

CARGO CLAN

QUARTER FOUR 2012

Fast track in Europe

How our teams deliver
tailor-made service

歐洲團隊提供
貼心服務



LOG-ON ONLINE
WEBSITE UPDATE
資訊網上尋

國泰貨運推出
全新設計網站



READY FOR TAKE OFF
New Cathay Pacific
Cargo Terminal
快速運送
全新國泰航空貨運站



80+

flights to Europe
every week
每周逾80個航班
飛往歐洲



Innovation despite the tough times 穩步前進

2012 brought very little "seasonal cheer" to the airline cargo business. Even in the traditional peak season, it was a challenge to find cargo at yields that paid for the cost of fuel. As a result, we continue to trim the schedule, especially between Asia and Europe, and we have parked some of our older aircraft in the desert or retired them from service.

For 2013 we don't expect any sudden changes, but there are some developments to get excited about. Firstly, we take delivery of our 9th and 10th Boeing 747-8s giving us a sizeable fleet of modern freighters with their extra capacity and fuel-efficient engines.

Secondly, we open our new Cargo Terminal at Hong Kong International Airport in stages throughout 2013. The state-of-the-art cargo facility in our home hub will allow us to take our service standards to a new level: later cut-off times for export bookings, shorter transshipment connections and reduced queuing times for trucks. Our story on page 6 details the facilities and the capacity. Another innovation is the new Cathay Pacific Cargo website, which was launched on 4 November (see page 3). The site (www.cathaypacificcargo.com) provides you with a one-stop reference for all your Cathay Pacific cargo needs.

We thank you for your support during what has been a challenging year and wish you all the best for the festive season and the new year ahead, and hope that more prosperous times are not far away.

2012年對空運業來說並沒有多少喜訊。即使是在傳統的旺季，貨運收入有時候也難以抵消燃油成本。我們因此採取了一系列相應措施，包括削減航班班次，尤其來往歐亞兩地的航線，並安排一些舊款貨機暫時停飛或退役。

預期2013年的市況不會突然轉好，但我們仍有一些令人鼓舞的發展。首先，我們會接收第九及十部波音747-8貨機，這些先進的貨機不單能夠提升載貨量，它們的引擎也更具燃油效益。

第二，我們位於香港國際機場的全新貨運站將於2013年分階段投入服務。設備先進的新貨運站能讓我們進一步提升服務質素，包括延長截件時間，縮短轉運時間及貨車輪候時間。今期有專文詳盡介紹新貨運站的設施及其貨物處理能力（見第六頁）。此外，我們已於11月4日推出了全新的貨運網站（見第三頁），大家可以透過網頁www.cathaypacificcargo.com查閱有關國泰貨運的各項資訊。

在這充滿挑戰的一年，我們衷心感謝大家的支持，謹祝各位聖誕快樂，新年進步。期望更興旺的日子很快便到來。

Nick Rhodes
Director Cargo
國泰貨運董事羅禮祺

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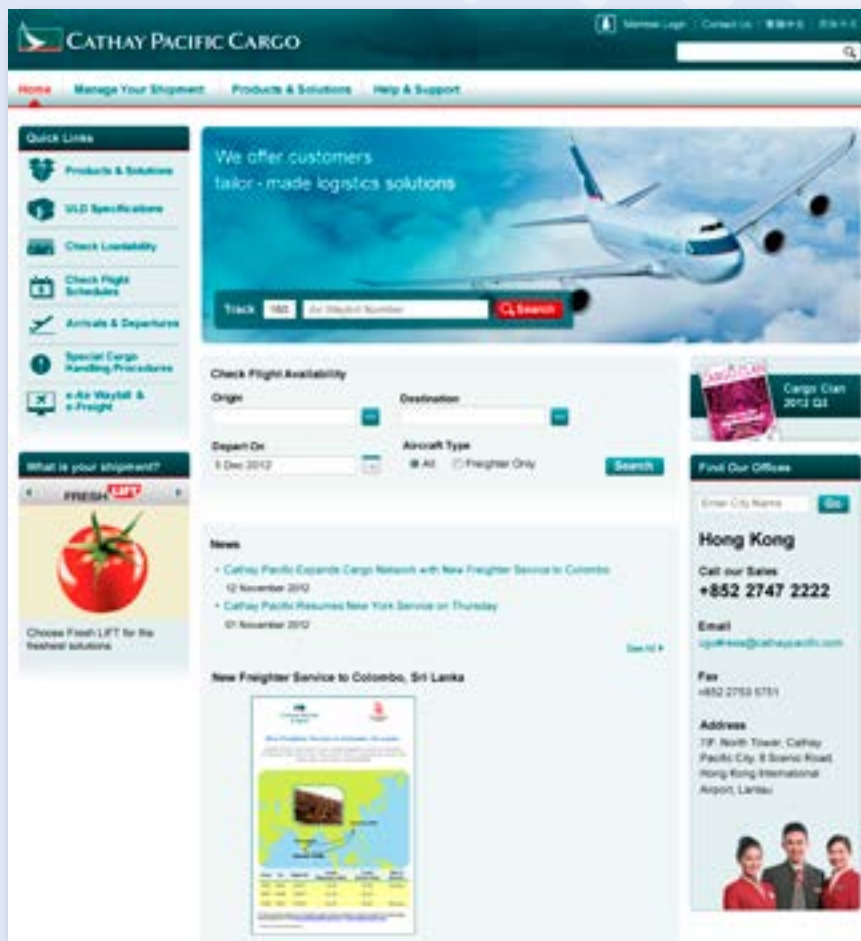
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CARGO CLAN is published by Cathay Pacific Airways Limited, Hong Kong



Produced by ACP Magazines Asia Ltd • Unit 604-5, 6/F, 625 King's Road, Quarry Bay, Hong Kong • cathay.acpmagazines.com.hk • Telephone: +852 3921 7000 • Fax: +852 3921 7099
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Myra Lee • CARGO PRODUCT & MARKETING OFFICER: Ann Tse • Printed by C & C Offset Printing Co., Ltd. • No part of this magazine may be reproduced without the written permission
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Cathay Pacific Airways Limited • Printed by C & C Offset Printing Company Ltd. 14/F C & C Bldg, 36 Ting Lai Rd, Tai Po, New Territories, Hong Kong 中華商務彩色印刷有限公司 香港新界大埔汀麗路36中商大廈14樓



Online and up to date

最新資訊網上尋

Cathay Pacific Cargo has launched a new cargo website with a refreshed look and feel and enhanced functionality to provide a more user-friendly experience for customers

國泰貨運推出的全新網站，不但令人耳目一新，更提供新的功能讓客戶有更貼心的體驗

THE WEBSITE, which went live on 4 November, is a result of a two-year project that involved extensive input from cargo agents, shippers, as well as internal cargo staff. Clara Lam, Cargo Distribution Manager, and Daniel Chan, Assistant Manager Cargo Distribution, put time and effort into understanding the needs and behaviour of the users, and devoted eight months to the study phase of the two-year project. Apart from Hong Kong, the team also visited Seoul, Los Angeles, Frankfurt and Shanghai, talking to different stakeholders and customers.

After initial development, the proposed site was shown to users for feedback and tested for usability by external consultants. The site was also benchmarked within the industry to ensure that Cathay Pacific stays on top of the game.

經 過兩年的籌備時間以及各地的貨運代理、付貨人及國泰貨運的員工的參與，國泰貨運的全新網站終於11月4日面世。

整個「翻新」工程為期兩年，貨運分銷經理林美萍以及貨運分銷助理經理陳智安花了八個月時間來了解用家的需要和習慣。除了聽取本地用家的意見外，亦曾前往首爾、洛杉磯、法蘭克福和上海等城市取經，與貨運代理和付運人等用家交流。

當新網站的設計有了雛型後，曾向用家展示及聽取他們的意見，亦同時交由外面的專業顧問測試網頁的功能，並與業界的網站進行比較，以確保國泰貨運在業界保持一貫的競爭力。

New Functions

The new website has been thoughtfully designed around users' needs. It features an improved interface as well as a greater use of images. **Track Your Shipment** and **Flight Availability** are the most used functions as reflected by the majority of users, attracting 80 percent of the users. These two key functions are now placed at the centre of the website, making it more accessible to users.

Another new feature is the **Member's Area**, where customers can log in and see the eRate for their company – so customers can calculate how much it will cost to ship an item.

Members' Area

A new feature where customers can log in and see their eRate (the rate for their company), and they can quickly calculate how much it costs to ship an item.

CHECK LOADABILITY

A new function that allows shippers to check whether a specific piece of cargo can be loaded onto a particular aircraft. By simply entering the dimensions of the cargo (length, width and height) and selecting the type of aircraft, shippers can find out immediately whether the item will fit on board

全新「查詢裝載可能性」功能

這是其中一個在諮詢客戶意見後加入的新功能，方便付運人查詢某些特定貨物能否裝載到特定的航機。付運人只需輸入貨物的體積（長度、闊度和高度），再選擇航機類型，便可即時知道貨物能否裝載到該機型的機艙

全新功能

新網站的設計為使用者提供貼心的服務。其中的賣點包括新改良的瀏覽版面及大量使用圖像。此外，由於經調查發現，使用**貨件追蹤**和**航班時間表**功能的用家高達八成，是全網站之冠。有見及此，為方便各使用者，這些功能現已放置在主頁的當眼位置。

會員專區是網站另一項新功能，會員登入後可

No.	Flight	Class	From	To	Tu	We	Th	Fri	Sat	Sun
1	CX315	Y	HKG 08:00	SYD 21:00	+	+	+	+	+	+
2	CX311	Y	HKG 18:00	SYD 07:00+1	+	+	+	+	+	+
3	CX301	Y	HKG 21:00	SYD 08:00+1	+	+	+	+	+	+
4	CX303	Y	HKG 23:00	SYD 10:00+1	-	-	-	-	-	-
5	CX305	Y	HKG 01:00	SYD 11:00+1	-	-	-	-	-	-
6	CX307	Y	HKG 03:00	SYD 13:00+1	+	+	+	+	+	+
7	CX309	Y	HKG 05:00	SYD 15:00	+	+	+	+	+	+
8	CX313	Y	HKG 10:00+1	SYD 00:00+2	+	+	+	+	+	+
9	CX317	Y	HKG 14:00	SYD 03:00	-	-	-	-	-	-

查看為他們公司而設的電子報價，方便客戶計算每件貨品的運費

會員專區

為客戶而增設的服務，會員登入專區便可查閱為他們公司而設的電子報價，可即時計算每件貨品的運費。CC



FLIGHT SCHEDULE

Find out what flights are available and what aircraft is scheduled across the entire Cathay Pacific group network

航班時間表

可查詢國泰環球網絡的航班狀況和各航班的運作機種



PRODUCTS & SOLUTIONS

Section carries a much clearer layout and it is more convenient for users to find relevant information about product features

產品與運送方案

在新設計下，網站的每個環節都得到改善，以「產品與運送方案」的頁面為例，簡單清晰的版面設計讓使用者更容易搜尋各類產品的相關資料



FIND OUR OFFICES

More prominent, with drop-down tags for Cathay Pacific Cargo office locations around the world

我們的辦事處

按一按，即可找到最近的國泰航空辦事處，讓專人為你量身訂制運送方案，切合你的貨運需求

“We will keep abreast of the industry trends and be agile enough to meet our customers' needs in a timely manner”

「我們會緊貼市場趨勢，靈活而快速地配合客戶的需要。」

Stephen Ip, Manager Cargo Revenue Planning & Systems

貨運收益策劃及系統部經理葉沛林



Web team (from left): Clara Lam, Cargo Distribution Manager; Stephen Ip, Manager Cargo Revenue Planning & Systems; and Daniel Chan, Assistant Manager Cargo Distribution

網站設計工作小組成員 (左起)：貨運分銷經理林美萍、貨運收益策劃及系統部經理葉沛林和貨運分銷助理經理陳智安

Our new website is now as streamlined as our service

我們的網站運作與貨運服務同樣流暢快捷

Please visit 請瀏覽：www.cathaypacificcargo.com

by Tara Jenkins and Karen Pittar

Terminal velocity

快速貨運站

The need for speed is at the heart of Cathay Pacific's new Cargo terminal, coming on-line in 2013

致力提升速度效能的全新國泰航空貨運站，即將於2013年啟用



INCREASED AIRFREIGHT speed and the introduction of specialist handling facilities are the two guiding principles behind the new Cathay Pacific Cargo Terminal at Hong Kong International Airport, due to become operational in early 2013.

