

the MEGA beat



São Paulo, Brazil

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SIA Cargo Network Expands To Sixth Continent With Flights To Sao Paulo

SIA Cargo which manages the bellyhold cargo capacity for Singapore Airlines (the parent company of SIA Cargo) added a sixth continent to its route network on 28 March 2011 when its parent company launched thrice-weekly flights between Singapore and the Brazilian city of Sao Paulo, via Barcelona in Spain.

Sao Paulo is the Airline's first scheduled South American destination. A dynamic metropolis, Brazil's largest city is an arts and entertainment centre as well as an influential player in the areas of commerce and finance within the region.



Flights operate between Barcelona and Sao Paulo's Guarulhos International Airport. This new service will help boost ties between Singapore and Brazil and pave the way for enhanced trade links between Asia and South America. It also provides a direct link between Barcelona and Sao Paulo, as well as plug Sao Paulo into SIA Cargo's existing 71 cities in 36 countries.

Singapore (SIN) to Sao Paulo (GRU)				
Flight No.	Day Of Operation	Departure	Arrival	Aircraft
SQ68	Monday, Thursday, Saturday	SIN 00:40	BCN 08:20	B777-300ER
SQ68		BCN 09:30	GRU 15:55	B777-300ER

Sao Paulo (GRU) to Singapore (SIN)				
Flight No.	Day Of Operation	Departure	Arrival	Aircraft
SQ67	Tuesday, Friday, Sunday	GRU 01:45	BCN 17:35	B777-300ER
SQ67		BCN 18:45	SIN 13:35 +1Day	B777-300ER

Singapore Airlines Cargo Adds Penang And Kolkata To Its Route Network

Singapore Airlines Cargo added two destinations to its network for the Northern Summer schedule, which came into effect from 30 March 2011. In March, the Airline resumed freighter operations to Kolkata in India after having stopped flying to the Indian city in 2009, and will start its operations to a new destination, Penang in Malaysia, from 8 April.

Cargo capacity generated by the freighter will complement the bellyhold space available in Singapore Airlines' daily passenger services between Singapore and Kolkata.

"These services are in line with our policy of matching capacity with demand and exploring new markets. The freighter services to Penang and Kolkata will give our customers more choice of flights to choose from and will play an important role in expanding two way trade links with key markets in Asia, Europe and the USA." said Mr Tan Tiow Kor, Senior Vice President Sales and Marketing.

Kolkata (CCU) – 1x weekly effective 30 March 2011 onwards								
Flight	Aircraft Type	Day	Departs SIN	Arrives MAA	Departs MAA	Arrives CCU	Departs CCU	Arrives SIN
SQ7422 /1	B747-400F	Wed	1040	1210	1410	1615	1815	0050+1 (Thu)

SIN – Singapore, MAA – Chennai, CCU – Kolkata

Penang (PEN) – 1x weekly effective 8 April 2011 onwards								
Flight	Aircraft Type	Day	Departs SIN	Arrives PEN	Departs PEN	Arrives HKG	Departs HKG	Arrives SIN
SQ7868 /7	B747-400F	Fri	1835	1950	2150	0115	0315	0655

