

CARGO CLAN



DRAGONAIR
CARGO

QUARTER FOUR 2015
2015年第四季



CATHAY PACIFIC CARGO

LIGHT SAVER

Carrying Stanford University's
futuristic eco-car to the
World Solar Challenge

儲備陽光

運送史丹福大學的
未來概念環保車參加
世界太陽能車挑戰賽



DISCOVER COLUMBUS

The scheduled freighter service is
creating a new gateway for the US

發現哥倫布

定期貨運航班促進美國新空運口岸

THE FULL PACKAGE

Working to fulfil China's growing
demand for timely e-commerce

全面周到

配合中國電子商貿的快遞需求

COOL CHAIN COUP

Learn how Cathay Pacific Cargo
keeps it cool for frozen freight

冷凍鏈革命

認識國泰貨運如何為冷藏貨物保冷

GROUNDS FOR SEASONAL CHEER

值得喝采的一季

As we enter the fourth quarter of the year, our cargo operation has been busy servicing the seasonal peak, which lasted up until the end of November. We moved to a full freighter schedule to deal with the increase in demand on the transpacific routes, while demand on routes to India continued to grow. The demand for airfreight strengthened over the third quarter of the year, but overcapacity has continued to put pressure on our yields.

Appropriately enough, one route to buck that trend has been the freighter service to Columbus, Ohio – the prime fashion distribution centre for the US – where we have increased frequency of the scheduled freighters. On p14 you can find out how these flights, the local market and the Midwest Cathay Pacific Cargo team have worked together to transform Rickenbacker Airport into a new and significant import and export hub in the heart of the US.

Investment continues to improve our own products. You can read on p24 how innovation in our cold chain products enabled a shipment of frozen banana pulp to be kept in a requested temperature range of -10°C to -20°C between Mumbai and Tokyo.

Another part of this quarter's peak performance was the spike caused by China's 11.11 shopping sales. Records tumbled affirming China's growing appetite for e-commerce. We assess what it means for fulfilment and how Cathay Pacific Cargo is innovating to support post offices to serve this growing market on p20.

Whether you order online or shop by more traditional methods, I hope that the festive season delivers everything that you want. So may I finish by wishing all of our readers a very Happy Christmas and a profitable and healthy 2016.

步入今年第四季起，一直到11月底，貨運業務進入最忙碌的旺季。在這段期間，我們的所有貨運航班全面運作，以應付需求大增的跨太平洋航線，以及持續增長的印度航線。對航空貨運的需求，由今年第三季度已開始增加，但礙於市場運力過剩，導致我們的收益率持續受壓。

然而，其中卻有一條貨運航線脫穎而出，那就是前往美國主要的時裝分銷中心：俄亥俄州哥倫布市的航班，我們已增加了往返當地的貨機班次。我們在第14頁專題介紹這些航班、當地市場及中西部國泰貨運團隊如何共同努力，攜手將Rickenbacker機場打造成為美國中心地帶的進出口樞紐。

我們持續投資於改善服務產品系列。你可以在第24頁專題看到我們如何以創新的冷凍鏈服務，將新鮮香蕉肉保持在攝氏零下10度至20度的低溫，從孟買運送到東京。

11月11日的光棍節網上購物活動，為本季度的卓越表現錦上添花。中國大陸日益蓬勃的電子商貿，令我們的業務刷新多項紀錄。我們將在第20頁詳細分析產業趨勢，以及國泰貨運如何運用創新的服務支援郵政局，以應付不斷增長的電子商貿市場。

無論你是上網或透過傳統方式購物，希望這個欣喜佳節滿足你的一切願望。最後讓我祝福所有讀者都有一個非常快樂的聖誕節，2016年財運亨通、身心康泰。

Simon Large

Director Cargo
貨運董事 羅世民



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資料、數據、訊息

產品及服務、人物、航線網絡

CATHAY PACIFIC CARGO



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NETWORK NEWS 網絡快訊

CARGO VOLUMES LOOK POSITIVE

貨運量呈現正增長

October saw a continuation of single-digit, year-on-year growth for Cathay Pacific Cargo. It reported cargo and mail traffic up 2.9 per cent year on year to 954 million RTKs (revenue tonne kilometres).

For the first 10 months of 2015, cumulative cargo traffic was up 6.8 per cent to 8.67 billion RTKs.

The airline carried 163,733 tonnes of cargo and mail, up 4.6 per cent on the previous year, bringing the 10-month cumulative total to 1.478 million tonnes, up 5.5 per cent against 2014.

Commenting on the October results, Mark Sutch, Cathay Pacific GM cargo sales and marketing, said: 'Demand for airfreight shipments continued to climb as we moved into the traditional peak period.

'We moved to a full freighter schedule as traffic on the transpacific routes increased and demand to and from India continued to strengthen. Our teams worked hard to push up the load factor for both freighters and passenger aircraft belly space; however, overcapacity in the market continued to put pressure on yield.

'Current indications are that this year's cargo peak will run through until the end of November.'

For the same period, Hong Kong International Airport also reported an increase in cargo volume.

Volumes were up two per cent year-on-year in October to 392,000 tonnes.

This continued the trend since September of year-on-year growth and follows six months of declines.

The airport's export volume rose 1.6 per cent to 253,000 tonnes, while imports rose 2.8 per cent to 139,000 tonnes.

國泰集團10月份公佈的客貨量數據顯示，國泰貨運的業務較去年同期增長，10月份繼續錄得個位數增幅。10月份的貨物及郵件錄得9.54億RTK（收入噸千米數），較去年同期上升2.9%。

國泰航空的貨運量在2015年首10個月增長6.8%，總計86.7億收入噸千米。

國泰航空於10月份載運貨物及郵件163,733噸，較去年同期增長4.6%，首10個月的累積總額達到147.8萬噸，上升5.5%。

談到10月份的貨運數據時，國泰航空貨運營業及市務總經理薩孟凱表示：「隨著空運業務踏入傳統旺季，需求持續攀升。」

他續說：「我們運作所有定期貨運航

954m RTKs

Cathay Pacific cargo and mail revenue tonne kms in Oct
國泰貨運及郵件在10月份的收入噸千米數

6.8%

Percentage increase in the first 10 months of 2015 in
Cathay Pacific Cargo's traffic (against 2014)
國泰貨運量2015年首10個月的增長百分比（對比去年同期）

班，以應付跨太平洋航線的運量增長及印度出入口的強勁需求。貨運團隊努力增加貨機和客機腹艙的運載率，然而由於市場的運力過剩，收益率持續受壓。目前趨勢顯示，預期今年的貨運旺季將維持至11月底。」

香港國際機場的報告顯示，同一時期的貨運量亦有上升。

10月份的貨運量為392,000噸，較去年同期上升2%。經過連續六個月下跌之後，香港機場的貨運量自9月起開始較去年同期增長。

機場的出口貨運量上升1.6%至253,000噸，進口則上升2.8%至139,000噸。

MAKING A NEW MARQUE

新面貌新形象

Cathay Pacific unveiled the latest investment in the brand and customer experience in October – a new livery. A Boeing 777-300ER was revealed to invited guests at a ceremony in Hong Kong.

One of the main changes is to the large brushwing on the tail, which now appears on an all green background. Gone is the green strip on the nose, and the two-tone fuselage has been toned down with a grey band that runs nose to tail on the otherwise

all-white airframe. The brushwing logo at the front of the aircraft has been enlarged and now appears in green.

The new Airbus A350 series will be the first fleet to launch with the new livery. The airline's existing fleet will be repainted as aircraft go through their maintenance schedule over the next five years.

國泰航空於10月在香港舉行發布會，向特邀嘉賓展示一架展現品牌最新形象，及

提供顧客新體驗的波音 777-300ER 客機。

新外觀的主要特點在於尾翼採用全綠底色，繫上「翹首振翅」標誌。機鼻部分的綠色線條被減除，並將雙色調的機身改為全白底色，配上一條貫穿機首到尾翼的灰色條紋。此外，還將機首的「翹首振翅」標誌加大並改為綠色。

新的空中巴士 A350 系列客機，將成為首批以新外觀形象亮相的飛機。而國泰機隊現有的飛機將於未來五年間進行例行的大型維修檢查時，安排換上新外觀。



HONG KONG TOPS GLOBAL FREIGHT LEAGUE 香港高踞環球貨運量榜首

Hong Kong was 2014's number one cargo airport by total freight tonnage, according to data published by the Airports Council International (ACI) in September.

Hong Kong was also the busiest hub for international cargo, while overall second place Memphis handled the most domestic cargo, as befits its status as Fedex's US base.

據國際機場協會 9 月公佈的數據，香港在 2014 年是全球貨運總噸數最高的機場。

香港也是最繁忙的國際貨運樞紐，總排名位列第二位的孟菲斯則是處理最多本地貨運的機場，因為當地正是聯邦快遞的美國基地。

Hong Kong International Airport handled 4.4 million tonnes of freight in 2014, an increase of six per cent over 2013, followed by Memphis on 4.3 million tonnes, Shanghai on 3.2m tonnes, Seoul Incheon with 2.6m tonnes and Anchorage at just under 2.5m tonnes.

The ranking remains unchanged from the previous 2013 running.

香港國際機場在 2014 年處理了 440 萬噸貨運，較 2013 年增加 6%。排名第二的孟菲斯處理了 430 萬噸貨運，上海 320 萬噸，首爾仁川機場 260 萬噸，而安克雷奇則是接近 250 萬噸。

2014 年的排名與 2013 年相同。



Leading light
Hong Kong topped ACI ranking
領導同儕
香港在國際機場協會排名榜領先

CATHAY HOSTS FREIGHTER EVENT AT COLUMBUS 國泰在哥倫布慶祝增加貨機航班

國泰在哥倫布慶祝增加貨機航班

Cathay Pacific Cargo celebrated the strengthening of US-Asian trading ties with its freighter service to Columbus with an event at Rickenbacker Airport in Ohio.

Already the first carrier to offer a scheduled freighter service into the US fashion industry capital, Cathay Pacific Cargo is now operating a four-times weekly service via Chicago to Hong Kong.

Speaking at an event to mark the increase in frequency, director cargo sales Americas Margaretha Laseen said: 'We now have 12 ports in the US, three in Canada and two in Mexico. We believe that this new base will be successful.'

國泰貨運在俄亥俄州 Rickenbacker 機場舉行活動，慶祝增加前往哥倫布的貨機服務，以加強美國和亞洲的貿易連結。

國泰貨運率先在美國時裝之都哥倫布提供定期貨機航班，現時每星期有四班航機經芝加哥往返香港。

國泰貨運美洲區貨運銷售董事 Margaretha Laseen 在宣佈增加航班的活動上表示：「我們現時在美國設立了 12 個航點，加拿大有三個，墨西哥有兩個。我們相信這個新基地會取得成功。」

See Feature, P14, and
Clan Gatherings, P26
參閱專題故事（第14頁）
和共聚一堂（第26頁）

TOP BANANA FOR FROZEN DELIVERY 優質香蕉與冷凍運輸

Cathay Pacific Cargo set a new first with its Fresh Lift product when it successfully shipped a consignment of frozen banana purée from Mumbai to Tokyo.

The shipper had requested that the consignment be kept at a temperature range of -10°C to -20°C. Working with supplier Envirotainer and stopping for a dry ice top-up en route in Hong Kong, the purée was successfully delivered.

Cathay Pacific cargo account manager Pritesh Nardhany said: 'The customer was happy with the seamless service and the product was delivered within the requested temperature range.'

See Operational Feature, p24

國泰貨運的 Fresh Lift 專業運送服務開創先河，成功將一批冷凍香蕉蓉由孟買運送到東京。

托運人要求貨物須保存在零下十度至零下 20 度的溫度範圍。國泰與供應商 Envirotainer 合作，以香港為中途站，為貨物添加乾冰，成功令貨物運抵時仍然保持在指定溫度內。

國泰航空貨運客戶經理 Pritesh Nardhany 表示：「客戶很滿意這次流暢順利的服務，而且在整個運送過程中，貨物一直維持在指定溫度以內。」

請參閱相關的營運特寫（第 24 頁）

Please visit www.cathaypacificcargo.com for more information about Cathay Pacific Cargo's Fresh Lift product.

