



**October – December 2010**

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## SIA Cargo Acquires Stake In China Cargo Airlines

SIA Cargo is acquiring a 16% equity interest in the Shanghai-based China Cargo Airlines Co Ltd, subject to regulatory and other approvals.

China Cargo Airlines, incorporated in the People's Republic of China with an initial registered capital of RMB950 million, was 70% owned by China Eastern Airlines and 30% by China Ocean Shipping (Group) Company (COSCO).

Following an investment agreement signed in Shanghai on Dec 20, the parties will seek approvals for China Cargo Airlines to be reorganised into a limited liability Chinese-foreign equity joint venture company. Its registered capital will increase to RMB3 billion.

SIA Cargo's investment in the reorganised company will amount to RMB328 million. The new shareholding structure of China Cargo Airlines will be as follows: China Eastern Airlines (51%), COSCO (17%), Concord Pacific Limited (an affiliate of EVA Airways) (16%), and SIA Cargo (16%).

"We are excited about the joint venture," SIA Cargo President Tan Kai Ping said. "It affords SIA Cargo greater participation in the booming cargo transportation sector in China and we look forward to working closely with our new partners."

China Cargo Airlines operates a fleet of 13 freighters, comprising three A300s, two B747-400s, three B777s and five McDonnell Douglas MD-11s. Its route network extends to 26 destinations, covering major cargo destinations in China and other parts of Asia, Europe and the US.



Picture on left : Mr Tan Kai Ping (seated 1<sup>st</sup> left) signing the transaction documents. Seated beside him are (from left): Mr Liu Yi, COSCO Logistics Vice GM; Mr Ma Xu Lun, China Cargo Airlines Chairman; Mr Steve Lin, EVA Airways Chairman.

Standing at the back are the signatory witnesses (from left): Mr Mervyn Sirisena, SIA Cargo Board Director; Mr Liu Shao Yong, China Eastern Airlines Group President; Mr Meng Jian Ming, SASAC Vice Chairman; Mr Ai Bao Jun, Shanghai Government Vice Mayor; Mr Li Jun, China Eastern Airlines Group Vice GM; Mr Zhu Yi Min, China Cargo Airlines President.



Picture on right : Mr Tan giving the speech before the commencement of the signing ceremony. The key representatives of each shareholder, as well as VIP guests, were invited to give a short speech.

## New Freighter Services To Tokyo Via Taipei

SIA Cargo resumed our freighter operations to Taipei effective 19 Oct 2010, after a 3 year suspension.

To ensure a successful launch of the twice weekly Singapore-Taipei-Narita vv freighter services, SVP Sales and Marketing Mr Tan Tiow Kor and RVP North Asia Mr Walter Lien made a trip to Taipei to help the station review and promote the new freighter services.

A Top Agents Award Dinner Function presided by SVP Sales and Marketing was held at San Wan Hotel on 6 Oct 2010. The participating agents (including top 10 and 8 potential agents) had all joyfully given their words to support the Singapore-Taipei-Narita vv freighter services for mutual benefits.

On 19 Oct 2010, SIA Cargo TPE successfully utilized 99.8% of the space allocated on the Taipei-Narita sector of the Inaugural Singapore-Taipei-Narita flight. – *By Robert Liu, Taipei*



Left picture : SIAC Management and Top 10 Agents. SVPSM Mr. Tan Tiow Kor (the 8<sup>th</sup> from left), RVPNA Mr. Walter Lien (the 5<sup>th</sup> from right) and GMT Mr. Toh GiamMing (3<sup>rd</sup> from right).

Right picture : GM Taiwan Mr. Toh GiamMing (standing 5<sup>th</sup> from right), Capt Babakhanlou (6<sup>th</sup> right), SM Taipei Mr. ChinGuan Wee(standing 6<sup>th</sup> from left), Capt Todhun (5<sup>th</sup> from left), AM Quality Assurance Mr. Michael Cheong (4<sup>th</sup> left) and MM Taiwan Mr, Jim Yu (3<sup>rd</sup> left).



## New Freighter Services To Tokyo Via Bangkok

SIA Cargo launched two times weekly direct B747 Freighter service from Bangkok to Narita (Tokyo) from 03 November 2010.