SIN – Singapore, PEN – Penang, HKG – Hong Kong



Victoria Memorial Kolkata

Picture courtesy of West Bengal Tourism Development Corporation



Clock Tower in Penang

Picture courtesy of Tourist Development Corporation of Malaysia

SIA Cargo Website Gets A Facelift

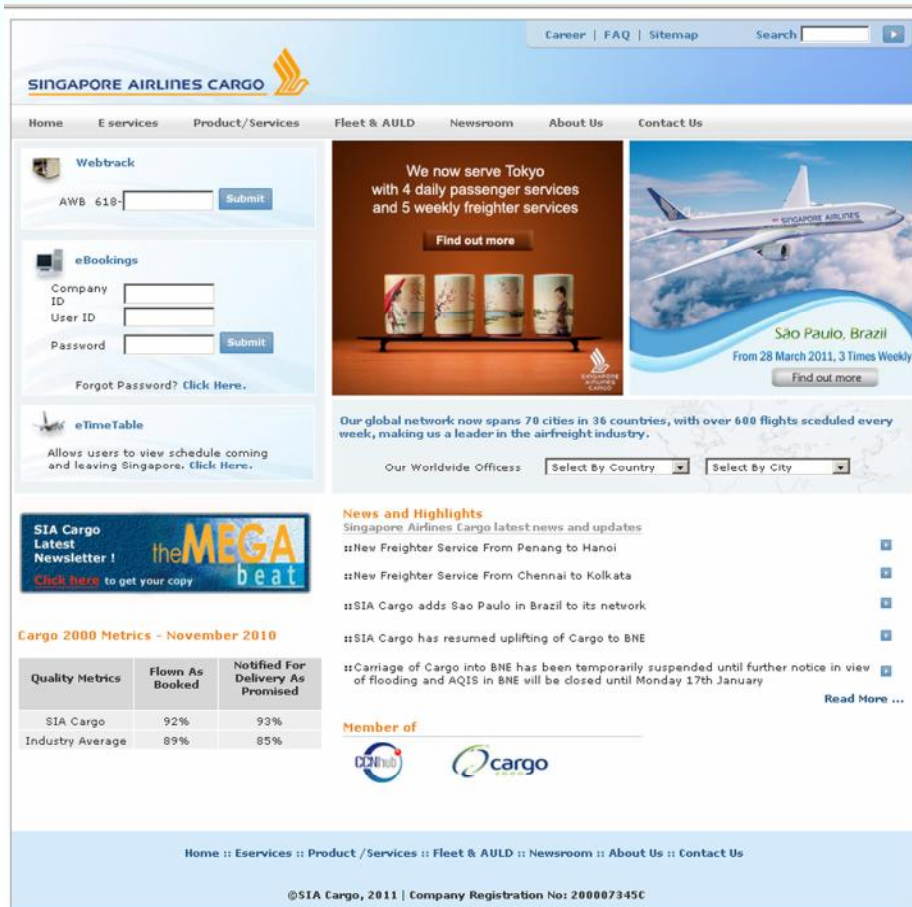
SIA Cargo's corporate website, www.siacargo.com, has got a new look and feel.

Sales & Marketing spearheaded the revamp, working closely with Business Technology Department in developing the new website with internal resources.

Launched on Apr 18, the new site is more user-friendly with lighter and soothing colour tones and information categorized. It has interactive and mouse-over features, compared to the static images that characterized the previous website.

Menu bars have been re-organized and a "Newsroom" section has been created to enable easy access to marketing communications materials like advertisements and the corporate newsletter *MegaBeat*. A standard space has also been created to feature banner advertisements.

In a promotion to create awareness of the revamp among shippers, forwarders and other customers, SIA Cargo announced a promotion for visitors to the site. They stood to win shopping and dining vouchers and souvenir pens by simply giving their feedback about the new website and answering a simple question on the new service to Sao Paulo.



The screenshot shows the SIA Cargo website homepage with a clean, modern design. At the top, there is a navigation bar with links for Career, FAQ, Sitemap, and a search box. Below this is a main menu with links for Home, E services, Product/Services, Fleet & AULD, Newsroom, About Us, and Contact Us. The main content area is divided into several sections: a Webtrack section with an AWB 618 input field and a Submit button; an eBookings section with fields for Company ID, User ID, and Password, and a Submit button; an eTimeTable section with a link to view the schedule; a central banner for Tokyo services; a banner for Sao Paulo, Brazil services; a section for global network statistics; a News and Highlights section with a list of updates; a Cargo 2000 Metrics table for November 2010; and a Member of section with logos for DDU and cargo. The footer contains a navigation bar and copyright information.

SINGAPORE AIRLINES CARGO

Career | FAQ | Sitemap Search

Home E services Product/Services Fleet & AULD Newsroom About Us Contact Us

Webtrack
AWB 618-

eBookings
Company ID
User ID
Password
Forgot Password? [Click Here.](#)

eTimeTable
Allows users to view schedule coming and leaving Singapore. [Click Here.](#)

SIA Cargo Latest Newsletter! the **MEGA beat**
[Click here](#) to get your copy

Cargo 2000 Metrics - November 2010



Quality Metrics	Flown As Booked	Notified For Delivery As Promised
SIA Cargo	92%	93%
Industry Average	89%	85%

News and Highlights
Singapore Airlines Cargo latest news and updates

- !! New Freighter Service From Penang to Hanoi
- !! New Freighter Service From Chennai to Kolkata
- !! SIA Cargo adds Sao Paulo in Brazil to its network
- !! SIA Cargo has resumed uplifting of Cargo to BNE
- !! Carriage of Cargo into BNE has been temporarily suspended until further notice in view of flooding and AQIS in BNE will be closed until Monday 17th January

[Read More ...](#)

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Import Transshipment Promises More Cargo Business

SIA Cargo handled the first import transshipment via bonded trucking at Bangalore last month, generating some excitement among staff, handling agents AI-SATS and the cargo trade.

Bonded trucking refers to cargo traveling between two domestic points under Customs escort or seal, with the truck company required to raise a “bond” and a bank guarantee to cover Customs liabilities in case the cargo is lost or goes missing before reaching its final destination in India.