欲查詢國泰貨運 Fresh Lift 產品詳情，請瀏覽 www.cathaypacificcargo.com





Outback debut
Brisbane's Wellcamp airport
澳洲新秀
布里斯班的Wellcamp機場

BREAKING GROUND AT WELLCAMP WELLCAMP 機場創新猷

A Cathay Pacific Cargo Boeing 747-8F made history by operating the first international flight from Australia's newest airport in November.

While the flight was a one-off trial, local exporters responded positively and loaded local agricultural produce including chilled beef, mangoes, pecan nuts and pre-packed salad from the surrounding Darling Downs region in Queensland. Other cargo included a helicopter.

Chairman of Wagners Global, which owns Wellcamp Airport, John Wagner, said: 'The China-Australia Free

Trade Agreement is likely to come into force by the end of the year. We are on the cusp of a massive export opportunity that will give local producers access to markets that feed half of the world's population and this flight is the first step towards achieving this long-term goal.'

Cathay Pacific Airways southwest Pacific general manager Nelson Chin added: 'We are always looking for new opportunities. This has been an exploratory trip but hopefully this will lead to better things, bigger things.'

國泰貨運旗下一部波音 747-8F 貨機於 11 月成為首架由澳洲新機場 Wellcamp 出發的國際航機。

雖然這是一次性的試驗航程，當地出口商反應熱烈，貨機滿載當地農產品，包括來自昆士蘭 Darling Downs 地區的冷藏牛肉、芒果、胡桃堅果及預先包裝沙律。其他貨物包括一部直升機。

擁有 Wellcamp 機場的 Wagners

Global 主席 John Wagner 表示：「中國與澳洲自由貿易協定預計在今年底落實，迎來龐大的出口機會，令本地農產品將可進入佔全球一半人口的市場。這班航機是實現此長遠目標的第一步。」

國泰航空西南太平洋地區總經理 Nelson Chin 補充說：「我們一直在尋找新機遇。這是一次探索之旅，希望可藉此開拓更好及更大的商機。」

PRESSING MATTER 重要議題

BACK ON TRACK?

重拾正軌？

Alex Lennane

Air freight editor, The Loadstar

《The Loadstar》空運編輯



Customers always seek 'something new'. It may be a more traditional form of transport, but rail is satisfying that itch. Trains now run between China and Europe, and Germany in particular, where volumes have jumped since it started in 2011. Developed by Chinese and Russian railways with Deutsche Bahn, the big operators are now DB Schenker, DHL and Gefco.

With 40 per cent faster transit times than sea and lower costs and emissions than air, the service is attracting new commodities.

'The 18-day transit time means retailers can react to seasons in the same way when shipping goods by sea from China to Dubai and then air freighting into Europe,' says Matthias Hansen, vice-president EMEA for Geodis.

So far, the trains have transported a wide range of goods, including computers, car parts and textiles, as well as perishables in reefer containers.

Volumes are modest, but Geodis has seen 500 per cent growth. The imbalance of empty wagons returning to China is a challenge, with potential exports such as heavy and precision equipment not suitable for rail, but demand for meat and dairy products could see freight get back on the tracks.

顧客總是尋求「新服務」。雖然鐵路是較傳統的運輸工具，卻可滿足對創新服務的渴望，現在有火車穿梭中國和歐洲，其中尤以自 2011 年開通前往德國的鐵路，載運量更急速上升。這段鐵路由中俄兩國聯合德國鐵路公司共同開發，目前主要營運的貨運公司是德鐵信可、DHL 和 Gefco。

鐵路的運輸時間較海運快 40%，成本和廢氣排放較空運低，吸引了不少新貨品。

喬達國際貨運的 EMEA 副總裁 Matthias Hansen 表示：「相比於將貨物由中國經海運送往杜拜，再空運往歐洲，鐵路貨運僅需時 18 天，令零售商同樣可以因應不同季節運送當季產品。」

該段鐵路已曾運送多種類型貨物，包括電腦、汽車零件及紡織品，及利用冷藏貨櫃儲存的鮮貨。

雖然運貨量中規中矩，但喬達國際已錄得五倍業務增長。進出口不平衡導致出現空車返回中國的情況，仍是業界面對的挑戰，而一些具出口潛力的貨品如重型及精密儀器則不適合鐵路運輸。然而，對肉類和奶類製品的需求增加，或許會令鐵路貨運重拾正軌。

NEW PERISHABLES TRUCK SERVICE FOR SOUTHERN CHINA

華南地區運送鮮貨的全新貨車服務

Cathay Pacific Cargo customers can benefit from trucking services to Southern China with a new perishables service that serves both Shenzhen and Guangzhou airports from Hong Kong.

CPSL (Cathay Pacific Services Limited), a Cathay Pacific Airways wholly owned subsidiary, already provides bonded trucking services connecting Hong Kong to key cities in Southern China through its CBX trucking service. This new service adds the possibility of shipping perishable goods from Hong Kong.

The trucks operate at an adjustable temperature range of -18°C to 25°C and

are available as either an eight tonne truck (maximum load six tonnes) or a 40-foot container (15 tonnes).

Cargo product and marketing manager Jack Lo said: 'These new services enhance Hong Kong as a transit hub of perishables into Southern China with proper cold chain logistics.'

Shipments with a certificate of origin from countries that have free trade agreements with China will enjoy an immediate import duty benefit.

Cold trailer storage is available at both airports in Southern China with advance notice.



國泰貨運的客戶可受惠於華南地區推出的全新鮮貨運送服務，利用貨車服務將鮮貨從香港運往深圳及廣州的機場。

國泰全資附屬公司國泰航空服務有限公司的跨境快線 (CBX) 貨車隊，早已為香港和華南主要城市提供保稅陸路銜接服務，全新的服務令鮮貨也可由香港運往華南地區。

OUR AGENT IN... 各地人才

HANGZHOU

杭州

Anita Ruan

阮雲

Cargo sales supervisor,
Dragonair
港龍航空
貨運營業主管



Tell me a bit about yourself

I joined Dragonair in 2000 and so I have been working in the cargo industry for 15 years in the cargo sales department.

Tell me about Hangzhou

Located in the Changjiang Delta, the most economically developed region in China, Hangzhou is a peaceful and friendly city with a long history. In recent years, it has nurtured a number of world famous online businesses, such as Alibaba and NetEase. This means it also attracts all sorts of internet and management talent.

Hangzhou is also an emerging city for the electronics industry in China and its links to e-commerce have made it an

iconic centre, especially around Singles' Day (11 November).

What are the main products you handle?

We have witnessed the quick rise of Hangzhou's cross-border e-commerce. This business keeps developing and growing. We began working with Zhejiang Provincial Branch of the China Post Group for our first postal business in September 2004.

Since then, we have collaborated with Linex on the on-board courier business since June 2010. The places we can send e-commerce shipments has grown with the destinations served by the Cathay Pacific/Dragonair network and revenues have

undergone double-digit growth each year.

What are the challenges and opportunities?

Overcapacity is both a challenge and an opportunity. Our general cargo revenue is greatly influenced by the imbalance of supply and demand, as well as pressure on price competition. However, in the long run, a growing capacity means more cargo solutions and the opportunity to get involved in big collaborative projects with courier service SF Express and Cainiao, Alibaba's logistics division.

Hangzhou is a hub for cross-border import transport. Fast and efficient customs clearance/logistics/delivery services further boost the city's development as a main import route to China.

How do you respond to the needs of the local market?

The sales revenue generated by Tmall on 11 November was more than HK\$11bn, breaking the existing record set in 2014. This is an energetic and amazing market. Our goal is to seize the opportunity offered by this dynamic business.

What do you do in your spare time?

I'm married but my husband and I have chosen a slightly different lifestyle – we're 'dinks' [dual income, no kids]. It means we can commit ourselves fully to our careers



Cool runnings
Perishables into China
冷凍運輸
將鮮貨運進中國

貨車溫度可以設定在零下18度至25度，有八公噸貨車（最大載貨量是六公噸）及40呎貨櫃（15公噸）可供選擇。

國泰貨運的產品及市務經理羅錦彪表示：「全新的服務有助提升香港的冷凍鏈物流運輸，鞏固

香港作為華南地區鮮貨中轉樞紐的地位。」

與中國有自由貿易協議的國家所出口的貨物，只要持有產地證書，即享進口稅優惠。

只需提前預約，深圳和廣州機場也可提供冷凍拖車儲存服務。

and enjoy a happy life and freedom to the fullest. In my leisure time, I love to travel, try different cuisines, drive, watch Korean dramas and I go on the online retail site Taobao. My dream is to travel around the world by Cathay Pacific.

請介紹你自己

我在2000年加入港龍航空，至今已從事貨運業長達15年，並一直在貨運銷售部工作。

請介紹一下杭州

杭州位於中國經濟發展最蓬勃的長江三角洲地區，她是一座平和、包容、歷史悠久的城市。近年，阿里巴巴、網易等眾多世界知名網絡公司在此茁壯成長，吸引了各類網絡、管理專才到來。作為中國電子商務的新興城市，電子商貿成為了杭州貨運的一項標誌性業務，在光棍節（11月11日）尤為顯著。

你主要負責什麼產品？

我們見證著杭州跨境電子商貿的迅猛崛起，這方面的業務蒸蒸日上。自2004年9月起，我們跟中國郵政浙江省分公司攜手，開展郵件生意。到2010年6月，我們更與Linux合作，正式展開航空專人專遞業務。隨著國泰航空及港龍航空的網絡日臻完善，我們運送電子商務貨品之目的

日益增多，電子商貿的收入每年大概有雙位數字的增長。

有什麼挑戰與機遇？

運力增長過剩是我們面臨的巨大挑戰，同時也是機遇。供應及需求不平衡，價格競爭壓力，在很大程度上影響了整體貨運的收益。但從長遠的發展來看，運力增長提供更多的方案，帶來更多商機，讓我們有機會參與大型項目的合作，如順豐快遞及阿里巴巴的菜鳥物流等。杭州作為跨境進口的樞紐，提供便捷快速的清關/物流/配送服務，將進一步推動該市作為主要進口幹線的發展。

你如何回應本地市場需求？

今年的光棍節，天貓銷售額逾110億港元，打破了2014年的紀錄。這是一個充滿活力、令人鼓舞的市場，如何抓住機遇創造更高收益是我們的目標。

放假的時候你有什麼活動？

我已婚，但和丈夫選擇了跟大多數人稍為不同的生活方式，我倆都有工作收入，沒有孩子，這表示我們在認真工作之餘，可以盡享自由自在的快樂生活！在公餘時間，我喜歡旅行，品嚐不同風味的美食，駕車馳騁公路，觀看韓劇。我也愛在淘寶網上購物。我的夢想是乘搭國泰航班遍遊全球各地。

CARGO CONCIERGE

貨運通天曉



Our experts answer the questions on cargo you've always wanted to know

我們的專家能解答任何貨運相關事宜

This issue, Rob Gareau from Midwest Transatlantic Lines asks the US midwest team – what is the largest item you have carried from Columbus?..

Jennifer Briggs, Cathay Pacific Cargo sales executive, Midwest US, replies: 'This year, we embarked on a new project moving General Electric CF34 aircraft engines from Columbus, Ohio. These engines go to various destinations in China, including Shanghai and Chengdu.

'On average, we ship around two engines per month. Each engine is about 13 feet long and seven feet tall. They are primarily used on smaller, regional airliners.

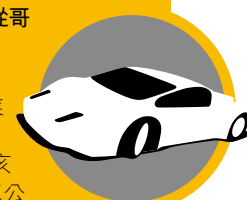
'Automotive business has also been a key to success in the market from Rickenbacker Airport. We have been involved in some large projects. These include moving steel and coils for automotive manufacturing and even special prototype cars.'

