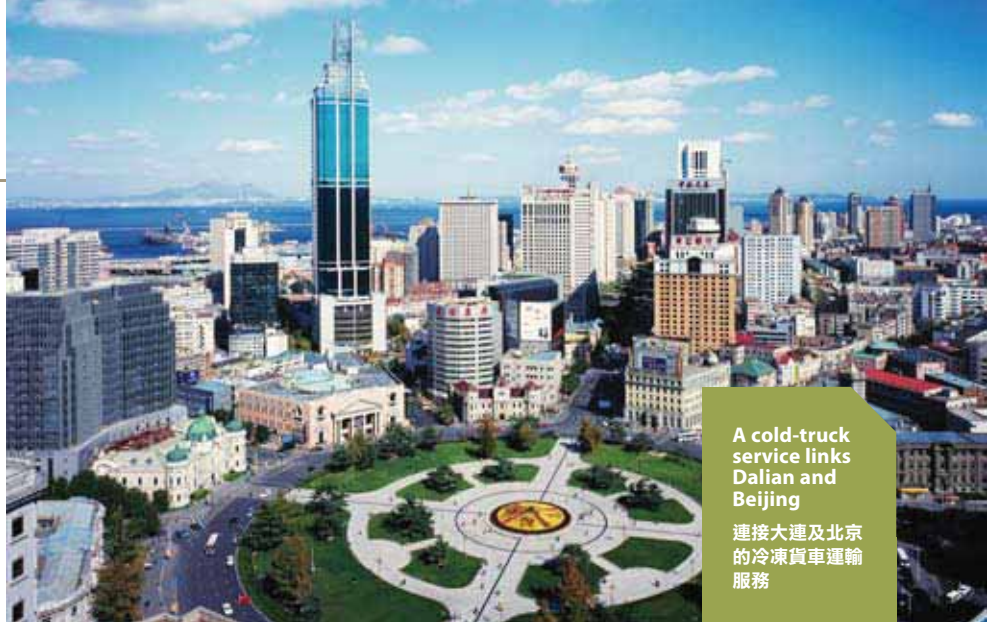
Culbertson對此表示同意，他說：「中國市場增長迅速，三年前我們組織的貿易代表團訪華時，我們還未開始向中國輸入櫻桃。」

此外，櫻桃出口商每年都會面對各項新挑戰，當中包括各國於衛生檢疫及保安條例上的修改。Bruce表示，以台灣為例，「美國農業部在出口櫻桃的箱子上均會加上封條，由於我們的貨物均需經香港轉運至台灣，若封條在運送過程中遭損壞，台灣海關便會禁止貨物入境。」

Culbertson指出，中國今年開始禁止曾在第三國卸貨的櫻桃貨運入境。然而，中國的冷藏設施及運輸基建亦在迅速改善當中。他解釋道：「冷凍鏈物流服務非常重要。為了延長保鮮期，櫻桃運送時須全程維持冰點（即華氏32度），才能確保較佳賣相，令銷路有保障；而櫻桃的糖分亦令果實不至於在冰點結冰。櫻桃被摘採後會由果園運往工廠降溫；此外，在包裝和整個運送過程中，均須妥善維持櫻桃的低溫狀態。」 CC



High-tech Dalian 高科技大連



A cold-truck service links Dalian and Beijing

連接大連及北京的冷凍貨車運輸服務

CATHAY PACIFIC Cargo has forged another link in the cold chain in China with the establishment of a bonded cold-truck service from Beijing to Dalian to carry pharmaceutical products.

Cathay Pacific Cargo identified a gap as the market lacked an effective cold-chain product to transport temperature-sensitive pharmaceuticals into Dalian, and the infrastructure to send health-care products by road was far from ideal, said Jack Lo, Cathay Pacific Cargo Product and Marketing Manager. "There are no procedures and there are complicated re-bonding processes required to transfer a shipment from Beijing in bond to Dalian," he said.

To overcome this, Cathay Pacific has worked with Angel Wing Logistics

Co. Ltd., based in Beijing, to develop a cold-chain process and standard operating procedure that specifies handling and re-bonding requirements.

The truck leaves Beijing at 3pm and is scheduled to arrive in Dalian the next morning in time for Customs clearance and same-day delivery.