"The building is a big beast, with over 240,000 square metres of floor area, representing a HK\$5.9 billion (US\$761 million) investment and with a 2.6-million-tonne cargo throughput," says Nick Rhodes, Cathay Pacific Director Cargo.

It's not just the size of the terminal, though, that makes it so newsworthy. According to Nick, it's also the increased cargo handling efficiency it will offer, both in terms of the amount processed and the speed of delivery. This, he believes, is what makes it truly state-of-the-art. "Our transit time for cargo, at the moment, is eight hours" says Nick. "With the new facilities at the hub, we want to reduce this to five hours and, eventually, to three." The new facilities really are outstanding – with a host of innovative technological

features that were specially designed for the terminal, the most notable being the revolutionary Material Handling System.

Algernon Yau, Chief Executive Officer of Cathay Pacific Services Ltd (CPSL), which will operate the terminal, said the airline had collaborated with German electronics giant Siemens in the development of a tilting deck that uses gravity to move cargo.

"Gravity automatically adjusts the slope, so the pallet or container



The massive new cargo terminal reinforces Hong Kong's status as a leading hub for air cargo

規模龐大的全新空運貨站確保香港維持領先的貨運樞紐地位



Containers will glide around the terminal operating with simple procedures and advanced facilities once operations start in early 2013

新貨運站於2013年初投入服務後，只需簡易操作，配合先進設備，便能讓集裝箱在站內滑行輸送



泰航空位於香港國際機場的全新貨運站即將於2013年投入服務，屆時除可提升貨運速度，更會引入專業貨件處理設施。

國泰貨運董事羅禮祺說：「新建築是龐然巨物，總樓面積超過24萬平方米，投資額達59億港元（約7.61億美元），全年可處理260萬公噸的貨運。」

羅禮祺指出，貨運站之所以備受矚目，除了面積龐大，還因為處理貨物的效率提高，當中包括了處理數量及運送速度，使這座貨運站成為真正劃時代設計。羅禮祺說：「我們目前轉運貨物的時間是八小時，有了新設施後，我們希望能將轉駁時間縮短到五小

時，而最終目標是在三小時內完成。」新設施配備多項專為國泰貨運站而設的全新技術，最特別的可是創新的物料處理系統。

負責新貨運站運作的國泰航空服務有限公司（CPSL）行政總裁丘應樺表示，他們與德國的頂尖電力工程公司西門子合作，共同開發一個傾斜式運輸平台，利用重力來移動貨物。「重力會自動調整平台的傾斜度，讓集裝板自行移送至運輸車。這種方式不僅耗用較少能源，有助保護環境，也比較傳統方式更加節省人力。」

配合這些技術發展，貨運站採用了一套革命性的模式「適時操作」的營運理念，將貨物當作國泰航空的乘客來看待。當客戶在指

定時間完成預約並提交貨物後，貨件便能立即處理並送至貨運站。丘應樺說：「這樣可以縮短貨物的滯留時間。所有預約都由電腦操作，未來我們還會發展供智能手機使用的應用程式。」

「這些做法可以減少在航機之間轉移貨物的時間，並可縮短轉機時間，從而擴大我們的接駁網絡。將來，客戶跟我們預約後就會收到確認證，減少了人手操作。舉例來說，貨車不用再先停泊於貨車停車場登記進入貨運站工作的申請，他們配備的無線射頻標籤有如電子機票一樣，讓他們可以直接進入貨車裝卸停泊位置。」

即是說，國泰貨運的客戶可以延至最後一



moves onto the dolly by itself," says Algernon. "Not only is it better for the environment as it consumes less power, it requires less manpower than the conventional method."

Alongside these technological developments is a new operating concept, one based on a "Just-in-time" operating philosophy, where cargo is treated a little like a Cathay Pacific passenger. Clients make a booking and check in the cargo at a specified time. It is then immediately processed and sent to the terminal. "It reduces the staging," says Algernon. "All the bookings are done by computer and, in future, we will develop apps for smart phones."

"By doing this, we will decrease the time needed to transfer cargo between flights and reduce connecting times, which extends our network for connection. In future, clients will pre-book with us and receive a pass to eliminate human intervention. Truck drivers, for instance, won't be required to leave the truck at the car park and apply for a necessary permit for cargo handling at the terminal as they will have an RFID (Radio Frequency Identification) reader, like an e-ticket, that will let them straight into the truck docks," says Algernon.

In real terms, this means that Cathay Pacific Cargo clients can collect cargo at the last minute, resulting in greater efficiency – and more business – for them. A quick drop-off facility on the ground floor means later cut-off times, with goods able to be accepted up to two hours before a flight, reducing end-to-end airtime. "Air cargo is all about the efficiency of getting it door to door ASAP," says Nick. "Fast moving consumer products should never be stuck in the air."

This is especially relevant in the perishable-goods sector, where certain cargo, such as lobsters, can arrive in the morning and be on a restaurant table by lunchtime the same day. "We tend to chase the specialist and difficult cargo," says Nick. "Pharmaceutical vaccines, perishables, seafood – anything that is difficult to handle and needs specialist cargo

service skills, special staff, and special care in transit."

With this in mind, the new terminal has been carefully designed to provide the necessary facilities for a range of transactions:

- Perishable Cargo Handling Centre
- Large Animal Handling Centre
- Cool room storage
- Dangerous Goods and Radioactive Goods Store
- Valuable Cargo Handling Centre
- Mini-shipment Centre
- 20-foot Container Handling Area

Special handling facilities were exactly what Cathay Pacific Cargo's customers were looking for, according to Albert Lo, CPSL Commercial



Manager, who polled clients at an early stage of the build. "When we were designing the terminal, we asked our customers what they wanted and they told us. They said speed of airfreight and special handling facilities in the terminal, ensuring shipping arrives in good shape, were paramount."

The new terminal also features the latest in green technology. The chilled cooling system, set in the high ceilings, conserves energy; high performance cladding also helps regulate temperatures; wastewater is recycled for irrigation; and the building will use electric cars to reduce emissions.

Naturally, the opening of the terminal also means the creation of new jobs – according to Algernon a total of about 1,800 people will be employed. "CPSL will have 600 people on site and another 1,200 will come from two import/export subcontractors. They have very high standards and we rely on their expertise and recruitment strategy. Of

Albert Lo, CPSL Commercial Manager, researched client requirements before the terminal's design started

國泰航空服務有限公司經理-商務羅四維在設計貨運站之前曾諮詢客戶的意見



Nick Rhodes, Cathay Pacific's Director Cargo (above) and the automated Material Handling System being installed (right)

國泰貨運董事羅禮祺（上圖）及正在裝配中的自動物料處理系統（右圖）





**Algernon Yau, Chief Executive Officer
CPSL, says the new terminal will
reduce transfer and connection times**

國泰航空服務有限公司行政總裁丘應樺
表示，新貨運站能縮短轉運和接駁時間

course, we also provide a high level of supervision and work together with them to create a training programme for all employees.”

Ultimately, Cathay Pacific Cargo’s mission is to reinforce the importance of Hong Kong as Asia’s leading air-cargo terminal hub. Nick believes the geography of Hong Kong is as valuable as ever, perfectly placing it in the middle of Asia.

“Much of our cargo is coming from other parts of China, beyond the Pearl River Delta. So while it may no longer be on our back door, with the new terminal we are still ideally placed to be an efficient hub.”

Albert believes part of the terminal’s appeal to the region is in its built-in contingency procedures. “We have a Terminal Control Centre where we house engineering and operational staff together – we provide supervision, like an air-traffic-control centre, so it is easy to immediately identify and fix any problems. We monitor every corner of the terminal to ensure continuity of service and business – this has been an important part of our overall development.”

www.cpsl.com.hk

刻才收取貨物，令他們能提升效率，帶來更多生意。而在地面設置快速卸貨區，則有助延長載件時間，可以在遲至起飛前兩小時仍接收貨物，從而縮短了點對點的送運時間。羅禮祺解釋：「以最短時間完成點對點運送是空運的關鍵，消費產品講求貨如輪轉，不應在運送過程中滯留太久。」

此點對運送鮮活貨物尤為重要，舉例來說，早上抵達的龍蝦，餐廳在當天中午就可以放在餐桌上供客人享用。羅禮祺說：「對於處理一些專門及高難度的貨品，例如藥物疫苗、鮮活貨物及海鮮等，我們致力精益求精。任何難以處理的貨物在運送期間，都需要專業的貨運服務技巧、專業員工和特別照顧。」以這些考慮為前提下，新貨運站的設計經過周詳規劃，為不同的貨物轉運提供必要的設施，當中包括：

- 鮮活貨運處理中心
- 大型動物處理中心
- 冷凍庫房
- 危險及放射性物品倉庫
- 貴重貨物處理中心
- 小件貨物處理中心
- 20呎集裝箱處理位置

國泰航空服務有限公司經理-商務羅四維表示，國泰貨運的客戶對特殊貨物處理設施特別關注。在建設貨運站的最早期，他曾經進行客戶意見調查，他說：「當我們設計貨運站時，曾經諮詢客戶的意見，他們都說空

運速度及貨運站的特殊貨物處理設施最為重要，必須確保貨物送抵目的地後維持完好狀態，這是他們最重視的要素。」

新貨運站也採用了最新環保技術，包括設於高天花的冷凍系統有助節省能源；高效物料外牆有助於調整室溫；污水回收作灌溉植物之用；建築物內亦使用電動車以降低廢氣排放。

當然，新貨運站的啟用也會提供更多工作機會。丘應樺表示貨運站會聘用1,800人，「公司會聘請600位員工在貨運站工作，而進口/出口的承包商也需要聘請約1,200位員工。他們訂下的標準極高，因此我們會依賴他們的專業及招聘策略。當然，我們會作出高度的監管，也會跟他們合作制定員工培訓計劃。」

總括而言，國泰貨運肩負的使命是要鞏固香港作為亞洲航空貨運樞紐的重要地位。羅禮祺相信，香港位處亞洲中心的優越地理位置，現今益發顯得重要。「我們有許多貨物來自珠三角以外的內地其他地區，因此珠三角或許已不再是我們的後門，但是有了這個新空運貨站，我們將可繼續保持高效率的空運樞紐地位。」

羅四維相信，這個貨運站在亞洲區內受到重視的原因之一，就是其內置的流程作業管理。「我們設有一個貨運站控制中心，讓工程師及操作人員並肩工作，並負責監管。它就像機場的航空交通管制中心一樣，能夠輕易找出任何問題並妥善解決。我們能監察貨運站每一個角落，確保服務及業務暢行無阻；這是我們整體發展中一個非常重要的環節。」

www.cpsl.com.hk CC

Service strategy

服務策略

When demand for air cargo dropped, Cathay Pacific's European offices focused on the airline's unique strengths – special products and exceptional service
面對空運需求下降，歐洲的國泰貨運團隊專注發展公司擅長的特別產品和貨運服務

RAY JEWELL, Cathay Pacific Regional Manager Cargo Europe, is proud of the fact that some other airlines in Europe apparently recommend Cathay Pacific when it comes to carrying big and difficult-to-handle cargo.

"Forwarders have told us that some of the other carriers will actually advise them to call Cathay Pacific if it has to do with a difficult piece of cargo that involves difficult loading. If they are not in a position to be able to handle it, for whatever reason, we are told they will often recommend that the forwarder call Cathay Pacific," says Ray.