今期，Midwest Transatlantic Lines 的 Rob Gareau 問美國中西部團隊：你們從哥倫布市運載的最大型貨件是什麼？

國泰航空美國中西部貨運營業主任 Jennifer Briggs 說：「今年，我們展開一項新任務，從美國俄亥俄州哥倫布市運送美國通用電氣公司的 CF34 飛機引擎，運到中國各地，包括上海和成都。

我們平均每個月運送兩個引擎。每個引擎約13呎長、7呎高，主要供規模較小的地區航空公司使用。

汽車企業也是我們在 Rickenbacker 機場取得成功的關鍵。我們也曾處理過一些大型項目，包括為汽車製造業運送鋼鐵和線圈，有些甚至用來製造特殊的汽車原型。」



Got a question for Cargo Concierge? Email us on
CARGOCLAN@CEDARCOM.HK





DATA PACKAGE 數據演繹

CHINA IN NUMBERS
















從數字看中國

A snapshot of some of the principal indicators of the Chinese economy

反映中國經濟狀況的指標數據

CHINA'S EXPORTS 中國出口

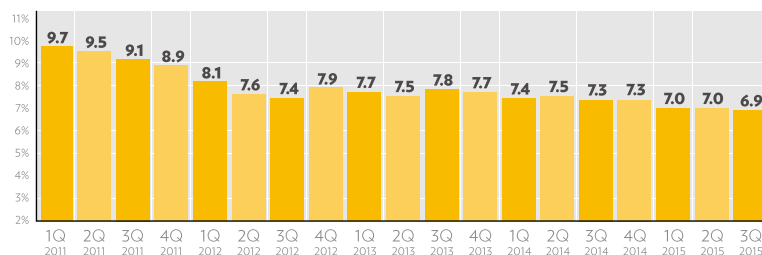
CHINA'S IMPORTS 中國入口

1%	 Animal & animal products 動物及動物產品	1%
5%	 Chemicals & allied industries 化工及相關工業	7%
1%	 Foodstuffs 食品	1%
2%	 Footwear/headgear 鞋履/頭飾	1%
48%	 Machinery/electrical 機械/電器	24%
7%	 Metals 金屬	6%
1%	 Mineral products 礦產品	27%
10%	 Miscellaneous 其他	6%
4%	 Plastics/rubbers 塑料/橡膠	5%
1%	 Raw hides, skins, leather & furs 生牛皮、皮、皮革及皮草	1%
3%	 Stone/glass 石/玻璃	6%
11%	 Textiles 紡織品	2%
3%	 Transportation 運輸	6%
2%	 Wood & wood products 木材及木製產品	2%
1%	 Vegetable products 蔬菜產品	4%

Source: Atlas of Economic Complexity (UN/Harvard University 2013)

CHINA QUARTERLY GDP GROWTH

中國季度國內生產總值增長

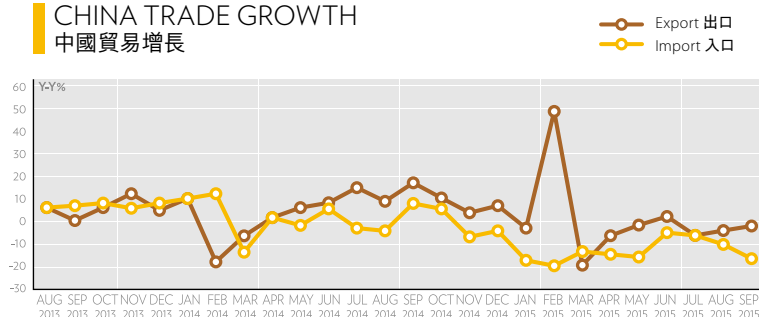


The Chinese economy has grown by 6.9% on average in 2015
中國2015年的經濟增長平均為6.9%

Source: HKTDC Research

CHINA TRADE GROWTH

中國貿易增長



China's external trade hit US\$4,303bn in 2014, ranking it first in the world
中國2014年的對外貿易總值達到43,030億美元，位列全球第一

Source: HKTDC Research

CHINA ECONOMIC INDICATORS

中國經濟指標

Major Economic Indicators 主要經濟指標		2014		JAN-OCT 2015	
		Value 總值	Growth (%) 增長 (%)	Value 總值	Growth (%) 增長 (%)
Gross Domestic Product 國內生產總值			7.3		6.9
Urban Per Capita Disposable Income 城鎮居民人均可支配收入			6.8		6.8
Rural Per Capita Disposable Income 農村居民人均可支配收入			9.2		9.5
Consumer Goods Retail Sales 消費產品零售			12.0		10.6
Exports (US\$ bn) 出口值 (十億美元計)		2,342.7	6.1	1,856.4	-2.5
Imports (US\$ bn) 入口值 (十億美元計)		1,960.3	0.4	1,370.5	-15.7
Trade Surplus (US\$ bn) 貿易順差 (十億美元計)		382.4		485.9	

In October 2015, exports (in US\$) dropped 6.9%, while imports (US\$) declined by 18.8%, resulting in a trade surplus of US\$61.6bn

在2015年10月，出口值（以美元計）下跌6.9%，而入口值（以美元計）下降18.8%，出現616億美元貿易順差

Source: HKTDC Research/National Bureau of Statistics/Ministry of Commerce/General Administration of Customs



INDUSTRY LEAD

業界前瞻

TRADE SUBDUES AIR FREIGHT

貿易放緩拖累空運

George Anjaparidze

Senior economist
高級經濟分析師



Air cargo performance in 2015 has been weak. The market has shrunk from the levels seen at the end of 2014. Compared to last year, the year-to-September growth was just 2.4 per cent. But even these anaemic growth figures understate the headwinds faced in 2015.

The small gains in volumes over the year are explained by the surge in Q1 due to switches to air caused by the US West Coast seaport backlog and recalls in the US for Japanese autoparts. September levels show year-on-year growth of just one per cent and are below the levels in December 2014 – when world trade peaked.

A tough global economic environment and feeble world trade have subdued air cargo demand. Emerging markets have struggled. A slowdown in China has sent commodity exporters wobbling. Advanced economies continue to expand at a healthy but slower pace than expected. Even if growth in air cargo volumes outperforms world trade, the weak economic recovery combined with structural changes in world trade have subdued growth potential. Looking ahead to Q4 and 2016, air cargo demand will continue to come under strain but a stronger recovery in the eurozone – a key market – can be a source of optimism.

空運業在2015年的表現疲弱。市場由2014年底的水平持續萎縮。截至今年9月，行業較去年只增長了2.4%。然而，這疲弱的增長數字並未能如實反映行業在2015年面對的困境。

今年的輕微增長主要來自第一季，原因是美國西岸海運港口爆發工潮，令不少貨物轉用空運。此外，美國回收日本汽車零件的事件也在該段時期發生。今年9月按年增長只有1%，亦低於2014年12月全球貿易高峰期的水平。

全球經濟環境艱難與貿易疲弱，打擊了空運需求。新興市場掙扎求存，而中國經濟增長放緩，亦令將商品出口至中國的國家舉步為艱。先進經濟體系雖然持續穩健增長，但增長速度較預期慢。

即使空運貨量增長能跑贏全球貿易，但經濟復甦緩慢及全球貿易市場出現的結構性改變，亦削弱了增長潛力。展望第四季及2016年，空運需求仍然受到壓力，但作為主要市場的歐元區復甦漸見強勁，有望為空運業帶來希望。

BRIGHT SPARKS

光芒閃爍

Cathay Pacific Cargo worked with students from Stanford University to deliver their futuristic car to the start of the Bridgestone World Solar Challenge, the race across Australia for cars fuelled by the sun. PHIL HEARD finds out how the team fared

國泰貨運與史丹福大學的學生合作，將他們研發的未來概念車運往Bridgestone世界太陽能車挑戰賽的起點，以太陽能驅動橫越澳洲。請看Phil Heard報道團隊的出色表現

It's about 3,000km from Darwin to Adelaide. From the heat and dust of the Australian outback at its fiercest in the Northern Territory, through the heart of the red continent via Alice Springs to the rolling hills and vineyards of South Australia, the journey down the Stuart Highway is a road trip for the intrepid. Yet, competitors in a biennial race don't make this epic drive in a four-by-four, but in lightweight prototype vehicles using engines with the equivalent power of a hairdryer and fuelled only by the sun.

The Bridgestone World Solar Challenge tests the technological credentials of universities, colleges and corporations as part of an overarching quest to refine green energy and automotive technologies. Students from Stanford University in California have entered every event since 1989.

Guillermo Gomez is president of this year's incarnation of the Stanford Solar Car, and led the project from drawing board to finish line. 'The project provides a unique opportunity for students to gain valuable hands-on engineering and business experience while raising awareness of the power of solar energy and the increasing need for lighter, more aerodynamic, and more environmentally efficient vehicles,' he says.

The team operates on a two-year

Solar star
Stanford University's Arctan car
powering across the outback

太陽能之星
史丹福大學的Arctan太陽能車在
公路上奔馳，橫越澳洲內陸

project cycle, and the fruits of their labours this time was Arctan, a four wheeled flyweight with what students hoped were advances in photoelectric technology in the car's solar panels to squeeze as much energy from the Australian sun as possible. But it also had to be robust enough to survive the outback. That required a lot of testing, and the time saved by airfreighting the car rather than carrying it by ship was translated into hard test miles in both California and Australia.

Cathay Pacific Cargo shipped Arctan in early September from Los Angeles to Melbourne and the team had it ready for testing only a few days later.

Gomez adds: 'A boat shipment would have left the car unavailable for five weeks at a critical time, and flying it by air also avoided the corrosion and moisture issues of going by sea.'

The cars in the class in which Arctan competed are permitted to have five kilowatt hours of stored energy, around 10 per cent of their total race capacity. The remainder has to be derived from the array of solar panels or recovered from the vehicle's kinetic energy – like the Kers (kinetic energy recovery system) in Formula 1 cars. Arctan's solar arrays can be tipped up and angled to best capture the sun's energy before each

day's stage or at designated stops.

In October, 47 vehicles set off from the top to bottom of Australia, and the team did creditably, completing the course in 41 hours and 23 minutes. Team member Alex Lubkin says: 'We came in a strong sixth place finish, one of seven teams to complete the race in five days.' ☺

達爾文距離阿德萊德約 3,000 公里，先要於澳洲北領地環境最嚴苛的內陸對抗炙熱高溫 and 滾滾沙塵，然後經愛麗斯泉，穿過紅土大陸的中心地帶，才能到達南澳延綿起伏的山丘及葡萄園。這段穿越斯圖爾特高速公路的路程，可說是為無畏無懼的人士而設。然而，在這項兩年一度的賽事，參賽者並非駕駛四驅車完成這段漫長艱巨的旅程，而是駕駛動力只相等於吹風筒的輕巧原型車，而唯一的動力來源就是陽光。

這項賽事名為 Bridgestone 世界太陽能車挑戰賽，旨在協助推動綠色能源及汽車科技，測試各間大學、學院及企業在這方面的技術發展。自 1989 年開始，加州史丹福大學的學生每屆都參與這項比賽。

Guillermo Gomez 是今年史丹福太陽能車企劃的主席，由繪畫草圖以至完成賽事都由他全程帶領。他表示：「這項企劃給予學生獨特的機會，讓他們獲取工程與商業方面的寶貴實習經驗，同時提升公眾對太陽能發電的認識，以及配

合社會對更輕巧、更流線型、效能更高的汽車與日俱增的需求。」

他的團隊進行為期兩年的企劃，而他們努力的成果就是輕量級四輪車 Arctan。參與的學生期望他們的發明能充分利用澳洲陽光產生的能源，為汽車太陽能板的光電技術帶來突破。可是 Arctan 必須堅固耐用，才能應付澳洲內陸的嚴峻環境，所以他們需要進行多重測試，而利用空運取代船運所能節省的時間，就可讓車隊有更多時間於加州及澳洲進行嚴謹的道路測試。

國泰貨運於 9 月初將 Arctan 由洛杉磯運送到墨爾本，而團隊於數天後就已經完成 Arctan 的測試準備。Gomez 補充：「如果在這個關鍵階段選擇船運的話，就會損失五個星期寶貴時間，而且空運還能避免船運時有可能出現的侵蝕及濕氣問題。」

Arctan 參賽的級別容許車輛配備每小時 5,000 瓦特的電力儲備，約為整段賽事所需的一成，餘下的電力需由太陽能板產生，或是參照一級方程式賽車的動能回收（Kers）系統，依靠參賽車本身的動能推動。太陽能板可傾斜及調校角度，方便於每天賽事開始前和在指定中途站攝取充足的太陽能。

今年 10 月，47 輛車由澳洲北部出發，向南部奔馳。Arctan 的團隊表現出色，只花了 41 小時 23 分鐘就完成賽事。隊員 Alex Lubkin 表示：「我們以第六名完成賽事，只有七支車隊能於五天內完成賽事，我們就是其中一隊。」 ☺



ON THE ROAD: A DAY ON THE WORLD SOLAR CHALLENGE

The Arctan race convoy comprises five vehicles: Scout, Lead, Chase, and Tow. Scout goes ahead to establish where control stops are and to find suitable campsites. Lead usually drives 500 metres in front of Arctan and radios out information about oncoming vehicles, potholes or debris on the road. Chase rides directly behind and serves as the eyes for Arctan as it is so low to the ground. Tow pulls the trailer behind the convoy, so that extra fuel and personal gear is nearby. Two 'parent' camper vans follow along to provide food and water.