The Municipal Government of Dalian has nominated the bioengineering, medical and pharmaceutical industries as leaders in the development of high technology and many pharmaceutical companies have set up there.

The Dalian branch of Kee Hing Cheung Kee Co. Ltd., whose head office is in Hong Kong, researches, manufactures and markets active pharmaceutical ingredients, natural medicines and nutritional supplements.

國泰貨運於中國內地建立了另一冷凍鍊，提供由北京到大連的保稅冷凍貨車運輸服務，運送醫藥製品。

國泰貨運產品及市場經理羅錦彪指出，由於市場上缺乏將需要溫控藥品運往大連的高效率冷凍鏈服務，令空運服務出現缺口，而保健產品的陸路運輸基礎設施亦未如理想。他說：「由北京運送保稅貨品往大連，不僅欠缺周詳程序，還要經過繁複的重新保稅手續。」

為此，國泰航空與北京校楹物流有限責任公司共同發展出一套冷凍鏈及標準運作程序，詳列各種操作及重新保稅的要求。貨車在下午3時自北京出發，於翌日早上抵達大連，趕及完成清關手續，並於同日送抵目的地。

大連市政府提出以生物工程、醫療、製藥業為優先發展的高科技項目，而當地已開設多間製藥公司。香港的麒麟祥記有限公司就在大連開設分公司，專門研究、生產及銷售有效藥劑成分、天然藥物及營養補充劑。

Pigs do fly 飛天豬進口



Cathay Pacific Cargo shipped 650 pigs from Chicago to Manila

國泰航空從芝加哥運送650頭活豬到馬尼拉

RIISING PORK prices in Asia have resulted in shipments of live pigs from the United States. In early July, Cathay Pacific Cargo shipped 650 pigs from Chicago to Manila as a part charter where they occupied 13 main-deck positions.

Doug Wahl, Cathay Pacific Director Cargo Services – Americas, said there was increased interest from China and Southeast Asia in pigs from the US. The price of pork has reached historic highs in China, and in June Thailand suspended exports of live pigs to keep domestic prices down.

The young breeding-stock pigs were accompanied on the flight by a groom and the Chicago team arranged for big fans to cool them down after they were loaded into the custom-built shipping pens.

隨著亞洲的豬肉價格不斷上升，不少亞洲國家及地區開始從美國進口活豬。在7月初，國泰貨運以部分包機形式，從芝加哥運送了650頭活豬到馬尼拉。豬隻共佔用了13個主艙貨運空間。

國泰航空美洲貨運服務總監Doug Wahl指出，中國內地和東南亞國家對美國活豬的需求較以往上升。現時內地的豬肉價格已升至歷史高位，而泰國則在6月暫停活豬出口，以遏制本地豬肉價格上升。

機上有專人照料年幼的養豬，在豬隻進入特製運送棚後芝加哥團隊更安排大型風扇為牠們降溫。

Meet the team

認識團隊成員

PETER LANGSLOW

藍仕榮

**GENERAL MANAGER
CARGO SERVICES**
貨運服務部總經理



Peter joined John Swire & Sons in 1984 and has been with Cathay Pacific since 1985, serving in various roles both overseas as well as in head office in Hong Kong. He has spent a total of 14 years working in the airline's offices outside Hong Kong, and he and his family have lived in India, Italy, Canada and Taiwan, where he worked as Country Manager in each place.

Peter was General Manager Inflight Services from 2004 to 2007 and most recently worked as General Manager Airports, from 2007 to 2011.

"I am thrilled to be moving into cargo at what is obviously both an exciting and challenging time for the division – as we introduce the B747-8F and complete the construction of our own cargo terminal in Hong Kong."

A keen road cyclist, he observes that in bike racing, as in most of the airline's operational departments, it is the quality of the team that counts. "It's all about people, and I am looking forward to working with the worldwide Cathay Pacific and Dragonair Cargo teams, as well as with our handling agents and forwarders."