The 5.6-tonne consignment arrived Bangalore from Singapore on SIA Cargo freighter SQ7378 on Mar 16. It was escorted to the transshipment area the following day and loaded on to a truck, designated SQ3883, for the onward journey to Hyderabad.

The handling followed the recent approval by Indian Customs of international transshipment through Bangalore airport. SIA Cargo was among a few airlines that have been pressing the Customs authorities to allow import transshipment at Bangalore to facilitate a more seamless movement of cargo to smaller cities not served by freighters

This approval will benefit overseas stations that have odd-dimension and main-deck cargo loads to Indian points where we operate only bellyhold capacity

With the cargo complexes in Chennai and Mumbai undergoing major redevelopment, cargo transshipment via these airports is expected to slow down. An alternative now will be to transship through Bangalore.

With our effective cargo handling agents, the cargo dwell time in Bangalore will be less than six hours before the shipment is trucked or interlined to the final destination in India. For a start, SIA Cargo will focus on transshipments to Hyderabad, Kochi, Chennai and Mumbai.

At an event on World Customs Day recently, the local Customs Commissioner recognised the efforts of SIA Cargo Bangalore in pressing for transshipment opportunities. He noted that the move will benefit not only the trade but also bring in additional revenue from import duties for the government. – *By John Morris, Bangalore*



Manager Sales & Services-Karnataka, John Morris (with jacket), with personnel from customs and AL SATS

Students Participate In Cargo Advertisements Design Competition

SIA Cargo partnered LaSalle College of the Arts to sponsor a brand-campaign advertisement-designing competition recently.

The aim was to tap the refreshing and youthful creative energy of the students while providing them a platform to showcase their design talent. The competition, similar to one that SIA Cargo sponsored in 2007, was run from mid-February to end-March.

It was open to second year advertisement design undergraduates, working in groups of three or four. Each group had to come up with a series of seven print advertisements, targeted at shippers and forwarders, highlighting SIA Cargo's freighter and bellyhold services in seven specified regions.

Each creative had to focus on an SIA Cargo's destination within each region, with the series as a whole highlighting SIA Cargo's strengths in network coverage and service reliability.

The groups did a short presentation to a panel of SIA Cargo management staff to explain the creative concept behind their designs. The competition ended with the panel judging the works on criteria such as creativity/innovativeness and clarity of message.

The top group walked away with a prize of \$3,200, while two runners-up received prizes of \$1,600 and \$800. Each group also received \$200 in seed money to cover costs incurred, including for printing of final creatives and other fieldwork expenses.

If found suitable, SIA Cargo may consider the creatives by the top three groups for commercial use.



Top : The top prize winning group with SVP Sales & Marketing, Mr Tan Tiow Kor

Left : Two of the creatives by the top team that focused on the SIA Cargo's destinations in Europe and South East Asia



Race Horses Fly To Dubai

SIA Cargo was one of the selected carriers tasked with the transportation of racehorses to the United Arab Emirates (UAE) for the Dubai Cup to be held on 26 Mar.

Under the watchful eyes of the shipper and our Los Angeles Cargo Operations team, the horses — Crowded House and Ferneley — were carefully loaded on to SQ7893, a B747-400 freighter, for their flight to Sharjah, UAE. Thereafter, the racehorses were trucked to Dubai.

Horse movements out of Los Angeles have been growing steadily over the last six months, and our reputation in handling such sensitive shipments has placed us in good stead in the USA market. — *By Eugene Chew and Michael Wang, Los Angeles*



Station Carries Military Hardware For Aero Show

In February, our Bangalore team was in the business of transporting shipments of a military nature.

The Bangalore Aeroshow, held at the Yelahanka Air Force base over five days, had showcased a collection of military hardware from Europe, the US and India.

Our role, after the show had ended, was to ship the Eurocopter and its accessories to Marseilles. We did this via our freighter to Amsterdam.

The remaining 30 tonnes of aircraft parts and equipment were uplifted on SIA Cargo freighters to other destinations in Europe, Hong Kong and Melbourne. — *By John Morris, Bangalore*



Aircraft at the aero show



Eurocopter in SIA Cargo freighter

Bangalore Achieves Its Highest Uplift

We achieved our highest-ever uplift on to a single freighter on Feb 12 — 85 tonnes of cargo on 21 main deck pallets and five lower deck pallets. The freighter left for Sharjah-Amsterdam with a total load of 119 tonnes.

Shipments included garments and textiles, medical and engineering equipment, and auto parts for companies in Amsterdam, Brussels, Frankfurt and Stockholm. — *By John Morris, Bangalore*

Bangalore Sends flowers For Valentine's Day

For the first 10 days of February, the fragrance of flowers was in the air at the Bangalore Air Cargo Complex as our team prepared to load cut-flower shipments, especially of red roses, to cities around the world — all in time for Valentine's Day.