"That's an example of how we continue to build on our reputation for handling difficult products, for handling complicated pieces of cargo and that we are willing to do that much extra for the service." Under the Cathay Pacific **EXPERT** **UFT**, the airline has unrivalled expertise in flying everything from large pieces of machinery and big steel plates to helicopters, bits of turbines and electric generators.

And the industry acknowledgement is fulfilment of a strategy that the company has emphasized during the

downturn in demand for airfreight into Europe as a result of the uncertainty of the European economy. Ray stresses the temporary nature of the present downturn. "How quickly and how robustly the turnaround happens is a question mark, but there is no doubt that there will be a turnaround – confidence will return to the European

Ray Jewell says the European team is highly motivated and focused

Ray Jewell讚揚歐洲貨運團隊既積極又專注

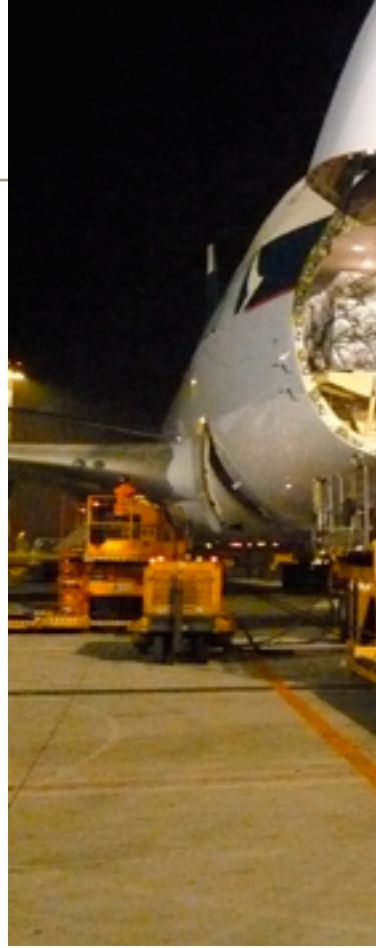


economies and consumers and businesses," he says. "The future still looks good and we have used this as an opportunity to strengthen the business and the culture in particular areas."

If there has been a bright side to the slowdown, says Ray, it has been the chance to focus on the strengths in product expertise and the service that Cathay Pacific has always been famous for.

"I have the privilege of working with a team of highly motivated and focused cargo managers, who in turn have highly motivated and focused teams of sales, services, and operational experts. What we have done in Europe is to ensure that our products and services more than ever are top of mind throughout the team – our space and reservations teams, our yield management teams, our sales teams, and our Cargo Services and Operations teams. Throughout the region there is this single-minded focus on service and products. It's about building a culture that focuses on this area.

"Cathay Pacific has always had a very strong service-oriented culture so more than anything it is just enhancing that, focusing especially on the products





that we know we are good at and we know where we have a competitive advantage and edge. We are making sure that everyone is aware of the need to showcase those strengths."

Apart from **EXPERT LIFT**, there has been a focus on **PHARMA LIFT** as many European countries have long histories of pharmaceutical expertise and excellence. "Pharmaceuticals is one of our big strengths and where we have quite a big advantage," says Ray. "That business is on the increase from Europe. As China and the Asian economies grow wealthier, we see an increased demand. That's where we are seeing the biggest growth in percentage of our business."

"I make a point of making sure that all of our teams in Europe are experts in our **PHARMA LIFT** products, although we do have particular teams and people in each port that have **PHARMA LIFT** as a special focus. These experts have the important job of catering to the needs of our pharma forwarder customers. In conjunction with these forwarders we also like to have close contact with the pharma shippers, as this helps us even more in tailoring our products to specific needs. We design an SOP [Standard

在

遇到龐大或難以處理的貨運時，據說部分歐洲航空公司都會向客戶推薦國泰航空，國泰航空歐洲地區貨運經理Ray Jewell對此引以自豪。

Ray指出：「有貨運代理告訴我們，部分空運公司當碰到難以處理、裝卸過程複雜的貨物時，通常會建議他們致電國泰航空。他們說，當這些空運公司碰到出於某些原因無法處理的貨運時，就會推薦貨運代理打電話給國泰。

「這個例子說明，我們處理高難度及繁複的貨運，以及多走一步的服務精神，已建立起良好的信譽。」國泰航空的**EXPERT LIFT**服務，讓公司對運送各種各樣的物品，由巨型機械和鋼板到直升機、渦輪組件和發電機等，均累積了無與倫比的豐富經驗和專業知識。

面對歐洲經濟低迷，運往歐洲的貨運需求下降，國泰仍堅持一貫的服務方針，而這方針獲得業界認同，意義尤其重大。不過Ray強調，目前的需求下滑只屬暫時性質，「雖然何時復甦及復甦力度等仍是未知之數，但復甦是必然的，歐洲的經濟、消費者和商人終有恢復信心的一天，前景是樂觀的，國泰更會趁著這個機會加強我們在某些領域的業務和文化。」

Ray表示，如果經濟下滑也帶來正面效應，那肯定是讓我們能夠有機會提升對產品的專業知識和改善服務，精益求精。

他續道：「我很榮幸能與一群積極又專注的貨運經理一起工作，而他們手下帶領的，也是一群積極而專注的銷售、服務和營運人員。在歐洲，我們唯一要做的是確保所有人

Big, long and heavy shipments are a speciality for the European cargo teams

歐洲貨運團隊擅長處理特大、特長和特重的貨物

員都把認識產品和服務放在第一位，包括負責艙位預留、收益管理、銷售以至貨運服務及運作等工作小組。整個歐洲地區的員工都專心致志，將焦點放在服務和產品之上，這就是我們要建立的文化。

「服務至上一直是國泰強調的文化，我們只是進一步加強這種文化，專注於我們擅長和具有競爭優勢的產品，確保團隊裡每一個成員都知道展示這些實力的必要性。」

除了**EXPERT LIFT**，我們也很注重**PHARMA LIFT**服務，因為歐洲國家在製藥領域擁有悠久的歷史和卓越的成就。Ray指出：「藥品運輸服務是我們的一大專長，並且擁有相當大的優勢。醫藥製品的貨運需求在歐洲正在增長，中國和亞洲國家變得富裕，對醫藥品需求正不斷增加。這也是我們的業務當中，增長最多的一個範疇。」

「我特別強調，歐洲的所有工作人員都非常熟悉**PHARMA LIFT**的產品。其實，我們在每個空港都有工作小組專責處理**PHARMA LIFT**服務，這些專家們的重要工作之一是為醫藥製品貨運代理製訂符合他們要求的貨運流程，他們除了與代理們緊密合作外，也需要與醫藥製品的貨主直接溝通，藉此改良我們的服務，讓服務更符合客戶的特別需要。我們會為每個客戶設計一個SOP（標準運作）程序。」

國泰的團隊會向客戶強調，國泰擁有最新、最先進的設備。Ray指出：「我們強烈地認為，我們必須走在行業的最前端，任何最新的科技、最新的產品改良，我們都不想錯過，並且要讓客戶知道這點。」

專責醫藥製品貨運的工作小組貫徹國泰航空歐洲貨運團隊的服務宗旨，與客戶保持緊密的聯繫，為客戶量身訂做符合他們需要的服務。他說：「我們發現與客戶一對一地坐下來談，了解他們的特定需要，可以增進彼此的關係。」

歐洲團隊也同樣著重**FRESH LIFT**服務，因為法國和意大利等國家出口芝士、火腿、松露等美食，而大量鮮花則從荷蘭運出。

Ray表示：「毫無疑問，中國和亞洲人口的消費能力不斷提高，增加了這類商品的需求。中國和亞洲的消費者購買力不斷提升，開始從意大利和法國等地買入價格較為昂貴的食品。這類商品的需求，跟醫藥製品同樣呈現明顯增長。」

Operating Procedure] for each and every customer."

The Cathay Pacific teams promote the fact that the airline has the newest and latest equipment. "We feel very strongly that we need to be at the cutting edge of this industry and whatever is the latest technology, the latest product improvement, we want to be there and want to ensure that our customers know that we are there," says Ray.

As part of the culture of service in Cathay Pacific Cargo in Europe, the pharmaceutical specialists forge close relations with customers and tailor services to their specific needs. "We find it beneficial to the relationship to sit down one-on-one with our customers and find out what their specific needs are."

FRESH  has been another strong focus for the European team with foodstuffs – everything from cheeses to ham and truffles – being flown from France and Italy, and flowers from the Netherlands.

"There is no doubt that the growing buying power of people in China and Asia has increased demand for these kinds of things. Chinese and Asian consumers are using this increased buying power to buy these relatively expensive foodstuffs from places like Italy and France. We have definitely seen a growth in that product just as we have in pharmaceuticals," says Ray.

One of the great advantages for Cathay Pacific Cargo has been the location of its headquarters in Hong Kong. "As China is a main driver of economic growth in Asia, there is a huge benefit for us to be in Hong Kong," says Ray. "It's not just China alone of course, it's the strength of our network in Asia, whether you are talking about North Asia, Southeast Asia or the Southwest Pacific – Australia and New Zealand – it's definitely where European manufacturers want to get their products to and that's a big strength for us. We would not have the same benefit from this increasing focus on our special and priority products if we

All the Cathay Pacific Cargo European teams have specialist expertise in shipping pharmaceuticals

國泰貨運的所有歐洲團隊都有專業隊伍處理藥物運送



did not have this very strong network in Asia to capitalise on."

Ray remains optimistic that the current downturn is "a bump in the road, even if it's a rather big bump for European cargo, in the state of the world economy" and that a turnaround is inevitable. In the meantime, he and his team have used this as an opportunity to strengthen Cathay Pacific's products and the culture for quality in Europe.

"This puts us in a very good position when things strengthen to take advantage of these high-end products and expertise that we have fine-tuned."

總部設於香港是國泰貨運業務發展的一大優勢，Ray指出：「中國作為亞洲經濟增長的火車頭，扎根於香港讓我們佔盡地利。不止是中國，我們的網絡覆蓋整個亞洲，不管是北亞、東南亞或西南太平洋的澳洲和紐西蘭，都是歐洲廠商想要打進的市場。要不是擁有完善的亞洲網絡，我們的業務也不會像現時那樣，因為特別和優先產品服務愈來愈受到重視而獲益。」

Ray對前景仍然樂觀，認為當前的經濟下滑只是「在世界經濟大路遇上顛簸，儘管歐洲貨運業經歷的顛簸較大了一點」，但復甦是必然會發生的。現階段，他和歐洲的工作人員正把握時機，提升國泰的產品和服務質素。

「當情況改善，我們精益求精的高端產品和專業服務，將有助我們鞏固現有的地位。」 **CC**

HIGH-END PIGS 高級豬

Ray Jewell continually stresses the high-end nature of air cargo from Europe – sophisticated pharmaceutical vaccines, silicone chips and integrated circuits, fashion and perfume and prestige motor marques. He admits they also fly more mundane things, such as a big shipment of pigs from France.

"But these were not just any pigs – in fitting with the nature of our focus, they were 'high end' pigs," he says, that were bound for Vietnam for breeding. "I like the idea of flying high-end pigs," says Ray, ever conscious of standards.

Ray Jewell一再強調，國泰的歐洲空運出口貨物以高級產品為主，包括精良的疫苗藥物、矽片、集成電路、時裝、香水和名牌汽車等。不過，他也坦承，國泰航空也會運送一些比較「世俗」的東西，例如從法國運出的豬隻。

可是他強調：「這些並非一般的豬，絕對達到我們專致於高端產品的要求，牠們是『高級』豬。」因為這些都是專門運往越南配種的豬。他又說：「我喜歡運送高級豬這個說法！」這正好體現他對貨運標準一貫的關注。

Getaway cars

逍遙自駕遊

By Joanna Hughes

Touring Europe can be a dream journey for motoring enthusiasts
歐洲自駕遊是很多車迷的夢幻之旅

THE BEAUTY of a European motoring tour lies in the variety of routes on offer – alpine roads, quaint back lanes, cliffs overlooking the sea and some of the most highly-engineered motorways in the world. This is before you even consider which suitably European vehicle to choose for your trip. With the options including Ferrari, BMW and Porsche, it is no simple decision. Once you have an international driving licence, though, you can call the road your own.