0530 Before sunrise the team chooses a location to set up the standing location for the solar array. It needs level ground and no obstructions that might shade the panels.

0559 Sunrise. The team does not turn on the car until the array creates more power than the car's systems draw at rest – about 10 minutes.

0630 The team takes turns monitoring and cooling the array, when not packing or eating breakfast.

0750 The trailer is loaded with tents and gear. The car is brought back to level ground and the array sprayed down one last time.

0759 The driver is secured in the car and the telemetry system is up and running. Temperatures can reach 50°C in the cockpit.

0800 Lead starts down the road while Scout and Tow guide the solar car to the road, with Chase following right behind.

1200 The first control stop of the day, typically 300km from the start. Because it's noon, there is no need for full array standing; instead, the car is put on chocks to get the best angle of the sun's rays.

1230 Back on the road.



Dying light
Catching the day's final rays and giving the car an evening maintenance check
日影餘暉
在日落時份吸取太陽的餘暉，並對太陽能車進行維修檢查

1600 Second control stop. Since it's later and the sun lower, full array standing is likely.

1630 On the road again. Scout goes ahead to find a good campsite.

1710 The car is parked near the campsite and set up for full array standing as the sun goes down.

1830 Race officials stop by for a visit.

1855 The sun dips below the horizon. While it's still light, camp is set up and dinner started. The car is taken down from its standing array.

1930 Brakes, tyres, suspension and anything else that might be worse for wear is checked. Then Arctan is loaded into its trailer for the night.

1945 Dinner, followed by a team meeting to go over the day and find areas for improvement as well as the rosters for the morning shift. By 2200 everyone is asleep. ■

世界太陽能車挑戰賽一日流程

Arctan 車隊由五輛車組成，包括偵察車、引路車、隨尾車及拖車。偵察車在前方負責確認中途站位置及尋找合適的營地。引路車通常於 Arctan 前方 500 米行駛，以無線電傳送有關前面的車輛、坑洞或碎石的資料。隨尾車緊隨 Arctan 後方，由於 Arctan 太貼近地面，所以需要隨尾車充當 Arctan 的眼睛。拖車在車隊背後拉著補給車，方便隨時補充額外燃料及個人裝備。兩部露營車則殿後，提供食物及水。

0530 天亮前，車隊選好地點豎立太陽能板。這個地點必須為平地，而且前方沒有障礙物遮擋太陽能板。

0559 日出。太陽能板產生的電量多於汽車系統靜止時所需的電量後，車隊才會啟動汽車，此過程約需時 10 分鐘。

0630 隊員利用收拾行裝及享用早餐以外的時間，輪流監察及冷卻太陽能板。

0750 將帳篷及裝備搬上拖車，並將 Arctan 帶回平地，將太陽板放下作最後冷卻。



Ready to roll
Arctan in its one-off crate
is set for boarding

準備就緒
Arctan放置在一個特別
建造的木箱內準備
運上航機

0759 護送駕駛員上車，啟動遠距離監察系統。此時駕駛座溫度可達攝氏50度。

0800 引路車出發：偵察車及拖車引領 Arctan出大路，隨尾車緊隨其後。

1200 到達當日賽事的首個中途站，通常距離起點300公里。由於正值中午，無需豎起太陽能板。車隊反而會在 Arctan車底放置墊木，以對準最佳吸光角度。

1230 再次回到路上出發。

1600 第二個中途站。由於時間已晚，日影西斜，可能要將太陽能板豎立吸光。

1630 再次上路。偵察車打頭陣，尋找適合的營地。

1710 將Arctan停泊於營地附近，趕在日落前將整塊太陽能板豎立。

1830 賽事職員會短暫停留，探訪車隊。

1855 夕陽西下，趁著餘光未了，要馬上紮營和預備晚飯，並將Arctan豎立的太陽能板放下。

1930 為剎車器、車輪、懸掛系統及任何有機會出現耗損的機件進行耗損測試，然後讓Arctan放置在拖車內一晚。

1945 晚餐時間：飯後車隊開會，檢視整天的表現，商議改善空間，並制定早班值勤表。2200前，所有人已入睡。■

DUE DILIGENCE 順利付運

Cargo manager, western US, Cathay Pacific Cargo
國泰貨運美國西部貨運經理



Ringo Sin

This was our first time handling the Stanford University's vehicle for the Bridgestone World Solar Challenge. We were excited to be involved with this prestigious event.

When we first heard about the shipment, we were worried about how to transport the solar car safely as it is more delicate than a conventional car.

Ordinarily, cars are robust enough to be secured and transported on an open pallet. But the Stanford team did a great job in building a very sturdy crate to house the vehicle (*below and above*) and we ended up handling the vehicle without any issue. Both the Cathay Pacific Cargo and ground handling teams were very diligent and looked after the vehicle at every stage of its journey on our freighters from LA to

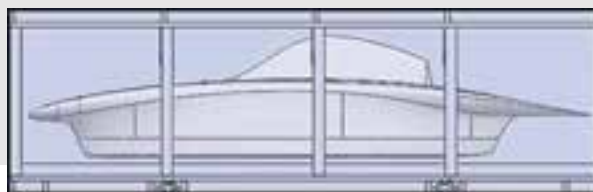
Melbourne via Hong Kong.

We wish the team a very successful future and look forward to handling the vehicle again.

這是我們第一次為史丹福大學運送太陽能車。能夠參與如此享負盛名的活動，我們深感興奮。

我們最初得知這次貨運任務時，有點擔心該如何安全地將太陽能車運送到當地，因為太陽能車不及傳統汽車堅固，一般汽車都可以固定在集裝板上運送，太陽能車卻不行。可是史丹福團隊成功建造出一個非常堅固的木箱，可妥善放置太陽能車（下圖及上圖），結果我們處理這次貨運時毫無困難。由洛杉磯經香港前往墨爾本的整段旅程中，國泰貨運及地勤團隊在每個階段都十分用心地照料太陽能車。

我們謹祝史丹福團隊前程錦繡，並期待再為他們運送太陽能車。





FOURTH FOR LCK

哥倫布商機

Cathay Pacific Cargo's scheduled freighter services to Rickenbacker Airport (LCK) near Columbus, Ohio are helping create a new freight hub for the US Midwest. By PHIL HEARD

國泰航空設有定期貨運航班前往鄰近俄亥俄州哥倫布的 Rickenbacker 機場（LCK），有助在美國中西部建立新的空運樞紐。撰文：Phil Heard

In an otherwise quiet and unassuming corner of the American Midwest, something extraordinary is stirring. Airfreight is usually one of the traditional barometers to measure economic activity, yet at Rickenbacker Airport, a few miles southeast of Columbus, Ohio, it is airfreight that is generating trade and development.

When Cathay Pacific Cargo became the first carrier to run scheduled freighter to Rickenbacker in 2014, it triggered investment and economic development that have helped to establish it as a globally recognised international cargo gateway.

But why Columbus? Perhaps surprisingly, Ohio's state capital is also a thriving fashion capital. It is headquarters to a multitude of fashion and apparel groups. These include some of the biggest in the US domestic market, as well as several international brands, including Victoria's Secret and Abercrombie & Fitch. ☉

美國中西部一個寧靜而不起眼的角落，正蘊釀重大改變。空運貨量向來是經濟活動的傳統指標之一，而在距離俄亥俄州哥倫布東南面只有數英哩的 Rickenbacker 機場，空運業正推動當地的貿易及發展。

國泰貨運於 2014 年成為首家在 Rickenbacker 機場開辦定期貨運航線的航空公司，帶動了當地投資及經濟發展，令當地晉身為知名的國際貨運口岸。

但為何哥倫布市能突圍而出？原因也許出乎意料：俄亥俄州首府哥倫布其實是蓬勃的時裝之都，多個時裝服飾集團都在當地設立總部，當中不乏美國本土市場的龍頭企業及國際知名品牌，如 Victoria's Secret 及 Abercrombie & Fitch。

哥倫布機場業務發展及傳訊部副主席 David Whitaker 解釋，亞洲區對成衣的貨運服務需求殷切，加上時裝界的供應鏈大多在最後一刻才出貨，時裝業自然成為 Rickenbacker 機場貨運業務的基石。他補充：「如果沒有時裝業界的需求，☉



All aboard
Customers and shippers visit
a Boeing 747-8F freighter at
Rickenbacker

登機啟航
客戶及托運人在Rickenbacker
機場登上一部波音747-8F
貨機考察



With its demand for garment shipments from Asia and an industry preference for just-in-time supply chains, fashion is the bedrock on which Rickenbacker's cargo business is being built, as David Whitaker, vice-president business development and communications for Columbus Airports, explains. 'Without fashion we don't have what we have here,' he says. 'But with it we have a gateway that is moving multiple commodities worldwide.'

As a forwarder specialising in retail, RCS Logistics was among the first to see the opportunity. 'We had a charter model but thought we could improve and capture additional business with a scheduled service,' says president Brian Heaney.

GEOGRAPHICAL ADVANTAGE

Rickenbacker offers geographical benefits too, sharing the same central location advantage for nationwide distribution as Chicago some 600km northwest. But the Windy City is a seven-hour truck ride away and congestion within Chicago's O'Hare Airport, also served by Cathay Pacific Cargo, can add further delay to time-critical consignments. Heaney adds: 'The most exciting things about Columbus are the location and the ease of operating there.'

Kristi Tanner, senior manager at Jobs Ohio, a state economic development agency, says that it is this underpinning the infrastructural improvements her organisation is underwriting with public funds, including investment in the landside roads that link the airport with the freeway.

'One of the advantages here as opposed to JFK or Chicago is that shippers can shave

“ THIS IS A MARKET WITH ITS OWN OPPORTUNITY AND CATHAY PACIFIC CARGO HAS EMBRACED IT LIKE NO ONE ELSE. WE APPRECIATE HOW THEY DIVED IN AND MADE IT WORK FOR THEM – AND THEY'RE GROWING, WHICH SHOWS THAT IT'S WORKING

這個市場擁有其獨特的商機，國泰貨運較同業早著先機，全力把握機遇。我們樂見他們全情投入，努力爭取成果；而他們的業務正在增長，反映他們的努力得到回報



David Whitaker

Columbus Airports
哥倫布機場

a day or more off their schedule,' she says. 'It takes time to get freight out of Chicago and for a lot of companies getting the product quickly is a priority. That's a tremendous influence for us.'

With much of the fashion industry's inventory manufactured in Asia, the desire to develop a local cargo gateway was of interest to Cathay Pacific Cargo too, and it made sense to investigate opportunities in making permanent the cargo links that had been previously served by charters.

Bridget Bell is cargo manager for Midwest USA. 'Rickenbacker made sense from an import perspective to serve the growing demand from the fashion industry

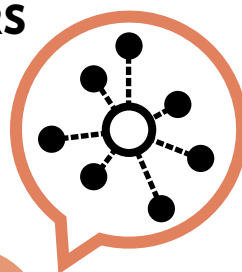
but the export market was different; there were a lot of unknowns,' she says. 'However, as soon as we met with customers in the Columbus region and other surrounding cities like Cleveland, Cincinnati and Detroit, it became apparent that Rickenbacker was a special place with special opportunities.'

So much so that Cathay Pacific Cargo increased the scheduled freighter service to four times weekly.