Several key Japanese forwarders have showed their support by signing agreements with SIA Cargo to protect space for the BKK-NRT service. The new service operates on Wednesday and Friday. The returning flight Narita-Bangkok-Singapore also increases Bangkok's loading capacity to worldwide destinations, especially for special cargo that needs to be transported on freighter aircraft.

Thailand has been a key production base for Japanese companies for their export to markets worldwide. The products are usually high- technology consumer products such as Automotive and Electric components. This new services will place SIA Cargo in a better position to tap on these shipments.

In Tokyo



In Bangkok



SIA Cargo Asst Manager Sales Administration, Patyawan Thongthep (2<sup>nd</sup> from right) with forwarders

In Tokyo



Tokyo Operations team.  
From left : Svc Agent Ishida Rie, Service Supervisor Tanaka Akikazu and Snr Officer Haruna Kazuhiro

## SIA Cargo Supports The Arts

SIA Cargo is one of the sponsors for the Singapore Festivarts, which is an inaugural four-month-long event held as part of an agreement to intensify arts and cultural cooperation between Singapore and France. Singapore and French media gave wide coverage to the Singapore Showcase.

SIA Cargo sponsored the freight for the festival presented by Ministry of Information Communications and the Arts. The freight carried included musical instruments as well as valuable *Peranakan* exhibition items.

The programme lined-up included an insight into the rich and hybrid nature of the *Peranakan* culture, as well as showcasing performances and screening of notable Singaporean films.



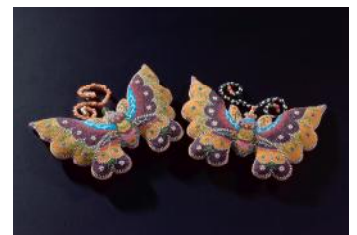
Top picture : Peranakan costumes and visitors admiring the exquisite hand-made beaded items



Left picture : Visitors admiring the traditional Peranakan cutlery

Bottom pictures : A kamcheng with phoenix and peony motifs – the container is one of the items in the trousseau of a Peranakan wedding

A pair of beaded butterfly wedding bed hangings



## Cars Fly On SIA Cargo



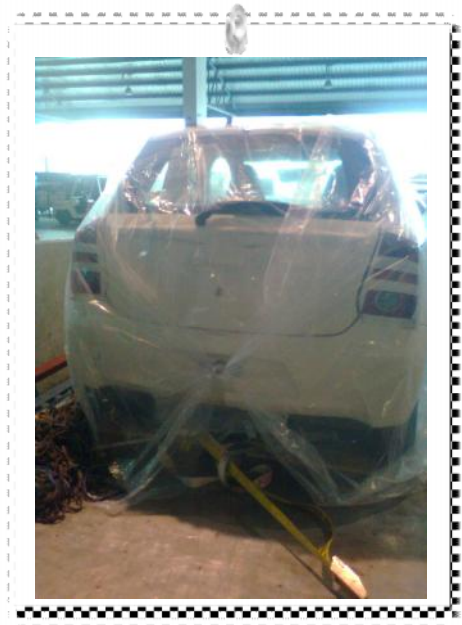
Toyota is launching their new car 'Etios' in the world market in early 2011. This state of the art car is considered value for money and within reach of the middle class in India. The car is being manufactured in Bangalore unit and exported to Japan.

As of 1<sup>st</sup> week of December, we have uplifted 15 cars. The remaining cars will continue to be moved by sea to Japan. The cars were exported as part of Toyota's Research & Development project before the new car is launched in India and around the world.

Our sales team pushed for the entire business on our service and the introduction of our new Singapore-Narita freighter services was timed perfectly. The shipments was carried on our freighter services from Bangalore to Japan.

Each car was loaded on our PGA pallet. Due to the secrecy of the product, the shipment was packed in wooden boxes to avoid the peering eyes of their competitors.

On time performance, reliability, quality and exacting performance are some of the requirements from Toyota and we met all of these requirements. – By *John Morris, Bangalore*



## Eight Giraffes Fly SIA Cargo To Bangkok

It was a 30-hour-long journey for eight giraffes flying from Johannesburg to their new home - Safari World (Animal Park) -- in Bangkok, recently.

Accompanied by a veterinarian and an assistant, the giraffes flew on SIA Cargo freighter SQ7854 via Singapore.