For those looking to go beyond simple car hire, you can sign up for a tour of Italy in a Ferrari, thanks to Rome's Regina Hotel Baglioni. The

premium route on offer is a six-night tour that takes in Rome, Florence and Milan. An expert tour director, accompanying you in another car, will guide you through the countryside around Chianti and Tuscany, with a stop in Maranello for the Ferrari Museum. Other options include tours through Chianti and Mille Miglia; Milan and Lake Como; and a Mille Miglia Tour of Lazio and the Roman Castles.

If your dream drive leans more towards Germany's Autobahn, you can arrange to hire a car there and experience one of the wonders of the driving world. Not every stretch is wide open, however, and there are a number of rules and regulations you

歐洲自駕遊最美妙的地方，是在一個旅程中領略不同的駕駛樂趣，由風光明媚的高原道路、古雅的小街、臨海的懸崖山路，以及全球設計最先進的高速公路，想像一下都令人樂不可支。在展開行程之前，你還要選擇眾多的歐洲車款如法拉利、寶馬和保時捷，委實是花多眼亂，而你只需一張國際駕駛執照，大地便在你腳下。

租車自駕遊以外，你還可以選擇汽車導遊團。羅馬的Regina Hotel Baglioni酒店就有提供法拉利的意大利之旅。當中最高級的六夜旅程暢遊羅馬、佛羅倫斯及米蘭，一名專業導遊會駕駛另一輛車，帶你到奇安提及托斯卡尼一帶的郊區遊覽，中途更會到馬拉內羅參觀法拉利博物館。其他行程還包括奇安提及Mille Miglia；米蘭及Lake Como；以及Mille Miglia的拉素區和羅馬古堡。

should know before you go. A little online research will be of benefit here.

Shorter trips can be arranged around Paris or Munich, where car-sharing systems are in place. In Paris, the Autolib cars are Bolloré-Pininfarina electrics, while the DriveNow initiative offers petrol-powered Mini Coopers and BMW-1s in Munich and several other German cities. Both programmes require pre-registration and have different payment plans.

France has several museums dedicated to the art of motoring. The country was the first to bring all of the European Union's automotive history together in one place. Paris' Automuseo is the tourist office of the Europeans Mobility and Automotive Museums and can help you plan motoring adventures throughout France, Germany, Britain and Ireland.

As you would expect, Germany is home to a vast array of car museums and centres. The Autostadt in Wolfsburg features seven pavilions: two for Volkswagen, and one each for Bentley, Škoda, Lamborghini, Audi and SEAT. Check its website for directions and information about forthcoming special events and exhibits. In Munich is the BMW Museum, another must-see venue for car enthusiasts. This showcases technical developments throughout the company's history, as well as models, including autos, motorcycles and even aircraft.

Stuttgart is the site for both the Mercedes-Benz Museum and the new Porsche Museum, which is just outside Porsche headquarters and showcases more than 80 cars. The Auto & Technik Museum Sinsheim in southwest Germany is also worth a detour. As the largest privately-owned museum of its type in Europe, it has 3,000 exhibits in a area of more than 30,000 square metres and attracts more than a million visitors annually. It is home to 300 vintage cars, including collections of Mercedes, Maybachs, "American dream cars" from the 1950s, and 40 race and sports cars, including the only Vector W8 on public display in the world. It also houses several Formula 1 cars.

In Italy, start with the Museo dell'Automobile in Turin, the country's national automobile museum. Its range of exhibits more than makes up for the fact that the official Fiat Museum is closed to the public, except on Sundays. Fiat fans can, however, spend a night in the company's historic Lingotto factory, now a convention centre, shopping mall and the Hotel NH Lingotto. The artworks collected by the founder of Fiat, Giovanni Agnelli, are on show within the former factory in the Pinacoteca Agnelli Museum.

Other motoring collections worth visiting include the Alfa-Romeo Museum in Arese and the Ferrari Museum Maranello Rosso in San Marino. The Lamborghini Auto Museum in Sant'Agata Bolognese, some 35km from Bologna in northern Italy, is also a worthy detour.

In England, Beaulieu's National Motor Museum boasts a collection of more than 250 automobiles and motorcycles. Until 5 January, 2014, you can view 50 of the cars used in the James Bond movies there, the largest official collection of such vehicles ever assembled.

More than 80 cars are on display at the Porsche Museum in Stuttgart

位於斯圖加特的保時捷博物館展出超過80輛汽車



Go electric and use the Autolib car-sharing service in Paris

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Art and automobiles on display at the BMW Museum in Munich
慕尼黑的寶馬博物館將汽車和藝術品一併展示

若然你的夢幻駕駛之旅是在德國的無限速高速公路上奔馳，你可在那裡租一輛汽車親身感受汽車世界的奇景之一。但請留意，並不是所有道路都是開放的，有幾項駕駛規則要特別留意，出發前請查閱有關網站。

較短程的自駕遊可選擇巴黎和慕尼黑，兩地都分別提供汽車共享計劃。在巴黎，Autolib提供Bolloré-Pininfarina電動車；而慕尼黑及其他德國城市則可以找到汽油驅動的Mini Cooper及寶馬1系。兩個汽車共享計劃都要求用家預先登記，並有多款收費計劃供選擇。

擁有數個汽車博物館的法國，是首個把

Divided into themed areas, Galleria Ferrari celebrates the history of one of the world's most renowned car brands

法拉利展館中，車迷可按不同主題觀賞這世界知名汽車品牌的歷史

歐盟各國汽車發展史綜合起來的國家。位於巴黎的Automuseo便是負責推廣歐洲各國汽車博物館的旅遊局，能夠協助旅客策劃法國、德國、英國和愛爾蘭的自駕遊行程。

正如你所預期，德國擁有不少汽車博物館和展覽中心。禾夫斯堡的Autostadt便設有七個展館：除了福特汽車擁有兩個展館，其餘賓利、Škoda、林寶堅尼、奧迪及SEAT各有一個。旅客可到網站瀏覽前往方法、展覽及活動資料。慕尼黑的寶馬汽車博物館是車迷的必到之地，這裡不單展示品牌的汽車技術發展史，更展出品牌的不同型號汽車、電單車，甚至飛機。

在德國的斯圖加特，分別設有平治博物館，以及位於保時捷總部外的全新保時捷博物館，館內展出了逾80部名車。值得一遊的還有德國西南部的Auto & Technik Museum Sinsheim；這個全歐洲規模最大的私人博物館擁有逾30,000平方米的場館，當中的3,000件展品每年吸引逾100萬人次入場。這裡收藏的古董車有300輛，包括平治、邁巴赫、1950年代「美國人的夢幻汽車」系列等，還有40輛賽車及跑車（包括全球唯一公開展出的Vector W8），更有多輛一級方程式賽車。

來到意大利，必須先睹為快是位於都靈的國家汽車博物館Museo dell'Automobile。但快意車迷可要注意，品牌的官方博物館只在星期日對外開放，然而車迷仍可到快意的Lingotto車廠住上一晚。這歷史悠久的工廠現已改建為會議中心、商場和酒店Hotel NH Lingotto。設於舊廠房內的Pinacoteca Agnelli博物館更放滿了快意車廠創辦人Giovanni Agnelli的藝術收藏。

車迷值得到訪之處還包括：Arese鎮的愛快羅密歐博物館、在聖馬力諾的Maranello Rosso法拉利博物館，還有意大利北部聖阿加塔博洛涅塞鎮（相距博洛尼亞35公里）的林寶堅尼汽車博物館。

英國也有別具特色的汽車博物館，位於Beaulieu的英國國立汽車博物館展出了250多輛汽車及電單車收藏。由現時至2014年1月5日，館內還會展出50輛在鐵金剛電影中使用過的座駕，這是史上最大型的官方占士邦座駕展。CC

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Beaulieu National Motor Museum

www.beaulieu.co.uk

BMW Museum

www.bmw-welt.com/en

European Mobility and Automotive

Museum: www.automuseo.eu

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Italian National Motor Museum

www.museoauto.it

Lamborghini Auto Museum

www.lamborghini.com

Maranello Rosso Ferrari Museum

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Mercedes Benz Museum

www.museum-mercedes-benz.com

Pinacoteca Agnelli Gallery

www.pinacoteca-agnelli.it

Porsche Museum

www.porsche.com

Sinsheim Car and Technology

Museum:

sinsheim.technik-museum.de/en

HOTELS

酒店

Baglioni Hotel

www.baglionihotels.com/en

Lingotto Hotel

www.nh-hotels.com

TRAVEL INFORMATION

旅遊資訊

Germany travel information:

www.gettingaroundgermany.info



Helicopters and big and heavies? Food and fashion?
No problem, says the Italian Cathay Pacific Cargo team
直升機和巨型重件?食物和時裝?都不成問題;
國泰航空意大利貨運團隊會將貨品安全送抵目的地

Italian style

意大利風格

THE CATHAY PACIFIC team in Italy has built a reputation for being able to handle everything, from Italian high fashion and cheese to helicopters and massive items of industrial equipment.

Alberto Brandi, Cargo Manager Italy, says that the team's ability to handle all types of special cargo smoothly and safely is important not only from a sales perspective, but also from an operational one. "Thanks to our experienced Cargo Services Team, led by Benedetta Guerreschi, together with Lorenza Crola, Coordinator Space Control, and her team, we have been able to load practically everything out there in the market onto our freighters."

Alberto says the team fills passenger bellies and main-deck freighters with big machinery, pharmaceuticals, oversized cargo, heavy pieces and high-value fashion goods in order to satisfy the needs of customers.

Senior Cargo Sales Executive, Riccardo Bellani and the cargo team in Italy are familiar with the big and heavy shipments that

often come from northern and central Italy. This is where most of the country's industries are located, producing goods destined for Australia, China, Hong Kong, India and a number of other Far East countries, notably Indonesia.

"We often move helicopters to various destinations, such as Australia, India and the Far East," says Riccardo. Crates are assembled at the AgustaWestland plant, near Milan's Malpensa Airport, ready to be loaded onto a Boeing 747F. "I still remember the first helicopter we sent out, only a few months after we started our freight service from Malpensa – one beautiful piece of engineering entering another."

Riccardo says that since the direct service to Mumbai started, the amount of big and heavy cargo has increased significantly, with an average of a couple of shipments a month.



Riccardo Bellani,
Senior Cargo
Sales Executive
in Italy

國泰航空意大利貨運
營業主任 Riccardo
Bellani



Moving the big and heavies would not be possible without the experience of the Cathay Pacific staff and the professionalism of the Malpensa ground handling crew, all of whom strictly follow the necessary safety procedures needed to ship these difficult pieces around the network.

"It's very important that these types of commodities are handled by expert agents, as there are many factors that need special attention from their side. This is particularly true when it comes to packaging, road transportation, documentation and, obviously, reliability," says Riccardo.

Some years ago an agent requested Cathay Pacific to urgently move two helicopters for the Indian government at only two days' notice. Thanks to the team's organisational skills, a solution was found that satisfied all parties, and the agent said the service was beyond their expectations. "Obviously these comments are really appreciated as it's a clear indication that our professionalism and service pays off," says Riccardo.



Helicopters are frequently shipped from Italy

經常有直升機從意大利空運到海外

Freighters also carry luxury Italian cars, including famous marques such as Ferrari, Lamborghini and Maserati, as well as the less famous but more exclusive brands, such as Pagani.