Along with Cathay Pacific's commitment, one of the major fashion groups is developing a US\$5m warehouse facility on land leased from the airport with capacity for the growing volumes that scheduled services are bringing. Together these are

RICKENBACKER BY NUMBERS

Rickenbacker機場的有關數字



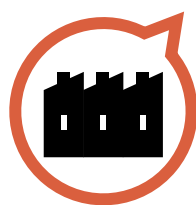
410

The number of Cathay Pacific scheduled freighter services a week

國泰每星期的定期貨運航班服務次數

Rickenbacker is within a 10-hour drive by truck to 47% of the US population and 44% of its manufacturing capacity

由Rickenbacker機場以貨車運送貨物，在10小時車程內，可送達47%美國人口，以及到達44%美國的生產地區



\$15M

The value of public and private funding for the new warehouse and road infrastructure at Rickenbacker

Rickenbacker機場興建新貨倉及道路所費的公帑及私人投資金額

我們便不會有今天的成績。時裝行業令我們成為貨運口岸，將不同商品運送到全球各地。」

零售貨運代理商 RCS Logistics 是首批早著先機的企業，主席 Brian Heaney 表示：「雖然我們已有包機服務，但定期貨運航班能令我們的業務更上一層樓，獲得更多商機。」

Rickenbacker 機場的地理位置優越，與西北面 600 公里外的芝加哥享有同一地利：位於美國中心地帶。但前往「風之城」芝加哥需要七小時的貨車車程，而且芝加哥奧黑爾國際機場（同樣是國泰貨運航點）出現大擠塞的話，會令分秒必爭的貨運服務進一步延誤。Heaney 表示：「哥倫布機場最討人喜歡之處，是地理位置優越及運作便捷。」

俄亥俄州立經濟發展仲介機構 Jobs Ohio 的高級經理 Kristi Tanner 表示，她工作的機構以公帑資助機場加強基建，包括投資開發連接機場及高速公路的道路。她表示：「哥倫布機場比甘迺迪機場或芝加哥機場優勝的地方，其中之一就是托運公司可節省一天或以上的時間。對不少公司而言，能快速取貨是首要條件，而在芝加哥取貨需時，這對哥倫布機場來說是極大優勢。」

Geographical advantage
Columbus is ideally placed within the US to be an international cargo hub

地理優勢
哥倫布在美國位處優越位置，有條件成為國際空運樞紐



鑑於時裝行業大量產品均於亞洲生產，國泰貨運亦曾期望可以在當地建立本地貨運口岸。過往，兩地的貨運由包機服務，因此各方均想建立定期的貨運連接航點。

Bridget Bell 是美國中西部國泰貨運經理，她表示：「從進口角度而言，Rickenbacker 機場順理成章承接了時裝業界不斷增長的貨運需求，但若果論這裡的出口市場，情況卻充滿變數。可是當我們跟哥倫布地區及克利夫蘭、辛辛那提及底特律等周邊城市的顧客碰面後，就明顯知道 Rickenbacker 機場與別不同，擁有優越位

置及得天獨厚的機遇。」

由於 Rickenbacker 機場貨運量繁多，國泰貨運已將定期貨運航班服務增加至每星期四班。

除了國泰進駐哥倫布機場之外，一個大型時裝品牌亦租用機場土地，並投資 500 萬美元發展貨倉設備，容量足以應付定期貨運航班所帶來的增長。這兩股力量結合起來，正好能支持中西部以至全球各地客戶的貨運量需求，令該地區有需要建立一個新的貨運樞紐。

LBrands(包括 Victoria's Secret 及 La Senza) 旗下分公司 Mast Global 的國際物流部

MEET THE ELITE 業界精英

**Rob Gareau**

Air export supervisor, Midwest Transatlantic Lines

Midwest Transatlantic Lines
空運出口主管**Tell me a bit about yourself**

I've been in the business for 19 years. My dad owns the company and started it up when a contact in Europe was looking for a reliable forwarder in the Midwest. I started in the warehouse and worked my way up. We still have a lot of business to Europe, but the business to the Far East and India has grown recently.

What are your main shipments?

We do a lot of fittings and hydraulic parts, filters and powder coatings. We always have a good mix of weights – bricks and ping-pong balls, if you like.

Why Rickenbacker?

Cleveland is a passenger airport, there isn't much of a cargo operation there. We have a good amount of business in Asia and getting a route there from the Midwest is really good for us. It's good to have a wide-body, but to have a freighter means we can offer all possible services.

Why Cathay Pacific Cargo?

Well, the freighter. I've known Ryan Casillas in the Cathay Pacific Cargo sales team for about 10 years and he rang and said we're starting this thing at Rickenbacker, it would be great if you could support it. But we've always placed business with Cathay Pacific for the Far East. I think the freighter service will encourage a lot of other business to come here.

簡單介紹一下自己。

我從事貨運業已19年。我父親是公司老闆，當時歐洲有客戶正尋找可靠的美國中西部貨運代理商，於是我爸就開始了這門生意。我從倉務員做起，一路晉升。我們依然有很多運往歐洲的貨運生意，但近年運送往遠東及印度的業務現正有所增長。

你們主要處理什麼貨物？

我們處理大量配件、水力發電組件、過濾器及粉末塗料。我們亦處理不同重量的貨物，由磚頭以至乒乓球，應有盡有。

為何選用Rickenbacker機場？

克利夫蘭是客運機場，貨運量不多。我們在遠東有大量業務，因此由中西部飛往遠東的航線對我們很有利。廣體客機的載貨量也不錯，但有貨機的話，我們便可提供更全面的貨運服務。

為何選擇國泰貨運？

就是他們有貨機服務；而且我認識國泰貨運銷售團隊的Ryan Casillas有近十年了，他致電給我，跟我說國泰會在Rickenbacker機場開辦貨運業務，希望我能支持一下。其實在此之前，我們已常常將遠東的貨運交給國泰。我認為他們的貨機服務會吸引其他行業選用Rickenbacker機場。

**Retail therapy**

Brands like Abercrombie & Fitch have just-in-time supply chains

促進零售

Abercrombie & Fitch等品牌的供應鏈經常在最後時刻出貨

addressing the need for a hub to support the cargo volumes demanded by the Midwest and its customers worldwide.

Dave Delaney, vice-president international logistics for Mast Global, a division of LBrands, which includes Victoria's Secret and La Senza, says: 'We are extremely excited about the future of Rickenbacker International Gateway and the partnership with Cathay Pacific. It is very promising to see the support that shippers and freight forwarders are already providing to this initiative by leveraging Rickenbacker's capabilities and services.'

The onus now is to generate an export business to match the imports. The Boeing 747-8F that serves Rickenbacker has a capacity of approximately 120 tonnes. Flights are full inbound and progress is good on building the export market from scratch. To keep volumes up, the opportunity has to be marketed to businesses more used to dealing with Chicago airports.

That's where Jennifer Briggs and Ryan Casillas, account managers for Cathay Pacific Cargo in the Midwest, have been playing a vital role. 'We have been travelling to Columbus to see customers for more than a year to build those relationships,' says Briggs.

Casillas adds: 'The hard work is paying off as we are now seeing regular export business and it's growing.'

Kyle Danison, Cathay Pacific duty manager for the station, agrees. 'I have been working in this market for more than 20 years and this type of service and commitment to the Columbus region is unprecedented.'



Stepping out

Abercrombie & Fitch (above) and Victoria's Secret are among the fashion and apparel businesses with headquarters in Columbus

脫穎而出

多個時裝服飾品牌的總部設於哥倫布，當中包括 Abercrombie & Fitch（上圖）及 Victoria's Secret

Already Honda, which has plants across Ohio, has become something of a regular shipper. Alex Imhoff is senior export agent for Nippon Express. 'We have shipped components back to Japan for R&D purposes,' she says.

Another growing element of business that excites Rickenbacker Airport's business development manager Brian Schreiber reflects the Midwest's balance of industry and agriculture. 'We are now an export gateway for livestock – horses and cattle,' he says. 'We're in the Midwest and that's where a lot of the animals are. We offer quarantine facilities here and direct exports. But there are also opportunities for the region's pharma and electronics industries too.'

As Cathay Pacific Cargo's Bell says. 'We are a full import and export business and we are looking to grow. Our goal is to go to five or even six flights a week next year.' ■

副主席 Dave Delaney 表示：「Rickenbacker 國際口岸與國泰的合作，我們樂見其成。托運公司及貨運代理商可使用 Rickenbacker 機場的設備及服務，早著先機，提供貨運支援服務，令我們對前景充滿希望。」

Rickenbacker 機場的當務之急就是令出口貨運業務與進口看齊。服務 Rickenbacker 機場的波音 747-8F 貨機載貨量近 120 公噸，進口航班貨運量總是爆滿，出口市場則要從零開始建立，目前亦發展良好。要保持出口量升勢，當局就要向慣常選用芝加哥機場的企業，推廣 Rickenbacker 機場的出口貨運服務。

這方面可讓國泰貨運美國中西部客戶經理 Jennifer Briggs 及 Ryan Casillas 扮演重要角色。Briggs 說：「我們花了超過一年時間穿梭哥倫布各地，拜訪客戶，與他們建立良好關係。」

Casillas 補充：「如今我們已有定期的出口貨運，而且業務正在增長，可見我們的努力已得到回報。」

國泰航空駐當地機場經理 Kyle Danison 亦表示認同：「我在這個行業超過 20 年，從沒看到在哥倫布區有這類型的服務及投資。」

於俄亥俄州各地均設有廠房的本田汽車，某程度上已經成為托運服務的常客。而日通的高級出口代理 Alex Imhoff 亦表示：「我們會運送零部件回日本，供研究及開發之用。」

對 Rickenbacker 機場業務發展經理 Brian Schreiber 來說，另一個令他振奮的貨運業務增長因素，就是中西部的工業與農業的貨量互相平衡。他說：「我們現在是馬匹及牛隻等牲口的出口口岸。中西部有很多動物要出口，Rickenbacker 機場設有檢疫設施及直接出口服務，區內的製藥業及電子業亦有貨運商機。」

國泰貨運的 Bell 亦表示：「我們同時兼顧進出口業務，並預期會繼續拓展規模。我們的目標就是來年每星期營運五班甚至六班貨運航班。」 ■

BOXING CLEVER 出奇制勝



China might have the biggest e-commerce market in the world but, after another record-breaking Singles' Day, is the infrastructure in place to deliver?

中國可能擁有全球最龐大的電子商貿市場，但隨著光棍節一再刷新電商營業額紀錄，現有的運輸基建還能否招架得住？



Chris Dodd

Freelance business writer and former deputy editor of *Finance Asia*
特約商業作者及《Finance Asia》前副編輯

Singles' Day, the Chinese online sales bonanza, has been, gone and again set new records. Held on 11 November, it began as an opportunity for singles to treat themselves and has grown exponentially due to heavy discounting from online retailers, particularly Alibaba.

Online shopping in China has expanded at a compound annual growth rate of 70 per cent over the past six years, from about HK\$163bn in 2008 to an anticipated HK\$3,875bn this year, according to consulting firm AT Kearney. This year, total sales on Singles' Day alone hit HK\$11bn within 24 hours – nearly five times bigger than the US's Cyber Monday in 2014.

The impressive figure was broadcast on a giant billboard on a glitzy stage featuring Alibaba's Jack Ma and a puzzled-looking James Bond star Daniel Craig.

The logistics industry, however, is struggling to keep up. As China repositions its economy to a more consumer-oriented structure than a reliance on commodity

exports, its ports, rail and road infrastructure are being upgraded with heavy investment.

According to *The Economist*, logistics spending in China is roughly equivalent to 18 per cent of GDP, higher than other developing countries and double the level seen in the developed world.

This is just as well because the transformation of China's economy through e-commerce threatens a logistical nightmare for companies and shippers attempting to meet the needs of consumers.

According to Bain research, B2C online retail in China will grow three times faster than overall retail, and by 2018 half of total online sales will come from tier-3 cities and below. Last-mile logistics present a clear challenge, with many towns and cities in the country already facing late deliveries, damaged and lost parcels, negative attitudes from delivery people and poor infrastructure.

Alibaba founder Jack Ma, while celebrating the record sales on Singles' Day in 2014, lamented the infrastructure that

prevented swift, reliable fulfilment.