藍仕榮於1984年加入英國太古集團有限公司，自1985年起一直為國泰航空服務，分別在海外和香港總部擔任不同職位。他曾於香港以外的國泰部門任職14年，在印度、意大利、加拿大和台灣出任地區經理，並與家人在這些國家及地區居住。

藍仕榮於2004至2007年間，擔任機艙服務部總經理，他最近期的職位，是在2007至2011年間出任機場總經理。

「適逢我們引入波音747-8F貨機，國泰的香港新貨運站亦告落成，我對於在這個充滿挑戰性的時刻加入貨運部，感到十分興奮。」

作為一名熱衷的公路單車手，他認為航空營運部門跟單車賽一樣，團隊的質素是致勝的關鍵。「這是一個以人為本的行業，我衷心期待與世界各地的國泰和港龍貨運團隊，以及地勤人員和貨運代理合作。」

ANNA CHEUNG

張珮珊

**MANAGER CARGO
SALES MAINLAND
CHINA & HKSAR**
中國內地及香港貨運
營業部經理



Anna's new job heading the Cargo Sales team is a welcome return to the world of cargo: she worked in Cargo Marketing from 1995 to 1999.

Anna studied in England and received a Bachelor of Science degree from the London School of Economics and a Master of Business Administration degree from Manchester Business School. She worked in different departments at Cathay Pacific headquarters including Marketing and Inflight Services and also at Hong Kong International Airport. She is familiar with the network through her time at outposts, as Manager Cebu, in Shanghai as Manager Eastern China and in Beijing as Manager Northern China.

Anna has high expectations of her new role. "Besides generating revenue, meeting and hopefully surpassing the sales target, I would also like to grow a winning team in Cargo Sales" she says

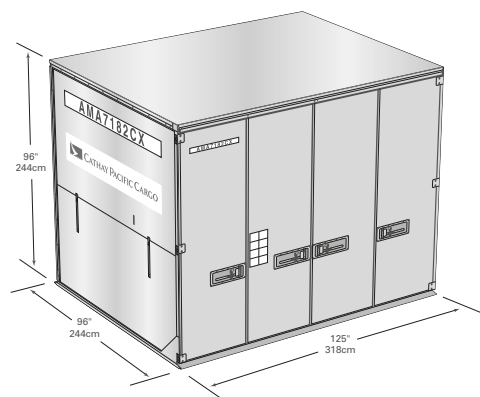
張珮珊曾於1995至1999年間在貨運事務部工作，今次回歸貨運業，領導營業部團隊，自當勝任愉快。

她於英國留學，獲倫敦經濟學院科學學士學位，以及曼徹斯特商學院工商管理碩士學位。她曾在國泰總部多個部門任職，包括事務部及機艙服務部，並曾於香港國際機場工作。她亦擁有在海外辦事處工作的經驗，包括出任宿霧經理、在上海擔任華東地區經理、於北京擔任華北地區經理等，令她對國泰網絡瞭如指掌。

張珮珊對她的新職寄予厚望：「除了為部門帶來收益、出席會議，以及爭取超額完成營業目標，我亦希望能帶領貨運營業部成為一個成績驕人的團隊。」

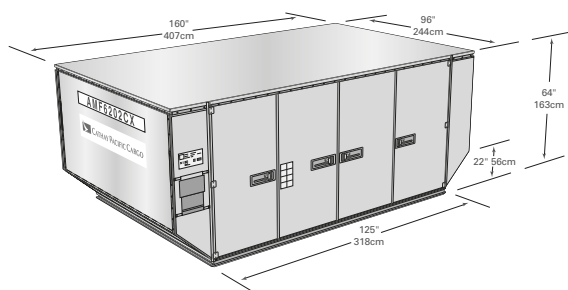
These are the Unit Load Devices (ULDs) that Cathay Pacific Cargo provides. Please visit www.cathaypacificcargo.com for detailed descriptions of each of the ULDs.