The giraffes, each about two years old, were given water and food, and checked by the vet to ensure they were in good health before departure, during the flight, and upon arrival in Singapore and Bangkok.

They were given priority offloading at Bangkok airport and thoroughly examined and Safari World officers before boarding trucks that would take them to their new home.

Despite the long journey, the giraffes were in good condition, thanks to the watchful eye of the experts and handling provided by SIA Cargo staff and handling agents at all three stations. – *By T Chananya, Bangkok*



Some of the giraffes that flew from Johannesburg to Bangkok

## It's a 'Beautiful Day' when U2 flies SIA Cargo

The SIA Cargo Auckland team had some claim to fame when it transported 190 tonnes of U2's concert equipment between Auckland and Melbourne.

As part of its "360 World Tour", U2 -- one of the most successful Irish bands -- performed at sold-out concerts in Auckland on 25 – 26 Nov and Melbourne on the 1<sup>st</sup> and 3<sup>rd</sup> of December. Frontman Bono greeted the crowd with *Kia Ora* (Maori for "Hi!" or "G'day!") before belting out *Beautiful Day* from a spectacular 360° stage that enabled everyone in the stadium to get a decent view of their idols.

The special stage, which makes use of a massive four-legged supporting rig dubbed "The Claw", is the world's largest concert stage structure. The 1,900 tonnes of concert equipment arrived in Auckland in 126 sea-freight containers.

After the concerts in Auckland, transporting the equipment to Melbourne was split between sea and air. While 66 containers went by ship, the remaining 60 were loaded on to six B747-400F charters, two of which were operated by SIA Cargo.

Soon after the last concert in Auckland ended at 11.30 pm, the massive stage was dismantled, the equipment packed and everything was loaded onto trucks and transported to an area set up at the airside at Auckland International Airport.

Again, in the semi-darkness, the stage crew unloaded the containers from the trucks and loaded them on to aircraft pallets for transportation to the awaiting B747-400 freighters.

Then, SIA Cargo staff took over, loading the shipment on to the freighters and unloading them at Avalon airport (Melbourne) efficiently. Special thanks must go to the SIA Cargo Auckland team for the meticulous planning required. – *By Bryce Tuala, Auckland*



The stage -- with the massive four-legged "The Claw" -- and equipment used by U2 on its "360 World Tour". The entire weight of the stage and equipment is 1,900 tonnes



Some of the equipment at Auckland airport, ready for loading on to aircraft pallets

## Kids Learn To Grow Their First Plants

Twenty-three children from Henderson Students' Care Centre, accompanied by eight SIA Cargo volunteers, tried their hand at growing plants on an outing to Hort Park on Dec 18.

It was a beautiful day when the group set out for the park, where they attended a Starting Your First Plant workshop. After learning the different ways to grow plants and how to care for them, they eagerly planted their seedlings in the pots, beaming with pride at their handiwork.

We then settled down for lunch, rounding off with log cakes for dessert to celebrate the upcoming Christmas season.

The playground at the park looked inviting and the boys were particularly excited about a roller ball maze game, where players pit their skills at maneuvering a metal ball to the centre of the maze.

After the fun-filled time at the one-stop gardening hub, we boarded our bus to Suntec City to watch *Rapunzel: A Tangled Tale*. The hilarious and hair-raising movie ended the excursion on a high note.



The volunteers and children at the HortPark

## Christmas Celebration At SIA Cargo

On 24<sup>th</sup> December, SIA Cargo Singapore-based staff had a joyful, cozy celebration in a former office in SATS building. This special event was put together by the company's very own graphic designers, choral singers and photographers, who presented a whole new face of SIA Cargo. A mini *acapella* group was also for the first time assembled.

President Mr Tan Kai Ping commenced the celebration with a motivational message that saw many resonate with gusto and conviction. The highlight of the function then came as CEO of SIA, Mr. Goh Choon Phong joined Mr. Tan in the cake cutting ceremony.

A sumptuous buffet brunch was held later, offering roasted turkey and honey ham, etc.

The party ended on a delightful and bountiful note as President Tan Kai Ping and SVP Tan Tiow Kor jointly presented tens of attractive lucky draw gifts to top winners. – *Zuo Chao Chao*



Left picture :A group photograph with Mr Goh

Right picture : Staff tucked in to the buffet