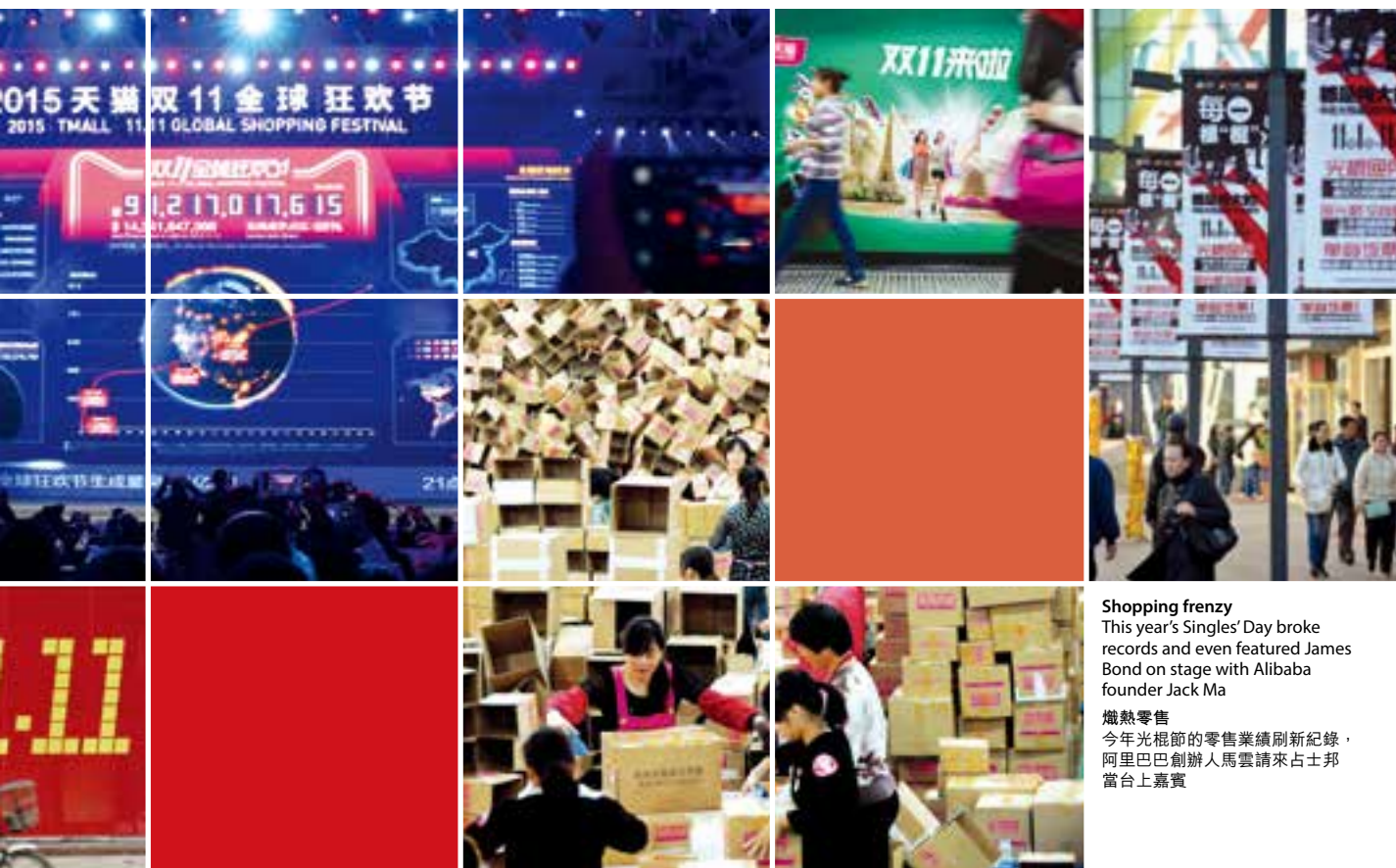
Companies such as his are all too aware that their continued growth depends on keeping consumers happy and have begun to build their own networks, with last-mile logistics the biggest focus.

For example, JD is developing its own distribution network of warehouses, trucks and delivery men. Meanwhile, Alibaba partnered with Shunfeng Express, Yuantong, Shengtong, Zhongtong and Yunda in 2013 to establish a logistics platform called Cainiao. Their target is to build in the next five years a logistics network that can deliver to anywhere in China within 24 hours.

THE FIRST POST

Furthermore, Jack Ma's company also created Tmall Global, a service to facilitate cross-border sales into China. It also acquired a 10.8 per cent stake in Singapore Post in May 2014 to further expand its international network. With Alibaba being by far the biggest Chinese e-commerce





Shopping frenzy

This year's Singles' Day broke records and even featured James Bond on stage with Alibaba founder Jack Ma

熾熱零售
今年光棍節的零售業績刷新紀錄，
阿里巴巴創辦人馬雲請來占士邦
當台上嘉賓

group, the impact on the flow of goods in and out of the country should be immense.

What this means for traditional logistics companies such as UPS, DHL and domestic players such as Shunfeng Express and China Post's EMS is clear: take a leaf out of the book of e-commerce groups and innovate.

Consultant AT Kearney says there is a clear gap in the market, with no player offering the breadth of services needed at a competitive price across a broad network demanded by e-commerce.

However, logistics companies and e-commerce groups are investing heavily, broadening their capabilities to plug this gap in innovative ways. There is yet a chance that Singles' Day could herald the day of the drones.

Alibaba, Amazon, Google and UPS, for example, are experimenting with drones to not only cover last mile logistics but other functions too.

"Industry players such as Amazon and Wal-Mart are exploring options for how >

中國網上狂歡購物「光棍節」今年營業額再創新紀錄。這個在 11 月 11 日舉行的購物節最初原是單身人士趁此日購物善待自己，隨著阿里巴巴等網上零售商趁此良機提供非常優惠的促銷折扣，令光棍節發揚光大。

據科爾尼管理顧問有限公司的資料，中國的網上購物業績在過去六年的複合年均增長率達 70%，由 2008 年約 1,630 億港元，急升至今年預計的 38,750 億港元。今年光棍節單在 24 小時內的總銷售額便達 111 億港元，較美國 2014 年「網路星期一」的總銷售額高約五倍。

此驚人數字在一個奪目的巨型廣告板上公佈，台上的主角是阿里巴巴創辦人馬雲，及一臉茫然的占士邦巨星 Daniel Craig。

然而，中國的物流業卻苦苦追趕，應付網購熱潮。隨著中國經濟由出口經濟轉型至消費者主導經濟，國內的港口、鐵路和道路基建均斥巨資正在升級。

根據《經濟學人》的報道，中國的物流支出佔本地生產總值約 18%，高於其他發展中國家，更比已發展國家高出一倍。

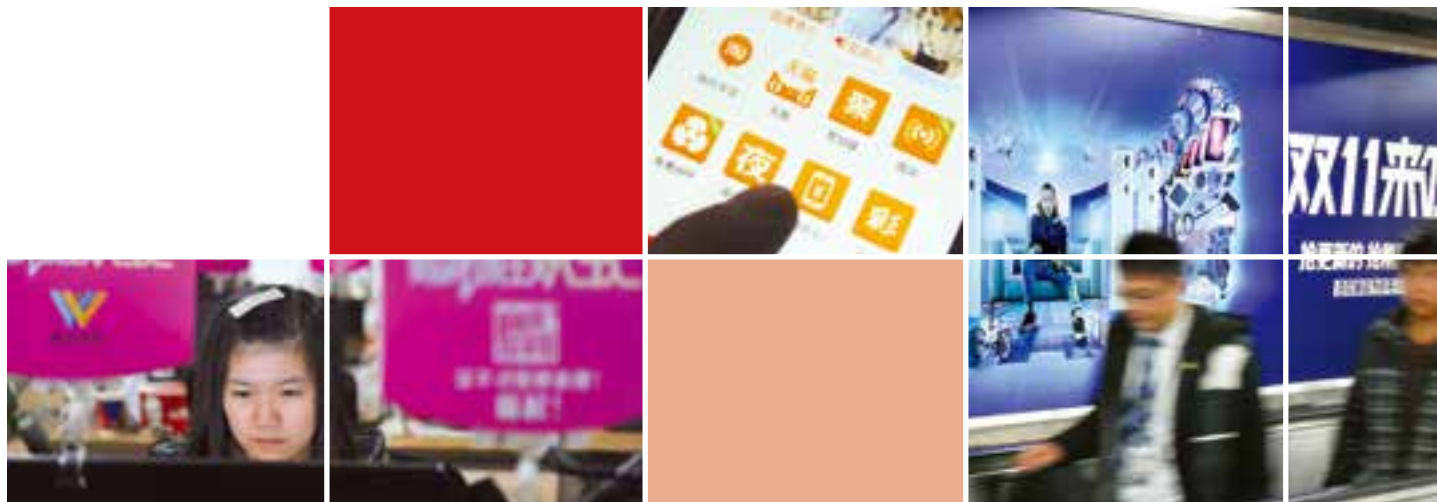
電貿推動中國經濟轉型可記一功，卻

同時為物流界帶來沉重壓力，速遞和船運公司都只能竭力應付顧客的龐大需求。

貝恩策略顧問公司表示，在中國，企業對消費者的網上零售增長速度將較整體零售增長快三倍，而到 2018 年，中國一半網上銷售將會來自三線或以下城市。國內不少城鎮屢屢出現送件誤時、貨物損毀及遺失，還有速遞員態度惡劣和基建落差人意等問題。這情況對「最後一里」物流（即運送到顧客手中的最後一程運送服務）的挑戰不言而喻。

馬雲在 2014 年光棍節慶祝阿里巴巴銷售額刷新紀錄時，也抨擊基礎設施未能支援快速可靠的速遞服務。阿里巴巴和其他同類公司深明讓顧客滿意服務，業績才能持續增長，因此這些公司相繼建立自己的網絡，並且特別注重「最後一里」服務。

例如京東快遞正發展涵蓋貨倉、貨車和速遞人員的派遞網絡；阿里巴巴則於2013年與順豐速運、圓通速遞、申通快遞、中通快遞和韻達快遞合作設立一個名為菜鸟的物流平台，計劃在未來五年建立一個24小時內能將貨物派送至全國任何一個角落的物流網絡。②



drones can integrate into the logistics cycle," says Michael Perry, director of strategic partnerships at China's DJI, the world's biggest maker of commercial drones.

Recently, a company called DroneScan created an application that uses a drone's camera to scan barcodes in a warehouse to improve efficiency in identifying packages.

However, when people talk about drones and logistics, they often imagine point-to-point delivery. Perry adds: "It's too early to predict whether drones are a viable alternative to other forms of

delivery methods at this stage."

Logistics groups can also learn from e-commerce groups' own data banks, with real time analysis of big data becoming increasingly important in the physical world, as well as the virtual one.

Better understanding of available information and the use of data analytics tools should increase the efficiency of parcel networks and improve capacity issues within the industry.

For example, ports on the US west coast, buffeted by labour strikes, adopted an

Uber-like smartphone app that allows registered drivers to pick up the first available container for delivery. Such lateral thinking has already heightened customer expectations in China and transformed industries such as finance and transport.

The sheer pace of online growth and innovation in China might not be something that logistics groups can keep up with, but the need to continue thinking outside the box about the growing backlog of Singles' Day packages continues to grow – just like the orders each year. ■

Photos: AFP, Fabrice Coffrini/AFP, Zhejiang Daily/Imaginechina/
AFP, Zhou Junxiang/Imaginechina/AFP, Sun Hai/Imaginechina/AFP,
Hu Jiahuang/Imaginechina/AFP, Gan Jun/Imaginechina/AFP,
Imaginechina

THE CATHAY PICTURE

國泰情報

How does Cathay Pacific Cargo handle e-commerce?

國泰貨運如何處理電子商貿？



John Cheng

Manager, cargo sales and marketing

貨運營業及市務經理 鄭福榮

Do you see an increase in business around Singles Day?

We see a definite surge in business around Singles' Day, in particular at Huangzhou where Alibaba is based. The extra demand there starts early in the month in the build-up to Singles Day. High volumes continue into Christmas and the New Year and, as Chinese New Year is quite early in 2016, we think these volumes will hold up quite well. This is helped by another peak in volumes on 12 December, which is a new festival set up to benefit smaller retailers.