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，並參考各款集裝箱的詳情。



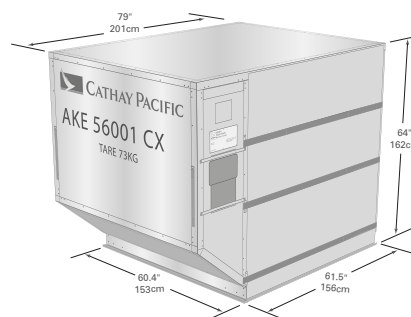
TYPE: CONTAINER – AMA

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



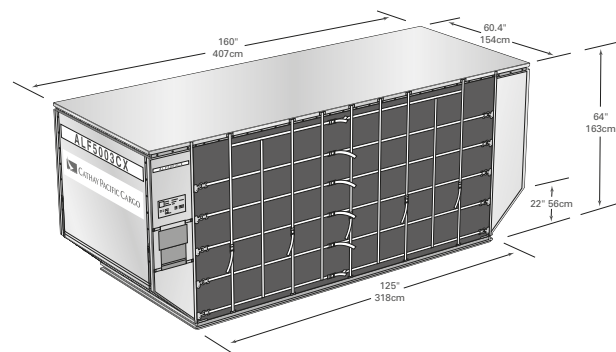
TYPE: CONTAINER – AMF

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



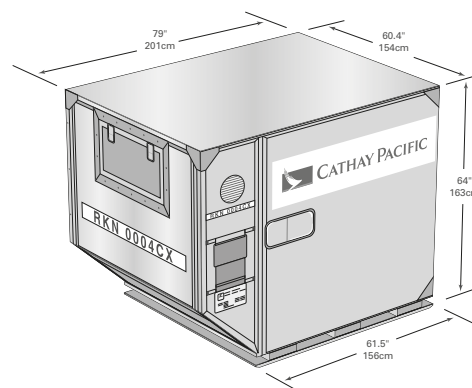
TYPE: CONTAINER – AKE

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



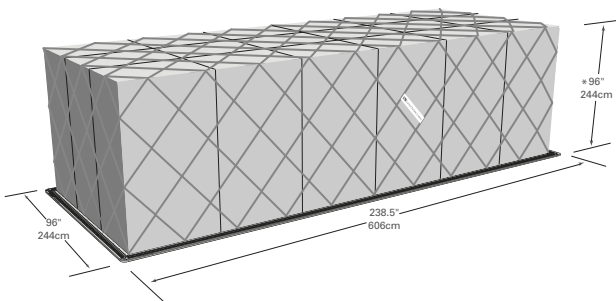
TYPE: CONTAINER – ALF

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



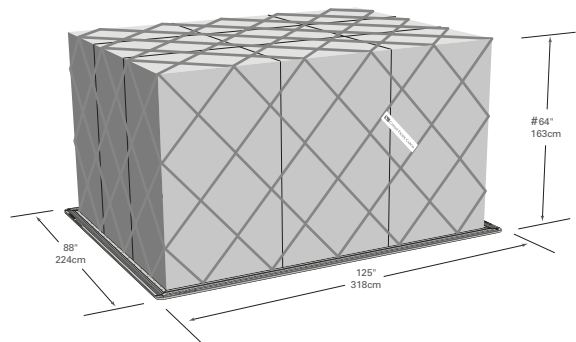
TYPE: COOLTAINER – RKN

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



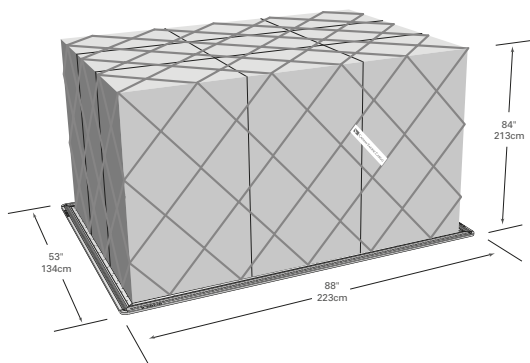
TYPE: PALLET – PGA

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



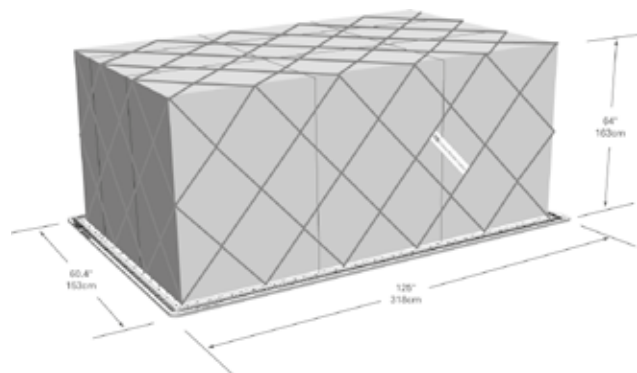
TYPE: PALLET – PAG

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



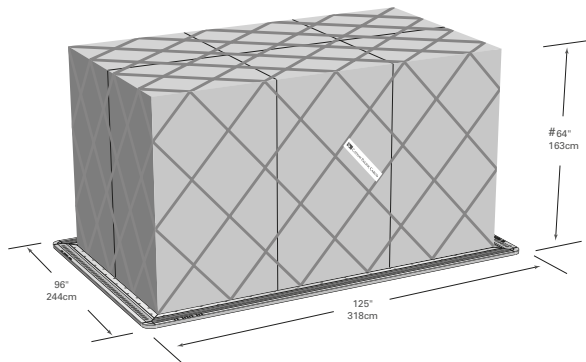
TYPE: PALLET – PEB

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



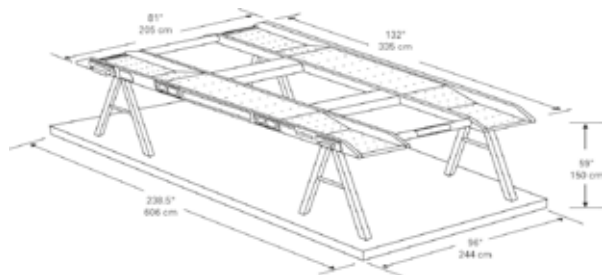
TYPE: PALLET – PLA

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



THE MOST DISCERNING CUSTOMERS CHOOSE CATHAY PACIFIC CARGO 國泰貨運 明智之選



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



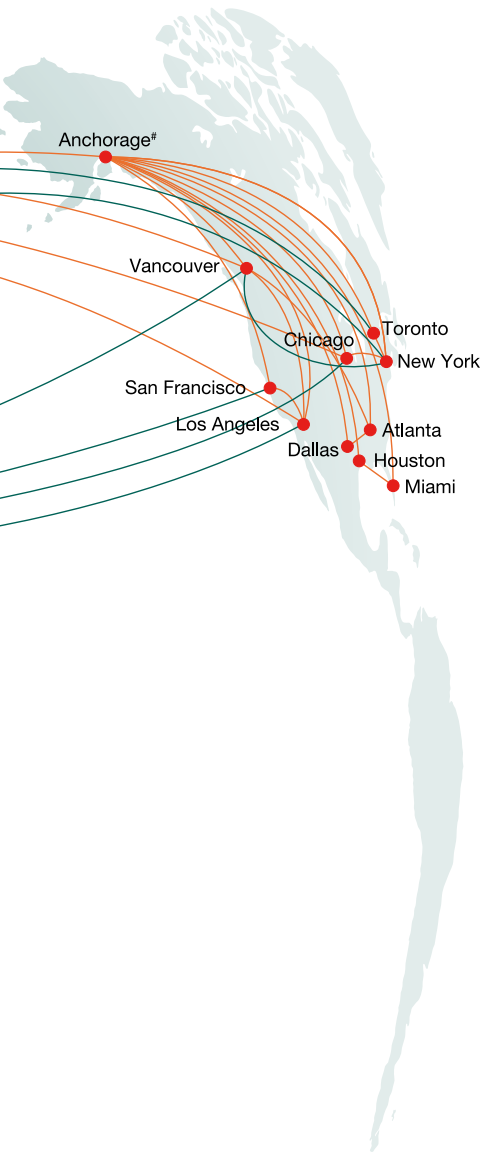
Small parcel service with fast customs clearance.
小型包裹之速遞服務，確保清關快捷。



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



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



DRAGONAIR NETWORK



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

Technical stop only.

† Cathay Pacific freighter service Hong Kong/Chengdu/Shanghai/
Hong Kong commences 12 October, 2011

Information correct at time of printing. Please check the latest availability of service on www.cathaypacificcargo.com or www.dragonaircargo.com



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



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



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



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

Double delight 雙喜臨門

CATHAY PACIFIC CARGO recently won awards from the Canadian International Freight Forwarders Association (CIFFA) Central and Eastern Canada Divisions. For the fourth year running, Cathay Pacific Cargo received the Best Carrier to Far East – Air, and the Best Carrier to South West Pacific – Air awards from the CIFFA Eastern Division. Cathay Pacific Cargo won the same two awards this year from the Central Division of CIFFA.

CIFFA's Central and Eastern Divisions presented their Forwarders' Choice Awards to ocean and air carriers in eight trade lanes.