It's not just the big and heavy items that the team caters for. In terms of tonnage, high fashion is one of the most important commodities shipped from Italy and this category has had impressive growth in the past few years. In particular, the level of freight to Hong Kong has soared, largely due to the city's status as the gateway to China and as an important logistic port for many fashion brands.

The belly of passenger flights also carries FRESH **UP** shipments of Italian food: Parma ham, cheese, vegetables, and fruit are all regularly shipped. The Italian team also frequently handles fresh tuna, truffles, mushrooms and even ice cream and frozen pizza.

"Our FRESH **UP** product is very well known in the Italian market and, thanks to our high-quality standards, we are able to provide one of the best cool-chains available in the market."



泰航空的意大利貨運團隊，向以擅長處理各類貨品而聞名，無論是意大利高級時裝和芝士，抑或是直升機和大型工業器材，都能應付裕餘。

意大利貨運經理Alberto Brandi表示，團隊能夠流暢而安全地處理各類特別貨物，不僅有利於銷售，在營運方面也十分重要。他說：「全賴我們經驗豐富的貨運團隊，包括主管Benedetta Guerreschi和艙位空間控制主任Lorenza Crola，我們才可以將市面上所有商品成功裝載到貨機上。」

Alberto說，他們的團隊可以在客機的腹艙和貨機主艙裝載大型機器、醫藥製品、特大貨櫃、重件和高價貨物。」

貨運營業主任Riccardo Bellani與其意大利團隊熟悉處理體積龐大而沉重的貨物。這些貨品大多來自意大利北部及中部的工業區，當地的工業產品會出口至澳洲、中國、香港、印度及印尼等遠東國家。

Riccardo說：「我們經常運送直升機到澳洲、印度和遠東地區。我仍然記得首次運送直升機的情況，當時我們在馬班塞機場的貨運服務才剛開始幾個月——美麗的直升機裝進了同樣美麗的貨機內！」這件大型貨物會在米蘭馬班塞機場附近的AgustaWestland廠房裝箱，然後運上波音747的貨機上。

Riccardo表示，自從飛往孟買的直航服務開始之後，大型及重型的貨物運送大幅增加，每月平均有兩次這樣的貨運。

全賴經驗豐富的國泰員工和馬班塞機場地勤員工，才能成功運送這些大型重物。馬班塞地勤員工嚴守一切所需的安全程序，務求將難以運送的貨物安全送達每個貨運航點。

Riccardo說：「由專業的貨運代理處理這類貨物十分重要，因為有很多需要特別注意的事項，尤其是包裝、路面運輸和文件處理等，當然還要十分可靠。」

數年前，一個貨運代理要求國泰於兩日內緊急運送兩架直升機給印度政府，全靠團隊的組織能力，他們想出了一個讓所有人都滿意的解決方案，代理稱許這次服務比他們預期的還要好。Riccardo說：「我們對這些讚賞當然感到高興，這代表著我們的專業表現和服務得到認同。」

他們還會運載意大利名廠汽車，如法拉利、林寶堅尼及瑪莎拉蒂等，亦有較少人認識、但更奢華尊貴的品牌Pagani。

團隊並非只處理大型的重件。就數量而言，高級時裝是意大利最重要的出口商品之一，近年一直錄得可觀的增長，飛往香港的貨量尤其急增，主要因為香港是進入中國市場的門戶，因而成為許多時裝品牌的物流港口。

客機的機腹貨艙也會提供FRESH **UP**服務，運送出口意大利食物，常見的包括帕爾馬火腿、芝士、蔬菜和水果，此外亦有新鮮香魚、松露、蘑菇，甚至有雪糕和急凍薄餅。

「我們的FRESH **UP**服務在意大利非常有名。憑藉高水準的優質服務，我們已成為市場上最出色的冷凍鏈貨運之一。」 CC

I still remember the **first helicopter** we sent out, only a few months after we started our freight service from Malpensa – **one beautiful piece of engineering entering another**

我還記得運送**首架直升機**的情況；我們在馬班塞機場的貨運服務才剛開始幾個月——**美麗的直升機裝進了同樣美麗的貨機內**



A German-built 13-metre speedboat is no problem for Cathay Pacific Cargo

運送13米長的德國製快艇對國泰貨運而言實在是輕而易舉

Service culture

服務文化

Going the extra mile by providing tailor-made personalised service has distinguished the Cathay Pacific Cargo team in Germany
國泰貨運的德國團隊努力不懈，為客戶提供個人化服務，在業內備受讚賞

THE CATHAY PACIFIC CARGO team relishes the challenges presented by particularly big and heavy shipments in Germany. "Large EXPERT LIFT

shipments are the ones we really enjoy," says Frankfurt-based Cargo Sales Executive Bettina Neumann. "Due to the expertise of our team of highly-skilled staff in all departments – some of whom have more than 20 years' experience – we are able to handle the most difficult-to-load pieces while still observing strict safety and security regulations.

"It's the challenging and out-of-normal-range shipments that we invest a lot of time, effort and expertise into," she says. "If the dimensions are close to the limit of loadability, we get in touch with the shipper directly or even visit them in their factory to consult with them on the proper packaging. This ensures we can offer a smooth and flawless transport, all the way from origin to final destination.

"Cargo is still a people business and relies on good relations between our customers and ourselves. We

visit them and set up meetings but, most important of all, we invite them to meet the Cathay Pacific team and have a look at just what we do and how we do it."

The team recently arranged a tour for a pharmaceutical shipper and agent to visit the Cathay Pacific facilities at Frankfurt Airport to witness the entire handling process. They inspected the Perishable Center where the goods are received, kept until built-up and stored under proper ambient temperature conditions and strict security. The group also inspected the aircraft.

"We show our customers how difficult shipments are loaded, what requirements we have and what we need from them in order to make it a success. These tours help a lot in terms of giving the forwarding agent and the shipper a much better understanding of what airfreight is all about. They also realise why it should not be sold cheap."

Michael Spiegel, Cargo Manager Germany and Eastern Europe, says the visit resulted in Cathay Pacific winning comprehensive and prestigious new business. "This underlines that our

philosophy and approach to product and service delivery is the right one," he says.

Michael believes that, with the current focus on specific products and services, it is increasingly important to have direct contact with the shippers or manufacturers of those goods that need special care and special service. "It is a part of the selling process and proves the spirit of the team here in Frankfurt," he says. "Sales people like Bettina, always supported by our Assistant Manager Cargo Sales Harald Kickl, and people from space control and the operations sections are in direct contact with our customers about the best options to ship their products. This always happens as a joint approach together with the forwarder, which is definitely in their interest as well."

The Customer Services team, headed by Assistant Manager Cargo Space Control and Customer Services Steffen Braig, proactively gives customers information about their shipment history, from the very first minute until the very last minute of air transport. "This kind of

service culture is always appreciated by our customers, even in the electronic age," Steffen says. "It really differentiates us from the competition. We take the company's mission, to provide outstanding products and services, very seriously."

Bettina says that customers often comment that, "It really shows what a great team you are. The way you all work together, not only in the office but also on the ramp, from engineering to cockpit crew, you are a great team and that makes it so easy to work with you."

This German team goes out of its way to accommodate special requests and share its expertise. Bettina recalls a 13-metre speed boat that was shipped to Mumbai and had to be loaded through the nose of a Boeing 747 freighter. The shipper and builder of this masterpiece of German manufacturing accompanied the boat from Hamburg, via road, to Frankfurt airport and wanted to take photos of the loading process. "We invited him to observe the loading live on the ramp and he was very happy," Bettina says.

For another odd-sized shipment – a 402cm-diameter solid steel ring, part of a drilling installation – a special transport rack had to be built. Assistant Manager Cargo Services, Knut Wagner was in close contact with the agent and the shipper throughout the process. He provided instructions for the construction and coordinated and facilitated the transportation of the rack from the factory to the aircraft.

This level of service has built strong relationships with agents who handle shippers with special shipments, notably crane parts, odd-sized drilling equipment and sensitive machinery.

It's not all big and heavies: the German office has also shipped fine art for museums and galleries, delicate and valuable orchestral instruments and special Saturday-night arrangements for the band equipment of singer P!nk.

"It's those extras, those out-of-the-routine things, that differentiates Cathay Pacific from other carriers and convinces our customers that: 'Yes, we can,'" says Bettina.

We show our customers how **difficult** shipments are loaded, what **requirements** we have and what we need from them in order **to make it a success**

我們向客戶展示如何把**難度高的**貨物裝上航機，讓他們了解我們的**要求**，以及需要如何配合，以確保**運載暢順**

縱

使在運送大型及重型貨物充滿不同的挑戰，國泰貨運的德國團隊卻樂在其中。任職於法蘭克福辦事處的貨運營業主任 Bettina Neumann 說：「我們很享受運送這些大型貨物。資深的同事遍佈各部門（甚至超過20年的資歷）。憑藉這些處理大型貨物的經驗及專業知識，在面對最難裝載的貨物時，我們亦能恪守安全及保安規定。」

Bettina 續說：「對於這些具挑戰性的貨物，我們會投放大量時間、精力和專業技術。如果貨物的尺寸接近可裝載的上限，我們會直接聯絡付運人，甚至到他們的工廠，就如何包裝貨品提出意見，以確保貨物的運送由始至終流暢無誤。」

「貨運是以人為本的業務，我們需要與客戶建立良好關係。我們會拜訪客戶及安排會面，更重要的是，我們會邀請客戶前來會見國泰團隊，看看我們的工作情況。」

團隊最近便為藥物付運人和貨運代理安排參觀活動，讓他們視察國泰在法蘭克福機場的設施，親睹整個處理流程。他們到了解貨處理中心，由收貨、擺放到存放貨物的情況，都一一展出於他們面前，好讓他們了解到貨品全程都在合適的溫度及安全規定下處理，他們還巡視了航機。

「我們向客戶展示如何把難度高的貨物裝上航機，讓他們了解我們的要求，以及他們需要如何配合，以確保運載暢順。這類參觀讓貨運代理和付運人對空運加深了解，並讓他們明白服務收費是物有所值。」

德國及東歐貨運經理 Michael Spiegel 表示，參觀活動有助國泰拓展業務。他說：「這些活動突顯了我們對產品和服務所抱持的理念和方法是正確的。」Michael 相信，隨著他們將特別產品和服務視為重點業務，與付運人或製造商建立直接聯繫益發重要，尤其是那些需要特別處理和服務的產品。他說：「這是銷售過程的一部分，也是法蘭克福團隊體現合作精神之處。Bettina 等銷售人員會得到貨運營業助理經理 Harald Kickl 的支援。貨運空間控制和操作部的員工，亦會直接聯繫顧客，互相討論運送產品的最佳方案。我們也會和作為關鍵一員的貨運代理緊密聯繫。」

由貨運空間控制和顧客服務助理經理 Steffen Braig 主管的客戶服務隊伍，會主動向客戶講述貨物的運送過程，由起程至抵達都清楚詳述。「即使在電子時代，這種服務文化也獲得客戶讚賞，成為我們與競爭對手的最大分別。我們奉行公司的使命，提供卓越的產品和服務，並貫徹始終。」

Bettina 常常聽到客戶這樣的稱讚：「你們真是一支優秀的團隊。無論是在辦公室或停機坪上，從工程人員到機組人員，大家都緊密合作。跟你們合作，令工作非常順暢。」

為了滿足客戶的特別要求，德國團隊不會墨守成規，願意作出新嘗試及分享專業知識。Bettina 回想他們曾把一艘長13米的快艇運到孟買，快艇要從波音747貨機的機頭裝進機艙。付運人及德國製造商一直伴隨快艇，從漢堡經陸路到達法蘭克福機場，並希望拍攝快艇裝載上機的照片。「我們於是邀請他到停機坪觀看裝載過程，讓他十分高興。」在處理另一件特別尺寸的貨物時，國泰團隊特製一個運輸架。那件貨品是一個直徑402厘米的實心鋼環，是鑽探儀器的組件。貨運服務助理經理 Knut Wagner 與貨運代理和付運人一直緊密聯繫，指示工作人員如何製作運輸架，並協調和協助將鋼環從工廠運送到航機上。

全賴這些優秀服務，令團隊跟處理特別貨物（如起重機組件、特別尺寸的鑽探儀器及高敏感度機器）的貨運代理，建立起密切關係。

除了大型和重型貨物，德國團隊還曾為博物館和畫廊運送藝術品；為管弦樂團運送昂貴而容易損壞的樂器；又曾為歌手 P!nk 的樂隊設備，於周六晚作出特別貨運安排。

Bettina 說：「正因為這些超出日常範圍的額外服務，令國泰貨運在眾多航空公司中脫穎而出，並說服客戶相信『我們能做到！』」 CC

"Yes, we can!"
says Cargo
Sales Executive
Bettina Neumann

貨運營業主任
Bettina Neumann
說：「對，我們
能做到。」



More ports in Asia 亞洲新航點

The expanded Cathay Pacific and Dragonair network provides cargo capacity to four new Asian destinations
國泰航空和港龍航空擴大航線網絡，新增了四個亞洲航點，並提升了貨運力

Shwedagon Pagoda,
in Yangon,
Myanmar's most
sacred site

仰光的大金寺是緬甸
最莊嚴的佛寺

Yangon

Yangon is a bustling city in the midst of Myanmar's huge transformation. The streets are filled with old-world charm: monks walk barefoot down the pavements, rickshaws pedal by and women in sarongs and traditional makeup carry trays of food on their heads. The city skyline is dotted with pagodas and monasteries, but the masterpiece of Burmese temple architecture, and the country's most sacred site, is the Shwedagon Pagoda – a gilded, 2,500-year-old stupa that lights up the night sky.