How does Cathay Pacific Cargo handle e-commerce in and out of China?

We have a number of channels. The first

of these is with mail shipments. A lot of e-commerce packages go via the Post Office. We have close ties with China Post, the Hong Kong Post Office and others worldwide. We also work closely with the integrators, such as DHL and UPS, which are expert at handling small packages. We carry quite a lot of their e-commerce volume. They have their own networks but we complement their schedules, so we might carry shipments on a day that they don't fly. A growing volume of e-commerce shipments to China come via integrators from the US. We are starting to cooperate with them on e-commerce specific business.

How about courier services?

We have a general sales agent for this called Linehaul Express, which has a warehouse at Tuen Mun processing e-commerce into China via Hong Kong. Cathay Pacific Services Limited, a fully owned subsidiary of Cathay Pacific



Digital developments
People in China are leading the world for online and mobile shopping; will drones be the future of last mile deliveries? (left)

數碼發展
中國民眾的網上及手機購物在全球獨佔鰲頭，無人機（左圖）會否成為「最後一里」物流的運輸工具？

安然抵達

馬雲的公司更創立了天貓國際，以便提升中國跨境銷售服務。天貓國際在2014年5月收購了新加坡郵政10.8%的股份，進一步拓展阿里巴巴的國際網絡。阿里巴巴目前是中國最具規模的電子商貿集團，對中國貨物進出口流通有舉足輕重的影響。

對UPS和DHL等傳統物流，或順豐速運和中國郵政速遞等本地公司而言，如今正是向電子商貿集團學習和改革創新的時候。

科爾尼顧問公司指目前市場有一個明顯的缺口，就是沒有任何競爭者能以相

宜價錢，為電子商貿要求的龐大網絡提供具規模及多元化的速遞服務。

不過物流公司與電子商貿集團正投放大量資金，試圖利用創新方法拓展運力填補這個缺口。光棍節也許會為物流界帶來無人駕駛飛機（無人機）時代，因為阿里巴巴、亞馬遜、Google和UPS貨運公司正在研究無人機的功能，不僅應用於「最後一里」物流，還有其他用途。

全球最大商用無人機製造商中國大疆創新的戰策合作總監Michael Perry表示：「亞馬遜和沃爾瑪等公司正在研究如何將無人機應用於物流服務。」

最近，DroneScan公司亦推出了一個應用程式，利用無人機的相機到貨倉掃描貨物條碼，有助提高找尋包裹的效率。

不少人說起無人機和物流時，往往會想到點對點運送服務。但Perry補充道：「若說以無人機取代其他運輸方法，現階段還是言之尚早。」

鑑於大數據實時分析對現實和虛擬世界均愈來愈重要，物流集團也可以考慮參考電子商貿集團的數據庫。

掌握現有資訊和善用數據分析工具，也有助增加配送網絡的效率和改善業界的產能。

例如美國西岸港口早前發生罷工時，資方就利用類似Uber的智能手機程式，讓登記司機前來最先抵達的貨櫃，將貨物送出。這種橫向式思維不但為中國顧客所樂見，更可為財經界和運輸界等業界帶來改革。

中國網上銷售業績和商業創意增長速度驚人，雖然物流集團或許望塵莫及，但隨著處理光棍節帶來的貨物物流積壓與日俱增，物流業更要出奇制勝應付所需。■

Airways, has a trucking service called CBX, which delivers e-commerce traffic to various depots in China. At Jiangmen, the consignee has an understanding with China Post that enables much faster customs clearance. Again China Post will do the last mile delivery.

How is Cathay Pacific Cargo handling the growth in e-commerce?

As the market grows, Cathay Pacific Cargo will grow to meet the requirements of the e-commerce market with new products. We have implemented worldwide mail scanning to provide track and trace of mail bags, which also fits with the tracking requirements for e-commerce. Then we have the truck service for general cargo from Hong Kong into the Pearl River Delta economic zone. We are also looking into differentiating products for e-commerce consignments that require next day delivery, as opposed to a deferred service.

光棍節前後的貨運業務有增加嗎？貨運業務在光棍節前後有明顯急升，特別是阿里巴巴總部所在的杭州。光棍節前一個月當地的需求便開始增加，光棍節當日更達到高峰。高需求會一直持續至聖誕和新年。2016年的農曆新年時間較早，我們相信高需求會一直延續。12月12日減價購物日將會掀起另一個高峰，這個近年興起的活動特為幫助較小型的零售商而設。

國泰貨運如何處理中國電子商貿的進出口商品？

我們有多個渠道處理，第一個是郵件載運。由於很多電子商貿包裹都會經郵局寄出，我們與中國郵政、香港郵政及其他海外郵政合作無間。我們亦與DHL和UPS等擅長送遞小型包裹的一站式運輸業者緊密合作，承辦了他們不少電子商貿貨運。儘管他們有自己的運輸網絡，但我們可以補足他們的運力，在他們沒有航班的日子代為運送。經美國一站式運輸業者送往中國的電子商貿商品愈來愈多，因此我們開始跟他們合作，處理電子商貿貨運的業務。

那麼速遞服務又如何？

我們委託了宇迅國際擔任業務總代理，宇迅國際在屯門設有貨倉，專門處理經香港運往中國內地的電子商貿貨運包裹。

我們的全資控股國泰航空服務有限公司，亦有提供跨境快線貨車運送服務CBX，將電子商貿貨物運送到中國各地的倉庫。承託人在江門與中國郵政簽署了協議書，確保清關手續更快完成，再由中國郵政負責「最後一里」運送。

國泰貨運如何應對電子商貿增長？

國泰貨運會因應市場增長而提升業務及推出新產品，以滿足電子商貿市場的需求。我們推行了全球郵件掃描系統，可定位和追蹤郵袋，符合電子商貿對貨物追蹤的需求。我們也有貨車運送服務，從香港將普通貨物運往珠三角經濟特區。此外，電子商貿委託一般要求翌日送達，與一般的延緩送遞服務不同，我們正研究為電子商貿將服務分門別類。

SWEET TASTE OF SUCCESS

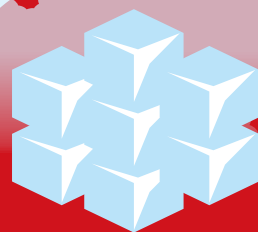
甜美成果

A shipment of frozen banana pulp set a new first for Cathay Pacific Cargo

國泰貨運空運一批冷藏香蕉肉創下新猷



MUMBAI



200+KG

-10°C
TEMP RANGE
-20°C

Sometimes necessity is the mother of invention. As the demands of industry change, so too must the businesses that serve them. So when the phone rang in Cathay Pacific Cargo's Mumbai office, it set sales agents Juze Fernandes and Vasudha Shetty on a journey that would lead to innovation in the cold chain product range.

A food manufacturer required an urgent consignment from a shipper with a big agricultural product portfolio.

The item to be shipped was frozen banana pulp – an ingredient used in bakery, dairy and baby food products – but the challenge was the temperature requirement, as Pritesh Nardhany, account manager for Cathay Pacific Cargo in Mumbai, explains.

Initially, the shipper had asked for it to be transported at -20°C, but due to the performance limitations of the container

this wasn't possible – it's important to be upfront and tell customers what we can do,' he says. 'But we did say that we could give them a range of -10-20°C.'

The shipper takes no chances with food hygiene. The pulp is supplied in sterilised and heat sealed plastic bags. These are packed in steel drums internally painted with food grade lacquer and tightly sealed. That keeps out the lurgies, but the deciding factor is temperature to preserve the integrity and quality of the product, critical for a two-day journey. The shipper agreed this range was an acceptable compromise that would not harm the consignment.

Then it all got a bit technical. The pulp was to be shipped in an active container made by Envirotainer – the RKN t2. The container offers reliable temperature control with a reservoir of dry ice administered by an alkaline battery-

powered refrigeration control. Nardhany says: 'Ideally the shipment would have gone in the belly hold of the passenger aircraft, which are more frequent on the Mumbai to Hong Kong route, but there was an issue.'

Essentially, dry ice is a hazardous material and to maintain the temperature the container required more than 200kg on the first leg of the journey. 'Manufacturers have certified limits on how much dry ice you can carry and that exceeded the maximum amount on the passenger service,' he adds.

TWO STAGE JOURNEY

While the CO₂ that is emitted is inert, it is circulated by the cabin ventilation system. So the shipment became a job for the freighter, delivered by refrigerated truck to the temperature controlled cargo facility at Mumbai before being loaded on the freighter. En route, the container was



Cold chain leader

The guaranteed temperature range consignment was facilitated by the Envirotainer RKN t2 container

冷凍鏈先鋒

採用Envirotainer RKN t2集裝箱運載貨品，確保在指定的溫度範圍運送

unloaded and taken to the temperature regulated Fresh Lift facilities at Cathay Pacific Cargo Terminal at Hong Kong for a battery change and a replenishment of 178kg of dry ice before continuing its journey to Tokyo, where it was delivered immediately to the consignee.

Nardhany adds: 'This was the first time we have guaranteed temperatures in this way, and the customer was happy with the seamless service and the product was delivered as per the required temperature requirement.'

有些時候，需要乃是發明之母，隨著行業的需求出現改變，企業也必須作出應對。因此，當國泰貨運孟買辦事處的營業代表 Juze Fernandes 及 Vasudha Shetty 收到客戶來電後，便踏上改變冷凍鏈產品的創新之旅。

客戶是一個食品生產商，要求緊急運

送一批來自一家大型農產品公司的冷凍香蕉肉。這些托運的冷凍香蕉果肉，是用來製作烘焙食品、奶製品和嬰兒食品的材料。國泰航空孟買辦事處的貨運客戶經理 Pritesh Nardhany 解釋道，這項任務的最大挑戰是溫度要求。

「最初，托運人要求以攝氏零下 20 度運送，但由於集裝箱的性能限制，我們不可能做到。預先告知客戶我們的能力所及，這一點很重要。」他說：「但我們告訴他，攝氏零下 10 度至 20 度是可行的範圍。」

托運人對食品衛生絲毫不敢大意，他們將果肉裝在消毒過的熱封膠袋內，然後放置於內裡塗上食品級漆料的密封鋼桶運送。這些措施可以防止傳染病，但關鍵因素是為期兩天的運送過程當中，溫度必須能夠保持果肉完整及品質。托運人接受在這個溫度範圍之內，是不會損害付運的貨物。

接下來是技術問題。這批貨物以 Envirotainer 公司的「主動式」RKN t2 集裝箱運送，該集裝箱附有乾冰儲存器，並使用鹼性電

池供電的冷凍控制。Nardhany 說：「貨物以客機的機腹貨艙運載是理想之選，因為孟買往返香港的客運航線較頻密，但難題卻出現了。」

基本上，乾冰屬於有害物質，但要保持集裝箱的溫度，第一段航程須使用逾 200 公斤乾冰。Nardhany 表示：「飛機製造商明文規定承載乾冰的限額，而此數量超過了客機的最大限額。」

另一個問題是乾冰排放的二氧化碳是惰性氣體，會透過機艙通風系統循環。所以這項貨運必須採用貨機運送，先以冷凍車送到孟買的控溫貨倉，然後才送到貨機上。途中會在香港的國泰航空貨運站卸貨，送到控溫的 Fresh Lift 設施內，進行更換電池並補充 178 公斤乾冰，再繼續下一段旅程，抵達東京後隨即交付給收貨人。

Nardhany 補充說：「我們首次以此方式處理溫度要求，客戶很滿意我們準確順暢的服務，以及能按照指定溫度將貨品送抵目的地。」



CLAN GATHERINGS 共聚一堂

It's been a globe-trotting quarter with two events in the US. One to celebrate a freighter frequency increase to Columbus, the other to thank customers in Miami. Closer to home base, the Cathay Pacific management team helped raise funds for education programmes for Hong Kong's underprivileged children

秋季我們在全球各地與同業歡聚，單在美國便有兩項盛會，包括慶祝增加前往哥倫布的貨機航班及答謝邁阿密的客戶。在香港總部，國泰管理層為弱勢兒童的教育項目籌款



COLUMBUS LANDMARK 哥倫布里程碑

Cathay Pacific Cargo hosted an event at Rickenbacker Airport outside Columbus, Ohio, to thank customers for their support that has led to the frequency of the scheduled freighter service increasing to four times a week. Guests enjoyed a reception and a tour of one of the Boeing 747-8F freighters before its departure.