國泰貨運最近獲得加拿大國際貨運代理協會（簡稱CIFFA）中部及東部地區的多個獎項。我們除了連續四年獲得CIFFA東部地區「遠東最佳航空貨運公司」及「太平洋西南最佳航空貨運公司」殊榮，今年亦榮獲CIFFA中部地區頒發上述兩個獎項。

CIFFA的中部及東部地區還向八條貿易路線的航運及空運公司頒授Forwarders' Choice Awards。



Above: Anderson Yeung, receives a CIFFA Eastern Division award from Bob Walker of Carson International

上圖：楊紹基接受由Carson International的Bob Walker頒發的CIFFA東部地區獎項

Left: K.L. Au, Cathay Pacific Cargo Cargo Manager, Eastern Canada, receives awards from Leo Aramini, Manitoulin Global Forwarding at the CIFFA Central Division function in Toronto

左圖：在CIFFA中部地區於多倫多舉行的活動中，國泰貨運加拿大東部貨運經理區錦良獲Manitoulin Global Forwarding的Leo Aramini頒獎



Success in Singapore 星洲獲獎



Nick Rhodes, Director Cargo, with Changi Airport Group Chief Executive Lee Seow Hiang (above) and Regional Cargo Manager Southeast Asia Su-yin Krishnan (left)

國泰貨運董事羅禮祺與樟宜機場集團行政總裁李紹賢（上圖）及國泰航空東南亞地區貨運經理素音（左圖）合照

Cathay Pacific received two awards from Changi Airport Singapore and Air Hong Kong also received an award at the Changi Airline Awards.

Cathay Pacific was rated second in the Top Airlines by Cargo Carriage and Air Hong Kong was rated eighth.

In the Growth by Cargo Carriage category, Cathay Pacific was listed second.

國泰航空榮獲新加坡樟宜機場頒發兩項大獎，而香港華民航空也在「樟宜航空大獎」獲得一個獎項。

國泰航空在貨運量十大航空公司中獲評為第二位，香港華民航空位居第八。在貨運量增長方面，國泰航空位列第二。

We had a **ball** 足球競賽

Inaugural soccer tournament scores a success

首屆足球比賽成績美滿

THE CATHAY PACIFIC CARGO

Frankfurt team hosted its first football tournament for forwarding agents in a small football stadium close to Frankfurt in July.

When invitations were sent out, the Frankfurt Cargo team had hoped for 10 positive replies but 24 teams of forwarding agents from across Germany ended up competing.

The weather was perfect for football and the qualification round of four groups with six teams resulted in much fun in fierce but always fair matches.

The top two teams from each group went on to the quarter-finals. The matches during the quarter- and semi-finals were tight and some penalty shoot-outs made for a thrilling atmosphere.

After 64 matches within six hours, KN Airlift took home the CX Soccer Cup 2011, beating UTI Düsseldorf All Stars in a penalty shoot-out.

More than 500 guests enjoyed

the day with drinks and barbecue food, partly homemade by Cathay Pacific staff. To keep the fans amused, the Frankfurt Cargo team, supported by family members and friends, organized a goal wall shooting competition as well as kid's entertainment and an after-sports party which ended well after nightfall.

The Cathay Pacific Cargo Frankfurt team raised more than €500 (about HK\$5,600), which was donated to the Children's Cancer Foundation.

國泰貨運的法蘭克福團隊於7月在鄰近法蘭克福一個小型足球場，主辦了為貨運代理而設的首屆足球比賽。

在法蘭克福貨運團隊發出邀請時，原本只期望有十隊應邀出賽，結果卻有來自德國各地共24支隊伍參賽。

天公造美，球賽進行順利，初賽分為四組（每組六隊）爭奪出線權。比賽爭持激烈，但各隊均表現了公平競賽的體育精神。

小組成績最好的兩隊出線進入八強。半準決賽及準決賽戰情緊張，一些比賽更需要互射十二碼決勝負，令現場氣氛更加熾熱。

在六個小時內進行了64場比賽後，KN Airlift在決賽憑互射十二碼擊敗UTI Düsseldorf，勇奪2011年CX足球盃。

逾500位嘉賓觀賞賽事，享用燒烤美食及飲品，部份由國泰航空公司員工自家烹製。為了讓球迷盡興，法蘭克福貨運團隊在家人及好友的協助下，組織了射球比賽，又為兒童安排遊戲，並於賽事結束後於晚上舉行慶祝派對。