SIA Cargo has been the first choice carrier with shippers and cargo agents in Bangalore because of our competency in handling the “cold chain” cargo.

The flowers have to be stored at temperatures ranging from 5°C- 10°C. Stacking of the cartons is tricky, too, as they tend to soften due to moisture content. We have a technique to overcome this challenge so that the flowers remain in excellent condition throughout the journey.

This year, we shipped 20 tones of flowers over a 10-day period to Auckland, London, Osaka, Perth, Singapore and Sydney. We worked closely with SATS in Singapore for the onward shipments to cities in the Asia-Pacific.

We are proud of playing our part behind the scenes to make certain that recipients of Valentine's Day flowers would find them as fresh as when they were harvested at the shippers' farms in Bangalore. With the fragrance from the flowers, especially the red roses, wafting through the air, staff said that they “could feel love all around us”! - *By John Morris, Bangalore*



Cartons of cut flowers at the Bangalore Air Cargo Complex await loading onto SIA Cargo's pallets prior to being uplifted onto the freighter.

SIA Cargo Flies Rock Band's Equipment

Once again, SIA Cargo was the carrier of choice for a rock band to transport its concert equipment from city to city.

Our team was naturally excited about this shipment, which involved the chartering of an SIA Cargo B747-400 freighter to fly the Eagles' concert equipment from Bangkok to Singapore.

The legendary country rock band from Los Angeles was on a World Tour, with the two Asian cities being among its stops.

Late at night on Feb 20 — after 10,000 fans had left a three-hour, sellout performance at Impact Arena, Muang Thong Tani — the stage equipment was dismantled and loaded on to trucks that headed for Suvarnabhumi International Airport.

At a specially set up area, loaders worked till the early hours to load the 72 tonnes of equipment on to aircraft pallets for transportation on the chartered freighter SQ7061.

Our team was on hand to ensure that the equipment was loaded on to the freighter without a hitch. Four loaders, engaged by the Eagles, also checked that the uplift of the band's equipment was all in order.

Just a few months ago, SIA Cargo Auckland had handled the uplift of 190 tonnes of Irish rock band U2's concert equipment from Auckland and Melbourne.

SIA Cargo's fast-growing experience with this type of shipment will hopefully bring in more of such business in the future. — *By T Chananya and T Patyawan, Bangkok*



Some of the pallets with the Eagles' concert equipment being loaded on an SIA Cargo freighter at Bangkok's Suvarnabhumi International Airport.

SIA Cargo Uses Environmental Friendly Containers To Transport Live Grouper Fishes

SIA Cargo Denpasar station used environmentally friendly containers to move live grouper fish to Hong Kong on 22 February 2011.

These special fish bins provides a more favorable environment for the fishes to travel in, compared to the conventional styrofoam box. More importantly, the fish bins are made of environment friendly material. Hence the usage of these fish bins is in line with the shipper's and SIA Cargo's intention to go-green and cyanide free for the transportation of fishes.

Our Denpasar team has put in a lot of effort to obtain approval from various authorities in Singapore, Indonesia and Hong Kong to use these fish bins. In addition, we worked closely with the shipper, forwarder, cargo ground handling agent and SIA Cargo head office to ensure that we adhere to all special handling, booking, loading, etc procedures.

Shipper is satisfied with the shipment and has showed their intention to send more shipments in these fish bins. SIA Cargo has displayed strong teamwork once again.

– By Putu Mahendra, DPS



Environmentally friendly, cyanide free fish bins

Fun Time At The Science Centre

Twenty-two children from Henderson Students' Care Centre, accompanied by seven SIA Cargo volunteers had an inspiring and exciting experience at the Singapore Science Centre on 19th March 2011.

We divided ourselves into 3 groups and explored the exhibits housed in 14 galleries, which cover a wide range of topics related to science, technology and mathematics.

Next, we watched the Tesla Coil demonstration, a show made using electricity, voltage to give a lightning like feeling. The children were amazed by the 3.5 million volt coil in action, as it generated electrical arcs of up to three meters.

We then settled down for lunch at McDonalds, rounding off with an ice cream treat.



Volunteers and children exploring the interactive exhibits



After lunch, we re-entered the Science Centre to have a wet and fun time at the Water Works. The children made their way through a maze made up of water jets. While playing at the Water works, the children discovered some intriguing facts about water and learned the importance of water in our lives. After washing up, we had hot Milo to warm up before we depart Science Centre for home.

It was an educational outing for both the children and the volunteers. – *By Kandala Padma*



The children at Water works