國泰貨運在俄亥俄州哥倫布市附近的Rickenbacker機場舉辦聚會，感謝客戶的支持，令貨運航班增至每星期四班。賓客出席招待會，並在一架波音747-8F貨機起飛前登機參觀。



Toshiyuki Sakamaki (left, 左) and Alex Imhoff from Nippon Express (日本通運)



Director cargo sales Americas Margaretha Laseen tries out the state 'O-Hi!' – 'I-O!' call and response as she welcomes guests 美洲區貨運銷售董事Margaretha Laseen在歡迎賓客時，嘗試以俄亥俄州的方式喊出'O-Hi!' – 'I-O!'



KWE's Ronan Siatong (left, 左) and John Michael (right, 右)



Captain Terence Hodge (left) outlines the flight deck features Terence Hodge機長(左)介紹駕駛艙的運作



Brittany Huddleston (left, 左) and Yasheka Morris from DB Schenker



Margaretha with (left-right, 左至右) Cathay's Jennifer Biggs, Bridget Bell and Ryan Casillas



Hellmann Worldwide Logistics' Carmalea Rice (left, 左) with First Officer Mathieu Schwartz

Photos: Lindsay O'Connor, Beatrice Preve



HONG KONG CHARITY BALL 香港慈善舞會

Cathay Pacific Cargo sponsored the Foreign Correspondents' Club (FCC) Ball in Hong Kong in October. GM cargo sales and marketing Mark Sutch (left) and Toby Smith, GM sales and distribution (right), were among the attendees.

國泰貨運於10月贊助外國記者會在香港舉行的舞會。貨運營業及市場總經理薩孟凱(左)、營業及分銷總經理Toby Smith(右)亦是席上嘉賓。



The Cathay Pacific management team show their support for the FCC Charity Fund
國泰管理層出席舞會支持外國記者會的慈善籌款



MIAMI NIGHTS 邁阿密之夜

Cathay Pacific senior VP Americas Philippe Lacamp (below left) and VP Cargo Americas Fred Ruggiero (right) hosted customers during the Air & Sea Cargo Americas trade show.

在美洲空運及海運貿易展期間，國泰航空美洲高級副總裁Philippe Lacamp(下圖左一)及美洲區貨運副總裁Fred Ruggiero(右一)款待客戶。



Panalpina's Felipe Ortega (second left) wins the prize draw
Panalpina的Felipe Ortega(左二)贏得幸運抽獎

MEET THE ELITE 業界精英

Tell me a bit about yourself

I joined Kintetsu World Express (KWE) in San Diego in 1983. I was born in Japan but it was coincidental that I joined a Japanese firm after college. For the past three years and after a variety of roles on the West Coast – including San Francisco during the Silicon Valley boom – I have been responsible for airline relationships and procurement for the US in New York. I have two grown children in San Diego and, as I grew up in the Mojave Desert racing motorcycles, I still enjoy getting on two wheels at weekends.

What do you like best about your role?

My role includes administration, HR and legal, but I stay connected with airfreight as it's our biggest procurement spend – and the part I most enjoy. I like staying in contact with the business's great people.

What are your main products and flows?

We primarily purchase cargo space for transpacific and intra-Asia routes, but we have a strong network in Europe too. We

handle a lot of electronics, automotive, healthcare and chemical items, as well as machine tools and luxury brand goods.

Future challenges and opportunities?

We are well established in the US and Canada and see Latin America as an opportunity to make all the Americas a growth engine for the company.

Why Cathay Pacific Cargo?

It has some of the most knowledgeable and experienced people in the business with the infrastructure to support our needs.

請自我介紹。

我在1983年加入近鐵運通(KWE)的聖地牙哥分公司。我在日本出生，但畢業後任職於日資公司只是機緣巧合。我在西岸曾擔任多個職位，矽谷空運潮興起時，更獲派駐三藩市等地。過去三年，我在紐約總部專責處理美國分公司與航空公司的關係及採購工作。我有兩個孩子，都已長大成人，現居於聖地牙哥。我成長時已在莫哈韋沙漠參加電單車賽，現在仍然很喜歡在周末騎電單車馳騁一番。

Tom Smith

Senior executive officer, administration and procurement, Kintetsu World Express (USA)
行政及採購高級行政總裁
近鐵運通(美國)

在現職中你最喜歡哪個環節？

我的工作範疇包括行政、人事及法律，但與空運保持密切關係，因為我們最大的採購費用就是空運費，這也是我最愛的部分。我亦很享受與業界精英聯繫的時候。

你們的主要服務及流程？

我們主力購買跨太平洋及亞洲區內航線的貨運空間，但歐洲網絡同樣完善。我們要處理很多電子產品、汽車、保健及化學產品，還有機械工具及奢侈品牌商品等。

未來面對的挑戰及商機？

我們已在美加建立根基，計劃把握拉丁美洲的商機，推動公司在全美洲拓展業務。

為什麼會選擇國泰貨運？

國泰擁有業界最專業和富經驗的精英，還有完善基建設施可滿足我們的需要。





DIRECTORY 索引

The directory starts this issue by putting faces to names of Cathay Pacific Cargo's regional managers

本期推出的公司索引，羅列了國泰貨運地區經理的名字及照片



CARGO IN THE PALM OF YOUR HAND 追蹤貨物就在指掌之間

The Cathay Pacific Cargo app offers cargo agents, forwarders and customers a convenient way to track shipments, as well as a wealth of other services and functions relevant to the operations of Cathay Pacific Cargo. Using the app, customers can track shipments on smartphones or tablets anytime, anywhere, along with much of the functionality of the www.cathaypacificcargo.com website

國泰貨運的應用程式為貨運代理、貨運公司及客戶提供方便，讓他們可以輕易追蹤貨件的運送情況，並提供國泰貨運多項相關的服務及功能。客戶可以隨時隨地使用智能電話及平板電腦，透過應用程式追蹤貨物，以及使用 www.cathaypacificcargo.com 網頁的大部分功能。



● TRACK & TRACE 貨件追蹤

Track multiple way bills on one convenient page
在單一頁面追蹤多份貨單的狀況

● ARRIVALS & DEPARTURE 抵達及出發時間

Keep up to the minute with live flight arrivals and departures
每分鐘更新航機的抵達及出發時間

● OFFICE LOCATOR 辦事處位置

Maps of all of Cathay Pacific Cargo offices worldwide
在地圖上標示全球各地國泰貨運辦事處的位置

● FLIGHT SCHEDULE 航班時間表

Check the flight schedule for all Cathay flights – including freighters
查看所有國泰航班的時間表，包括貨機班次

● CHECK LOADABILITY 查詢裝載可能性

Enter the dimensions to check if your cargo can get on board on every Cathay aircraft type
輸入貨件尺寸，查詢能否裝進國泰機隊使用的航機種類

● NEWS 最新消息

The latest updates on the issues across the network
提供國泰網絡的最新資訊及相關事項

CATHAY PACIFIC CARGO PRODUCTS 國泰貨運 專業服務

Please visit www.cathaypacificcargo.com for more information about Cathay Pacific Cargo's range of products

請瀏覽 www.cathaypacificcargo.com 查詢國泰貨運各項產品及服務詳情



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。



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。



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。



Tailor-made solutions for premium wine.
方案度身訂造，運送葡萄酒首選。



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



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。



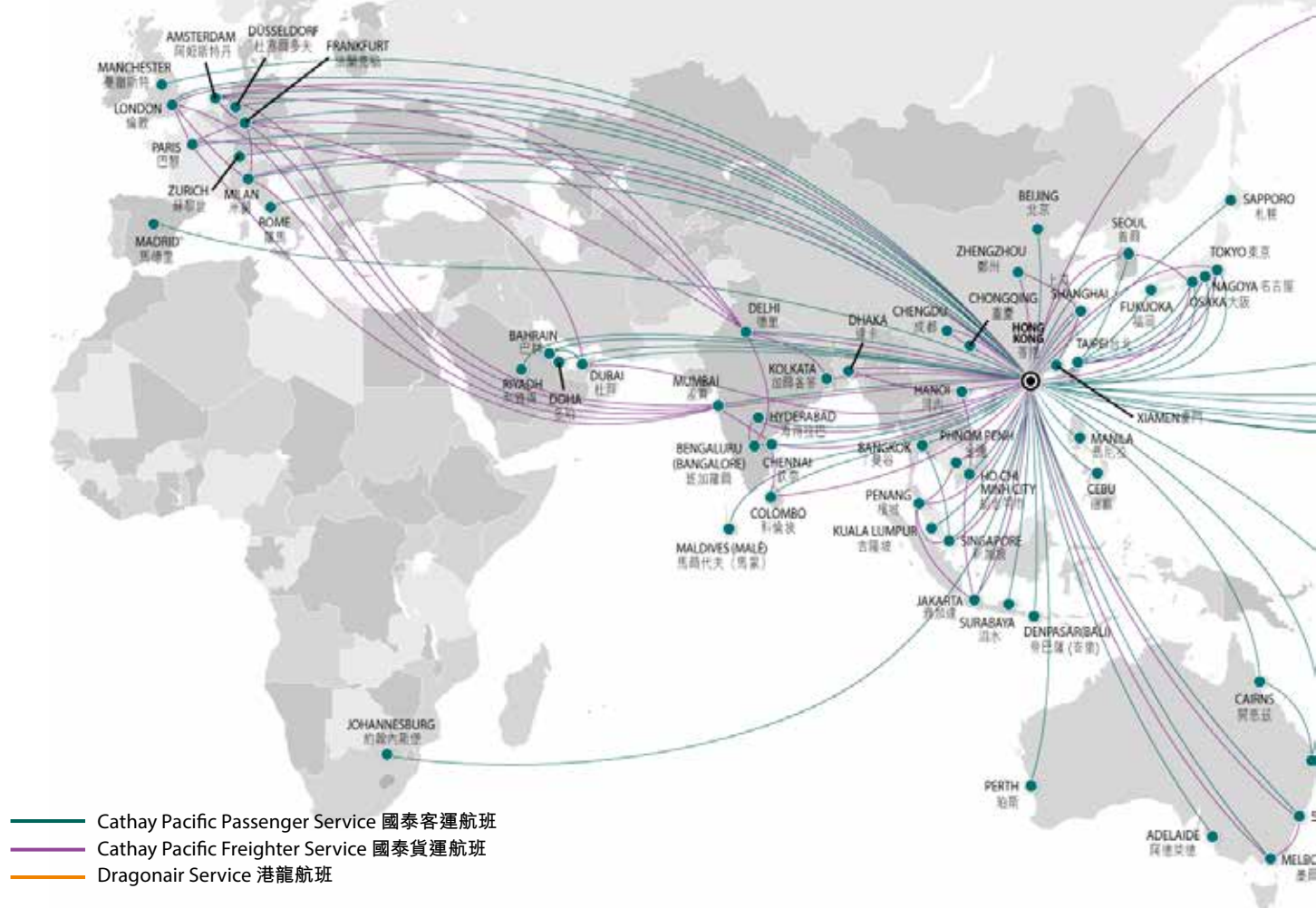
Tender, special care for live animals.
貼心周到的服務，為付運動物提供最妥善的照料。



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。

CATHAY PACIFIC GROUP NETWORK

國泰集團 航線網絡



Technical stop only 技術性停站

* No cargo uplift service 不提供貨運服務

^ Cathay Pacific passenger service to Madrid commences on 2 June 2016 (subject to government approval)
國泰航空前往馬德里的客機服務於2016年6月2日啟航 (有待政府批准)

Information correct at time of printing. Please check the latest availability of service on

www.cathaypacificcargo.com or www.dragonaircargo.com

所有資料以編印時為準，如欲查詢最新資料，請登入www.cathaypacificcargo.com
或 www.dragonaircargo.com



DRAGONAIR NETWORK 港龍航線網絡