國泰貨運法蘭克福團隊把活動中籌募的500歐元（約5,600港元）捐獻予兒童癌病基金。

Football fun day for all the family – 24 teams, 64 matches, lots of food and drink and plenty of smiles

適合所有家庭參與的足球日：
合共有24支隊伍進行了64場比賽，大家並共享美酒佳餚，充滿歡樂氣氛



BIG HITTERS

高手雲集

Golf is always a big hit with the air-cargo industry and Top Agents had plenty of opportunity to play this year. Cathay Pacific Cargo and Dragonair Cargo Hong Kong gathered with Top Cargo Agents to compete in a golf tour tournament at Macquarie Links International Golf Club in Sydney. Two groups also played in Bangkok at Lakewood Country Club.

高爾夫球在貨運業界是一項大受歡迎的運動，而卓越代理們今年更大有用武之地。國泰貨運及港龍貨運與卓越貨運代理共聚，在悉尼的Macquarie Links International Golf Club進行高球比賽。此外，兩支隊伍亦在曼谷的Lakewood Country Club比賽。



Players gather at the Macquarie Links International Golf Club in Sydney
一眾球手雲集悉尼的Macquarie Links International Golf Club

"On tour" at the Lakewood Country Club, Bangkok (below)

「遠征」曼谷的Lakewood Country Club (下圖)



Cathay Pacific lands top airline award

國泰榮膺最佳航空公司獎

CATHAY PACIFIC received the top honour of Airline of the Year at the third South East CEO Conclave & Awards 2011 ceremony in Chennai in July. The nominees for the awards are decided by recommendations from the trade including shippers, exporters, forwarders, shipping and airports.

The team celebrates winning the Airline of the Year award

國泰團隊慶祝獲選年度最佳航空公司

國泰航空於7月在欽奈舉行的2011年第三屆South East CEO Conclave & Awards 頒獎禮上，榮獲最佳航空公司殊榮。這個獎項的入選航空公司，是由貨運業的付運人、出口商、貨運代理、航運及機場代表提名選出。





NEW FREIGHT

全新貨運

2017年10月10日 星期三

2017年10月10日 星期三

新華社北京10月10日電 中國郵政集團有限公司（以下簡稱中國郵政集團）日前宣佈，將向新加坡郵政集團（以下簡稱新加坡郵政）出售其持有的新加坡郵政航空有限公司（以下簡稱新加坡郵政航空）全部股權。新加坡郵政航空是中國郵政集團與新加坡郵政共同成立的合資公司，目前經營中國與新加坡之間的航空郵件運輸業務。中國郵政集團表示，此次出售是其在深化國際化經營、推動業務轉型升級過程中的一項重要舉措。新加坡郵政表示，此次收購將進一步擴大其在亞太地區的航空郵件運輸網絡，提升其全球競爭力。



Cuts a dash

巨鳥騰飛

New aircraft orders and the arrival of the Boeing 747-8 Freighter mark a significant upgrade for the Cathay Pacific Cargo fleet

新加坡郵政航空有限公司 巨鳥騰飛 標誌著其貨運機隊的升級






Cathay Pacific's Cargo fleet, the world's largest and the most efficient, is set to be further strengthened by the arrival of the Boeing 747-8 Freighter, the world's largest cargo aircraft, in 2017. The new aircraft will provide the right platform for the company's growth strategy, which is to expand its cargo capacity and improve its operational efficiency. The Boeing 747-8 Freighter is a significant upgrade for the Cathay Pacific Cargo fleet, which currently consists of 17 Boeing 747-400 aircraft. The new aircraft will provide the company with a larger capacity and a more efficient platform for its cargo operations. The Boeing 747-8 Freighter is a significant upgrade for the Cathay Pacific Cargo fleet, which currently consists of 17 Boeing 747-400 aircraft. The new aircraft will provide the company with a larger capacity and a more efficient platform for its cargo operations.

隨着波音747-8貨運機的到來，以及新加坡郵政航空有限公司向新加坡郵政集團出售其持有的全部股權，中國郵政集團的貨運機隊將得到進一步加強。波音747-8貨運機是世界上最大的貨運機，其到來將為中國郵政集團的貨運業務提供更大的容量和更高的效率。新加坡郵政集團表示，此次收購將進一步擴大其在亞太地區的航空郵件運輸網絡，提升其全球競爭力。

CARGOCLAN 31