A recent stream of business to Yangon has injected the city with a new vigour and construction is on every street corner, as evidenced by the new stores in glistening shopping malls. The former pariah state has introduced sweeping economic reforms and opened up to the outside world following the lifting of decades-long economic sanctions.

Myanmar is seeking

cooperation agreements with other countries to boost trade, energy, resources and infrastructure. It hopes to develop value-added businesses and end its dependence on extractive industries such as logging – it ships raw teak rather than finished lumber – and mining. Myanmar has one of the world's largest natural gas reserves – 32 percent of its export income comes from natural gas – and deposits of iron ore, zinc, nickel and other minerals, and is the global leader in the production of high-quality jadeite.

Myanmar's main trade partners

are Thailand, Hong Kong and Mainland China but companies from around the world are poised to invest in mining, construction and fisheries. Massive financing is expected from the World Bank, the Asian Development Bank and the International Monetary Fund to help improve the poor infrastructure – roads, airports and electricity.

– Cori Howard

KA
FLIGHTS
港龍航程

Dragonair flies
four times a
week to Yangon

港龍航空每周有四班
航機飛往仰光

仰光

緬甸正經歷重大變革，在繁忙的仰光市內，街上處處散發舊時代的氛圍：赤腳的僧侶、擦身而過的人力車，還有穿著紗籠、畫上傳統妝容的婦女把一盤盤食物放在頭上。眾多的佛塔和寺院構成了城市景觀，但若數寺廟建築的代表，則必定是全國最神聖的大金寺，其擁有2,500年歷史的鍍金佛塔，以閃爍金光點亮了夜空。

近期，仰光的商業發展起飛，為城市注入了全新的活力。每個角落都大興土木，閃亮的購物商場不斷有新店鋪開業。在西方國家結束了對緬甸長達數十年的經濟制裁後，這個曾經被孤立的國家乘勢推行大規模經濟改革，並且對外開放。

緬甸正尋求與其他國家合作，以推動貿易、能源、資源及基建發展，希望能發展增值業務，從而不再依賴伐木（緬甸現時出口原柚木，而非木製成品）和採礦等採掘工業。緬甸擁有全球最大的天然氣儲備之一，其收入佔全國出口32%，並擁有鐵礦、鋅、鎳和其他礦物，更是全球領先的優質翡翠生產商。

現時緬甸的主要貿易夥伴包括泰國、香港及中國，但來自世界各地的公司亦希望投資當地的採礦業、建築業及漁業。世界銀行、亞洲開發銀行及國際貨幣基金組織預期將會為緬甸提供龐大資金，協助改善其機場、道路和電力等落後的基建設施。

– Cori Howard

Charminar monument in Hyderabad, where North and South India meld

海得拉巴的Charminar紀念塔是印度南北的交匯點



Hyderabad

An Indian melting pot of Hindu and Muslim cultures, the capital of Andhra Pradesh in fact comprises the twin cities of Hyderabad and Secunderabad, the latter an administrative ancillary. But most visitors come for ancient Hyderabad, a city bristling with fine monuments of the Muslim sultanates and teeming medieval bazaars.

These bazaars remain a backbone of Hyderabad's economy, employing 30 percent of the workforce and including more than 50,000 street vendors, a number that's rising apace with India's economic growth.

However, Hyderabad is best known for its key 21st-century sector: "Cyberabad", or Shamshabad hi-tech city. Here are 1,300 international and domestic IT firms whose exports in 2008-9 reached US\$4.7 billion. They join a healthy Hyderabad export market that includes the bulk drugs

CX FLIGHTS 國泰航程

**Cathay Pacific
flies four times
a week to
Hyderabad**

**國泰航空每周有四班
航機飛往海得拉巴**

and formulations supplied by the city's thriving pharmaceutical and biotech industries, leather and ready-made garments, and gems – particularly the pearls drilled at Champapet that once earned Hyderabad the sobriquet "city of pearls".

Imports to the blossoming south-central Indian city include machinery and mechanical appliances, and medical equipment and instruments for its lucrative

and expanding healthcare industry, which includes 15 new hospitals in the high-tech city alone. Imported consumer goods satisfy the tastebuds of the growing middle-classes: cars and motorbikes (the latter the most popular dowry request from the city's grooms); gold and silver; white goods; and fancy international foods.

Five-star and business hotels are mushrooming in the commercial district of Raj Bhavan Road and include the sleek The Park.

– Sally Howard

海得拉巴

印度安得拉邦的首府由海得拉巴與塞康德拉巴德這對姊妹城市組成，是印度教與回教的文化大熔爐。塞康德拉巴德是行政輔助城市，而海得拉巴則是一座古城，吸引不少遊客專程前來，欣賞回教君主留下的壯觀古蹟，市內亦有不少熱鬧的中世紀市集。

這些市集仍是海得拉巴的經濟支柱，聘用了全城三成勞動人口，包括逾五萬名商販，而且數字更與印度的經濟增長同步上升。

然而，海得拉巴最著名的是其21世紀科技產業：「Cyberabad」，即Shamshabad科技城。這裡進駐了1,300間國際及本地資訊科技企業，2008至09年出口總值達47億美元。海得拉巴的其他出口，包括原料藥和製劑（由市內興旺的製藥及生物科技業提供）、皮革、成衣及寶石，尤其是在Champapet的珍珠養殖，曾為海得拉巴帶來「珍珠之城」的美名。

這個印度中南部城市發展蓬勃，入口貨物包括機器及機械用具、醫療設備和儀器（海得拉巴的醫療業務發展迅速，單在科技城就有15間新醫院）。為滿足市內中產階層而進口的消費品則有汽車及電單車（後者是最多當地新郎要求的嫁妝）、金銀器、家電及國際美食。

五星級和商務酒店在Raj Bhavan Road的商業區湧現，其中包括雅緻時尚的The Park酒店。

– Sally Howard >

Haikou

Haikou, meaning “the entrance of Hainan”, is the capital of Hainan Province, China’s largest island. For decades, the port city has been the island’s political and economic hub, even after Hainan became accessible by air.

While Hainan is one of China’s top vacation destinations, it has five main pillar industries – car-making, photovoltaic technology, pharmaceuticals, electrical engineering, and foods and agricultural by-products processing.

In 2011, the Haikou government’s “Top 10 Enterprises” in the city included photovoltaic and solar expert Yingli New Energy Resources, dry-type transformer manufacturer Jinpan Electric, FAW Haima Automobile, healthy foods and drinks producer Hainan Yedao Group, and Coconut Palm Group, the biggest producer of natural plant protein soft drinks in China.

Haikou has capitalised on its abundance of ocean petroleum and natural-gas resources to develop a chemical fibre textile industry. Some of the most successful companies include Hainan Xingye Polyester and its subsidiary Hainan Zhenye New Synthetic Fiber, Samya Technology and Hainan Shengzhiye Hi-Tech. While the tyre industry is booming the handicraft industry, featuring products made from coconut shells and seashells, is also taking shape. The electronic communications industry has also found its root in Haikou, with both PCB Square and Hainan Qinghua LCD Technology Development well-known brands.

In September 2012, Haikou was designated as the main driver of the northern Hainan regional economic circle, under which seven cities, prefectures and counties will work to develop major infrastructures such as



the Western Ring Railway, Qiongzhou Strait Cross-Sea Bridge, Puqian Bridge, Haikou-Tunchang Highway and Dinghai Bridge. The project aims to reduce travelling time between any two points in northern Hainan to less than an hour.

– Cheung Man-chung

海口

海口，海南的入口；在開通航線之前直至現在，一直是通往海南島的大門，也是海南政治和經濟的中心。

海南風光如畫，是旅遊勝地，而在旅遊之外，產業經濟也十分發達，其五大支柱產業分別為汽車製造、光伏產業、製藥、機電製造、食品及農副產品加工。

於2011年，入選海口「十強企業」的名單，包括銷售太陽能光伏產品的英利新能源、乾式變壓器製造廠金盤電氣、汽車製造廠一汽海馬、生產健康食品及飲料的椰島集團、中國最大的天然植物蛋白飲料生產企業椰樹集團等。

Tropical Hainan is a top vacation destination in China

熱帶氣候的海口是中國的度假勝地

海南島的海洋石油及天然氣資源非常豐富，近年來大力開發，並加以利用。海口把握時機，重點推動化纖紡織工業，當中以興業聚酯及其子公司振業新合纖、翔業科技等公司脫穎而出。

擁有資源獨特優勢而開發的橡膠輪胎製造業亦不斷擴大規模，發展迅速。

另一方面，以海島特產如椰殼、貝殼為材料的工藝品亦已經形成特色，為旅遊經濟爭奇鬥妍。同時，電子資訊工業也在海口

扎根，正紅科技及清華顯示器正逐漸發展成為全國知名品牌，前景不可小覷。

2012年9月，由海口牽頭舉行「省會經濟圈論壇」，商討海南島北部區域發展大計。海口被定為區域經濟圈的火車頭，瓊北七個市、縣、區將聯成一體，全力推進西環高鐵、瓊州海峽跨海工程、鋪前大橋、海屯高速、定海大橋等建設，策劃發展跨市縣的濱海路，形成瓊北一小時交通圈和生活圈。

– 張文中

KA
FLIGHTS
港龍航程

Dragonair flies
daily to Haikou

港龍航空每日均有
班機飛往海口

KA FLIGHTS 港龍航程

**Dragonair flies
four times a
week to Kolkata**

**港龍航空每周有四班
航機飛往加爾各答**

**Kolkata's patchy economy might
not reflect the rosy glow of the
Victoria Memorial Hall**

加爾各答的經濟發展欠全面，與市內
宏偉的維多利亞紀念堂並不相稱

Kolkata

Shopping malls in Kolkata chock-a-block with crowds may be mistaken for an indication of West Bengal's prosperity. But the picture is misleading. While it is true that consumerism has arrived in the city – and that is quite obvious during the autumnal festive season when people are in the mood to splurge on clothes, white goods and cars, or go holidaying at home or abroad – footfall does not always translate into sales. Malls with their glitz, air-conditioning, well-stocked shops, food courts and multiplexes are a favourite refuge for many locals from the hot and sticky climate, busy traffic and crowded pavements.

Car sales may have dropped ever since recession struck, but people in Kolkata are willing to pay through their nose to tickle their palates. Chinese food is hot, and Mainland China restaurant the hottest place for fine dining. The crowds flock to Bohemian for fusion food and to 6 Ballygunge

Place for the best Bengali cuisine. The discos, Tantra in The Park Hotel and Underground in Hotel Hindusthan International, are hyperactive.

But industry stagnates despite Kolkata being the headquarters of several large companies: the highly diversified ITC, with its hotels, fast-moving consumer goods, agribusiness and information technology; power and retail giant RP-Sanjiv Goenka; and battery-maker Exide. The state government's refusal to allow foreign direct investment in retail and the blocking of land acquisition for special economic zones to operate industry are deterrents to fresh investment. The state lags behind Jharkhand, Tamil Nadu, Orissa, and Gujarat even though there is a surplus of power generated. But the real-estate business is booming and the projects of leaders such as Godrej, Ambuja Realty and the Mani Group, along with smaller fry, are fast changing the city's skyline.

– Soumitra Das

加爾各答

加爾各答的購物商場內人頭湧湧，此景象或會令人以為是這個西孟加拉邦首府的繁華見證，但實情並非如此。的而且確，消費主義已漸漸在市內抬頭，尤其是秋日節慶期間，人們都樂於花錢購置衣服、家電和汽車，或是在本地和海外旅遊度假。然而，人流多不一定代表銷量好。購物商場的華麗裝潢、空調設施、琳琅滿目的商店、美食廣場和大型戲院等，都令當地居民嚮往，尤其相對於外面又熱又黏的天氣、令人窒息的交通擠塞和繁忙的行人路，商場便成為了最受歡迎的避暑天堂。

自從經濟衰退開始以來，加爾各答的汽車銷量經已有所下降，但居民仍然十分樂意為芳香撲鼻、令人食指大動的美食花錢。中國菜備受熱捧，因此中國大陸的餐廳成為了享用精緻菜餚最熱門的地點。民眾也喜歡去提供混合菜式的Bohemian餐廳，還有以一流孟加拉菜見稱的6 Ballygunge Place，均引來人潮湧動。在夜店方面，The Park Hotel的Tantra及Hotel Hindusthan International的Underground等的士高舞池依然情緒高漲。

加爾各答是多間大企業的總部，其中包括業務極多元化的ITC，其涉足的業務包括酒店、消費品、農產業務及資訊科技等。電力及零售業巨頭RP-Sanjiv Goenka和電池製造商Exide也在此設總部。儘管如此，加爾各答經濟卻停滯不前。西孟加拉邦政府拒絕允許外商直接投資於零售業，又禁止收購土地以興建特別經濟區作工業用途，凡此種種，皆令新投資窒礙難行。因此，即使能力有餘，西孟加拉邦仍落後於賈坎德邦、泰米爾納德邦、奧里薩邦及古吉拉特邦。然而，加爾各答的房地產業則在蓬勃發展，Godrej、Ambuja Realty及Mani Group等行業龍頭與一些小企業的發展項目，正不斷改變加爾各答的城市面貌。

– Soumitra Das CC

Sri Lanka's beaches and rich culture have drawn increasing numbers of tourists since the end of the civil war

自內戰結束後，斯里蘭卡的天然海灘和深厚的文化底蘊吸引遊人蜂擁而至



New Colombo freighter route

Cathay Pacific Cargo has launched a weekly freighter service to Colombo, the capital of Sri Lanka. The new service, which operates on a Hong Kong-Chennai-Colombo-Hong Kong route, commenced on 2 December.

Since the end of Sri Lanka's civil war in 2009, the island state has become a hot tourist destination as holiday-makers seek unspoiled beaches, high-quality boutique hotels, a rich culture and a delicious cuisine. Revenue from tourism rose 24.2 percent to USD641.8 million in the first eight months of 2012 from the same period a year earlier.

Tourism is one of the main foreign exchange earners for Sri Lanka's economy (GDP was USD118 billion in 2011), along with remittances from expatriate workers, garments, precious stones, rubber and tea.

Inward freight includes accessories and components for garment assembly in Sri Lanka, and machinery and transportation equipment. Outward shipments include finished garments and perishables such as tuna, which is mostly exported to Japan.

Ratings agency Standard & Poor's said that Sri Lanka's economic growth prospects have improved following the end of the 26-year-long war and the subsequent shift in the government's focus towards boosting the economy and diversifying sources of growth.

Sri Lanka has embarked on a programme of updating infrastructure with some of the biggest projects financed by China. These include a USD1.3 billion coal power plant in the northwest; a USD1.2 billion dollar port and USD209 million airport in the south; and a massive upgrade of roads.

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

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

國泰航空開辦科倫坡貨運航線

國泰航空已於12月2日開辦每周一班前往斯里蘭卡首都科倫坡的貨運服務(有待政府部門批准)。全新科倫坡貨運航線逢周日由香港前往欽奈，續程科倫坡，然後返港。

島國斯里蘭卡自2009年結束內戰之後，已發展成為旅遊熱點，當地的無污染天然海灘、高級精品酒店、深厚的文化底蘊和美味佳餚，吸引眾多遊客蜂擁而至。旅遊收益在2012年首八個月達6.418億美元，較去年同期增長24.2%。

斯里蘭卡2011年的國內生產總值為1,180億美元，旅遊業是主要外匯收入之一，其他外匯來源包括有製衣、寶石、橡膠及茶葉等行業，以及在海外工作僑民的匯款。

斯里蘭卡的入口貨物主要有製衣生產組裝所需的配件和組件、機械和交通設備等。出口貨運則以成衣及鮮貨（包括主要運往日本的吞拿魚）為主。

評級機構標準普爾指出，隨著歷時26年的漫長戰爭結束，加上政府積極刺激經濟，採取多元發展，該國的經濟增長前景持續改善。

斯里蘭卡正著力發展基礎建設，其中一些大型項目獲中國資助，包括投資13億美元在西北地區開發燃煤發電廠；分別耗資12億和2.09億美元建設港口和南部機場，以及大規模提升公路的質素。CC



High steaks 牛氣衝天

By Oguma Tong

When Hong Kong received its first officially certified shipment of Kobe Wagyu beef, the carrier of choice was Cathay Pacific

國泰航空負責將第一批官方認可外銷到香港的神戶和牛運送抵港

ONCE ONLY available to Japanese diners, Kobe Wagyu beef is now on the menu in Hong Kong, with Cathay Pacific tasked with bringing the delicacy to the city's tables.

The meat holds the distinction of being among the most expensive beef in the world. In particular, the intensely marbled Kobe variety, with its sweet and tender flavour, makes for an unforgettable gastronomic experience.

Kobe Wagyu is almost as rare in the domestic Japanese market as it is abroad. While Wagyu – which means literally “our cattle” in Japanese – is widely produced, only meat from the ancient Tajima region is entitled to the prestigious “Kobe beef” label. No more than 3,000 head of cattle meet the stringent criteria every year. Hong Kong is only the second overseas market, after Macau, to be allowed to import the meat.

Cattle in and around Kobe, Japan's fifth-largest city, are raised under strict conditions. While the excellent environment of the region – blessed

with an abundance of soft, fresh grass pastures and mineral-rich mountain spring water – plays an important role, the cattle-rearing process itself is a true labour of love.

Virgin or unneutered thoroughbreds are the only cattle raised, and it's not unheard of for farmers to give them massages to enhance meat quality, while feeding them an exclusive diet of carefully selected grains, such as rice, corn and wheat.

Even after complying with these requirements, the slaughtered cattle still have to pass a rigorous carcass-grading test in order to verify their marbling score before being awarded the exclusive “Kobe beef” accreditation.

The first shipment of Kobe beef arrived in Hong Kong on Wednesday, 18 July, and went on sale on Friday, 20 July, for between HK\$88 and HK\$327 per 100 grams, a discount of some 30 percent.

This consignment of Kobe beef can be savoured at the InterContinental Hong Kong's Nobu restaurant as well as the Inagiku outlets at The Royal Garden Hotel, Tsim Sha Tsui East, and the ifc mall in Central.

曾

經只限內銷的神戶和牛，終於來到香港，成為香港老饕們餐桌上的美饌，而國泰航空有幸負責運送這滋味食品。神戶和牛被譽為是全球最貴的牛肉之一，

其脂肪分佈平均、肉質細嫩和香味濃郁，能讓人一吃難忘。

若你以為在日本可以輕易吃到神戶和牛，便大錯特錯了。日本養殖和牛的地區眾多，但只有但馬區出產的純種和牛才有資格稱為神戶牛，每年符合這個嚴苛資格的只有3,000頭牛。香港是繼澳門後第二個獲准進口真正神戶牛肉的海外市場。

日本第五大城市神戶或附近地區飼養的和牛均須遵守嚴格規定；當地環境優越，能夠長出柔軟鮮嫩的牧草，以及含豐富礦物質的山泉水，自然是飼養神戶和牛的重要條件，但養牛人的細心照料亦是關鍵。

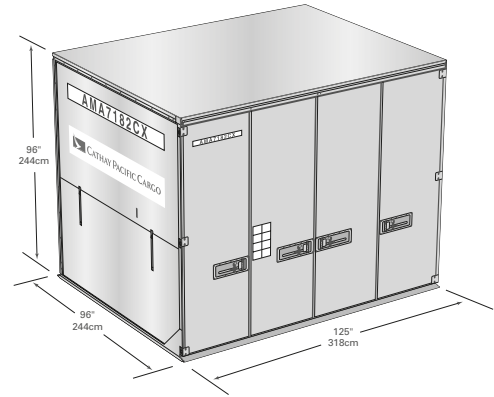
神戶和牛必須是未曾分娩或遭閹割的純種但馬牛，據說工人會為牛隻按摩提升肉質，並以嚴選的穀、玉米和小麥等為飼料。上述條件以外，牛隻屠宰後還要經過嚴格檢測，脂肪分佈符合規定，才可打上「神戶牛肉」的標籤。

香港首批神戶牛肉已於7月18日星期三抵港，並於20日星期五公開發售，每100克的售價由88至327港元不等，大概是正價的七折。

現時在香港洲際酒店的Nobu餐廳，以及尖東帝苑酒店和中環國際金融中心商場的稻菊日本餐廳，均可享用到美味的神戶牛肉。CC

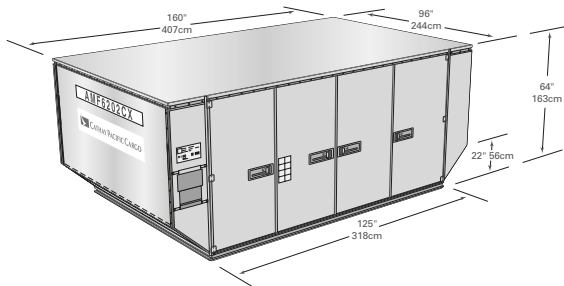
These are the Unit Load Devices (ULDs) that Cathay Pacific Cargo provides. Please visit www.cathaypacificcargo.com for detailed descriptions of each of the ULDs.

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。



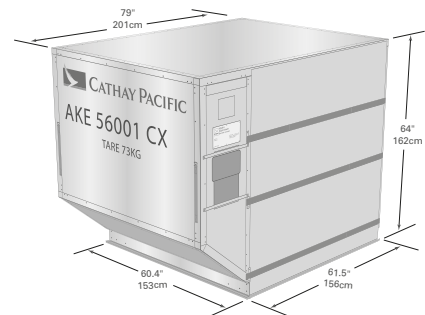
TYPE: AMA CONTAINER

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



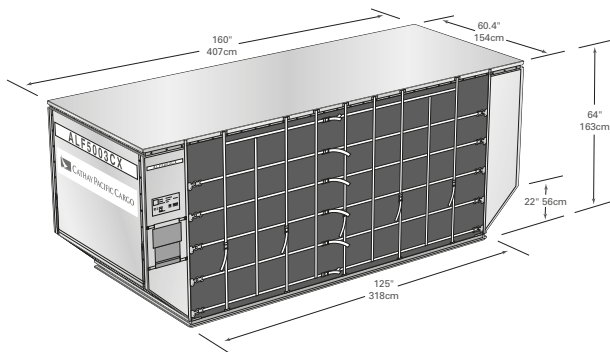
TYPE: AMF CONTAINER

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



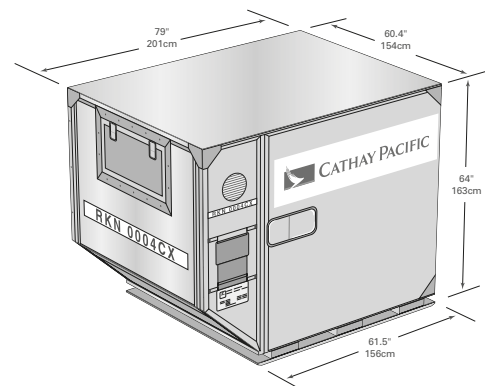
TYPE: AKE CONTAINER

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



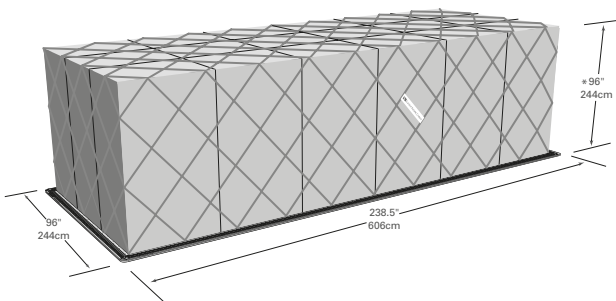
TYPE: ALF CONTAINER

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



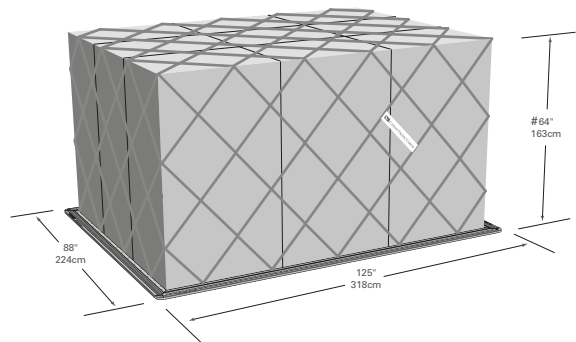
TYPE: RKN COOLTAINER

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



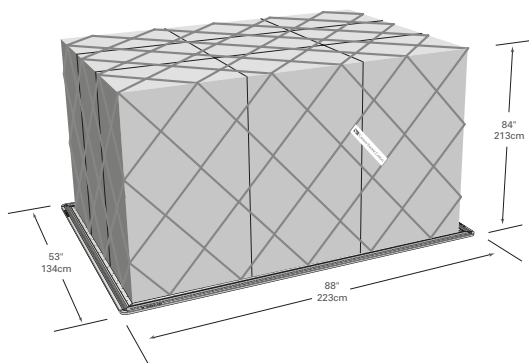
TYPE: PGA PALLET

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



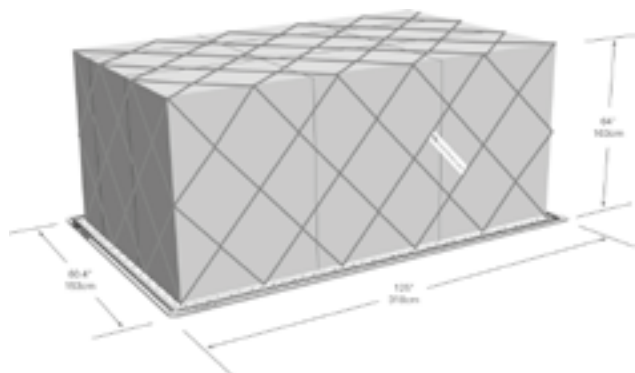
TYPE: PAG PALLET

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



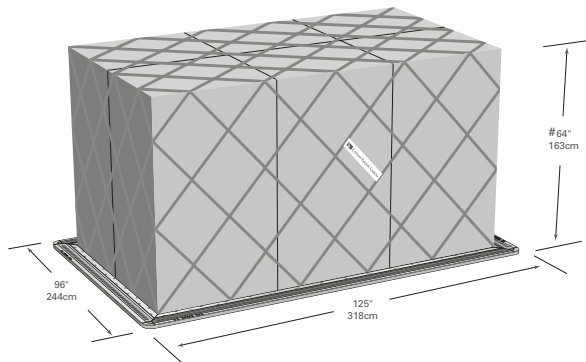
TYPE: PEB PALLET

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



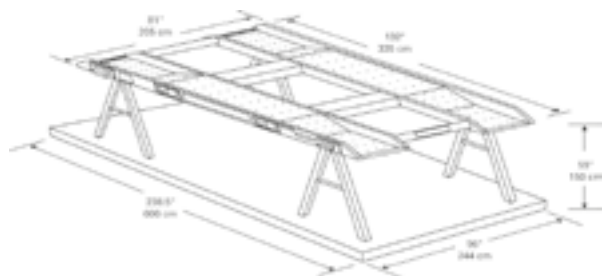
TYPE: PLA PALLET

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



TYPE: PMC PALLET

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



TYPE: VZA, VRA – CAR RACK

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



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專為貴重物品提供可靠運送。



Dangerous goods under the care of certified professionals.
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DRAGONAIR NETWORK



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

Technical stop only

* No cargo uplift service

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

Attendees at the event in Singapore to promote excellence in pharmaceutical and healthcare shipments in the air cargo industry

業界人士參加在新加坡舉行的活動，致力在空運業推廣藥物及保健貨品的優質運輸服務



Promoting excellence 推廣優質服務

Cathay Pacific Cargo and Kuehne + Nagel
join forces to promote industry excellence

國泰貨運與德迅貨運代理攜手在業界推動優質服務

CATHAY PACIFIC CARGO and logistics provider Kuehne + Nagel hosted an education event together in Singapore to promote excellence in pharmaceutical and healthcare shipments in the air-cargo industry. Kuehne + Nagel invited a selected group of customers to the event on Wednesday, 31 October, where Cathay Pacific demonstrated the features of PHARMA **LOG**, explaining how the airline works closely with logistics providers and shippers to ensure successful cold-chain shipments. Attendees visited the warehouse facilities and a Boeing 747-400 freighter in Singapore, where they were able to see first-hand the aircraft temperature-setting configuration, how shipments were loaded and how the aircraft temperature performed. Su-Yin Krishnan, Regional Cargo Manager, Southeast Asia, said Cathay Pacific Cargo was pleased to work with partners such as Kuehne + Nagel to bring enhanced knowledge to the industry.

國泰貨運與物流供應商德迅貨運代理公司於10月31日在新加坡攜手舉辦活動，致力在空運業推廣藥物及保健產品的優質運輸服務。德迅貨運代理邀請一批特選客戶出席是次活動，國泰航空在活動中展示PHARMA **LOG**的產品優點，闡釋國泰如何與物流供應商及付運人緊密合作，確保冷凍鏈貨物安全運送。出席者參觀國泰貨運的貨倉設施，並在波音747-400貨機上，親睹航機的溫度調控裝置；貨物如何裝載上機，以及航機溫度控制的表現。國泰航空東南亞區貨運經理素音表示，國泰貨運欣然與德迅等貨運夥伴合作，增進業界的專業知識。

CATHAY PACIFIC WINS TOP AWARD 國泰航空榮膺 最佳空運供應商

CATHAY PACIFIC CARGO has been named Air Supplier of the Year in the 2012 Global Supplier Awards, conducted by international supply chain management company CEVA Logistics. The award recognised Cathay Pacific Cargo's commitment to a global strategic partnership agreement and the tailor-made solutions the airline has provided to CEVA to accommodate the needs of specific customers.

The event, held on 21 September near Madrid, was hosted by Bruno Sidler, CEVA Chief Operating Officer, and attended by James Woodrow, Cathay Pacific General Manager of Cargo Sales & Marketing, and Ray Jewell, Cathay Pacific Regional Manager of Cargo Europe.

國泰貨運在國際供應鏈管理公司CEVA Logistics頒授的2012 Global Supplier Awards環球供應商頒獎禮中，榮獲全年最佳空運供應商殊榮，藉此表揚國泰貨運對環球策略聯盟協議的承擔，並為CEVA提供切合需要的解決方案，以回應不同客戶的需求。

頒獎禮於9月21日在馬德里附近地區舉行，由CEVA營運總監Bruno Sidler主禮。國泰航空貨運營業及市務總經理韋靖及歐洲地區貨運經理Ray Jewell均出席了這個盛會。

From left: Bruno Sidler, CEVA's Chief Operating Officer, James Woodrow and Ray Jewell from Cathay Pacific Cargo, and Peter Dew, CEVA's Chief Information Officer

左起：CEVA的營運總監Bruno Sidler、國泰貨運的韋靖及Ray Jewell，以及CEVA的資訊總監Peter Dew



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New Cathay Pacific Cargo Terminal
快速運送

全新國際航空貨運站



EUROPE CARGO TEAM 歐洲貨運團隊

Helping men and big and heavier? Food and fashion? No problem, say the Italian Cathay Pacific Cargo team 提升傳統型運貨物 為時尚時裝 意大利風采 歐洲貨運團隊為利奧集團提供貨品安全及延遲的風險

Italian style 意大利風格

The Italy's Italy is a vibrant nation, known for its rich history, art, and fashion. From the bustling streets of Rome to the serene canals of Venice, Italy offers a unique blend of tradition and modernity. The Italian Cargo team at Cathay Pacific is dedicated to providing the highest quality service for our Italian clients, ensuring that their goods are transported safely and efficiently. We understand the importance of time and quality in the Italian market, and we are committed to meeting these demands with our expertise and resources.

After Rome, the next major hub for Italian cargo is Milan. This city is a global fashion capital, and the Italian Cargo team works closely with local logistics providers to ensure that goods are moved seamlessly between the two cities. Our team also handles a wide range of other Italian goods, from food products to luxury goods, ensuring that all shipments are handled with care and precision.

With the help of the Italian Cargo team, our clients can ensure that their goods are transported safely and efficiently, meeting the demands of the Italian market. We are committed to providing the highest quality service, ensuring that our clients' goods are delivered on time and in perfect condition.

EUROPE CARGO TEAM

國貨

國貨品牌在國際市場上的競爭力日益增強，這得益於中國製造業的不斷升級和國際貿易的日益頻繁。國貨品牌不僅在國內市場上佔據了重要地位，也在國際市場上展現出了強大的競爭力。這主要得益於中國製造業的不斷升級和國際貿易的日益頻繁。國貨品牌不僅在國內市場上佔據了重要地位，也在國際市場上展現出了強大的競爭力。這主要得益於中國製造業的不斷升級和國際貿易的日益頻繁。

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HONG KONG 香港 CARGO HUB 貨運樞紐

Terminal velocity 貨運樞紐

The need speed is at the heart of Cathay Pacific's new Hong Kong Cargo terminal, coming on line in 2013 致力提升貨運效率的創新新貨運站，迎接2013年啟用

香港貨運樞紐的建設是中國航空貨運發展的重要里程碑。新貨運站的建成將進一步提升香港作為國際航空貨運樞紐的地位，為全球客戶提供更高效、更可靠的貨運服務。新貨運站的設計採用了最先進的技術，確保了貨物的快速轉運和儲存。新貨運站的建成將進一步提升香港作為國際航空貨運樞紐的地位，為全球客戶提供更高效、更可靠的貨運服務。

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More ports in Asia 亞洲新航點

The expanded Cathay Pacific and Dragonair network provides cargo capacity to four new Asian destinations 亞洲貨運網絡擴展至四個新航點，為亞洲客戶提供更多貨運選擇

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