

the MEGA

the heartbeat of SIA Cargo

beat



6
A Phenomenal
Musical Journey



7
SIA Cargo Scores
A Hat-Trick



8
Ahmedabad And
Amritsar

SIA Cargo In South West Pacific

SIA Cargo maintains a strong presence in the South West Pacific with 8 freighter and 99 passenger services a week serving seven cities. Marketing this amount of capacity amidst the fiercely competitive arena of the South West Pacific is challenging to say the least.

We strive to provide the best airport to airport service and at the same time still maintain our competitive edge in the market place. Besides our extensive global network, we are also fortunate to have a dedicated team of individuals in each of our stations.

The professionalism of the South West Pacific team is exemplified by the varied commodities we have handled; from valuable artwork and thoroughbred horses to Formula One race cars. Ultimately it is our people that make the difference between the competition and SIA Cargo. Although we have a relatively young team in terms of their years of service with SIA Cargo, I am proud of their contributions thus far.

Tan Chong Beng
Regional Vice President South West Pacific



SIA Cargo In South West Pacific

AUSTRALIA

ADELAIDE

Nestled between the rolling Adelaide hills and the sparkling waters of Spencer's Gulf, Adelaide is the hidden jewel of Australia. On the wide fertile plains, the city spreads out, providing an overwhelming sense of space.

Adelaide was the first free settlement established in Australia. Excellent town planning in the early days led to a well laid out streetscape, making the city the easiest place to move around. The airport is literally five minutes from the city centre.

With just one million people and no other population centres nearby, Adelaide is pollution free. On the fringes of the city are some of the most important wine growing regions of the world including the Barossa Valley, the Clare Valley, MacLaren Vale and the Coonawarra.

Lincoln is the seafood capital of Australia, farming Southern Bluefin tuna, kingfish and oysters and providing catches of live lobster, abalone and king prawns from the pristine waters of the Great Australian Bight.

The SIA Cargo office comprises four staff members. Weekly visits are made by Manager Victoria and South Australia Alan Chugg.

Parent company SIA operates four-times-weekly passenger services to Adelaide while SIA Cargo operates twice-weekly freighter services, on Tuesdays and Fridays.

Adelaide is unique in Australia in that the export demand exceeds its available capacity resulting in the trucking of airfreight to eastern gateways.

In addition to the abundant seafood, Adelaide exports chilled lamb, pork, fruit, vegetables and livestock. It also has major manufacturing companies including manufacturers of cars and related components as well as global suppliers of communication equipment, mining equipment, irrigation equipment and optical lenses.

BRISBANE

Brisbane, Australia's third largest city, is situated in Southern Queensland, close to the well-known Gold Coast, widely known as surfers' paradise. Queensland is also renowned for its dazzling natural attractions, beaches, waterways, rainforest and reef, and perfect weather.

Some of the most remarkable natural wonders which are considered among

the world's heritage are found in Queensland, and they include:

- Fraser Island — the world's largest sand island;



Brisbane: (from left) Manager Queensland Ian Richards, Customer Service Supervisor Geraldine Richards, Customer Service Officer Natalie Williams, and Customer Service Agents Lisa Giorgio and Trisha Bettany.

- The Great Barrier Reef — which runs 2,000km up the Queensland Coast;
- The Outback's Riversleigh Fossil Field; and
- The Central Eastern Rainforest Reserve, accessible from Brisbane and the Gold Coast.

Queensland's style is casual, friendly and open; and the same could be said of SIA Cargo's six staff at the Brisbane office.

Brisbane exports mainly perishables some of which are seasonal and they include products such as citrus, mango, rock melon, broccoli and so on. Chilled meat is uplifted throughout the year to South East Asia and Europe while live, chilled, and frozen seafood are regularly flown to North Asia and the USA.

General cargo travels all over the world, and although we do not have a freighter service into Brisbane, we are able to accommodate maindeck cargo via overnight SIA Cargo truck service into



Adelaide: (from left) Customer Services Officer Thomas Schuette, Senior Sales Executive Leah Taylor, and Customer Services Officers Kim Wareham-Jones and Andre Dolphin.

To the north of Adelaide lies the Australian Outback with vast deserts and mountain ranges holding untold mineral wealth. To the west, regional centre Port

Sydney to connect with our full freighter services departing Sydney every Tuesday and Saturday.

Brisbane Office also specialises in the transportation of valuable artwork for the Queensland Art Gallery. We also coordinate the import of exhibitions on the Gallery's behalf. Some of the exhibitions we have been involved with included the Asia Pacific Triennial of Contemporary Art and major displays of works by Van Gogh, Matisse and Rembrandt.

Brisbane Office, although small, is a vibrant part of the SIA Cargo community in South West Pacific. Brisbane is served by 19 SIA passenger services a week.

MELBOURNE

Melbourne is the commercial, cultural and sporting capital of Australia. It became established as a major commercial centre as far back as the halcyon days of the Australian Gold Rush in the 1850s. This provided enormous wealth to the Victorian community from an early stage, which was the basis for the establishment of major manufacturing industries throughout the 1900s.

Immigration, especially after World War II, provided an influx of people from all

over the world. This has resulted in an Anglo-Saxon-based multicultural society with a vivid tapestry of ethnic cultural diversity.

Melbourne prides itself on its café lifestyle and fabulous restaurants. It hosts major art exhibitions, theatre and live entertainment shows.

Victorians are sports mad. They turn up every week in droves to watch their beloved teams play off in the Australian Football League.

Melbourne hosts the Australian Formula One Grand Prix, The Australian Tennis Open, the world famous Melbourne Cup horse race, the Boxing Day Test Match (cricket) and many other major sporting events.

There seems to be a major event happening every week. Melbourne will host the Commonwealth Games in 2006.

Melbourne was recently voted in an international survey as "The Most Livable City in the World".

The Cargo office has a team of eight headed by Alan Chugg, Manager Victoria and South Australia.

Melbourne is serviced by 19 SIA passenger services and two SIA Cargo freighter flights per week.

Commodities uplifted include asparagus, chilled lamb, fruit and vegetables, as well as seafood such as live lobsters, chilled salmon and tuna.

Manufactured goods include auto components and prototype vehicles, mining equipment, turbines, electronics and so on.

Melbourne is a hub for cargo to and from Tasmania and for maindeck cargo for



Perth: (from left) Customer Services Officers Adrian Hannd, Donna Fragomeni and Brad Weir; Manager WA Harry Bregger; Sales Supervisor Geoff Povey; and Customer Services Officers Clarisa Tropiano and Danny Sheahan.

South Australia and Western Australia.

Melbourne office also handles charters for the Formula One Grand Prix, the Superbikes and ad hoc livestock movements. We also handle the transportation of overseas horses for the Melbourne Cup. Some worthwhile cargo we have carried included priceless works of art for major art exhibitions as well as endangered animals such as a Sumatran tiger for the Melbourne Zoo, and white rhinos and gorillas.

PERTH

Western Australia can be referred to as the Sunset Coast because of its golden sunset and pristine beaches which attract scores of overseas visitors. While the staff from our parent company, SIA, fill their flights with passengers year in and year out, we at SIA Cargo fill the bellyhold of SIA's aircraft with various perishable commodities that are reaped from the vast farms and oceans in Western Australia.

Perth station has eight staff members, with Harry Bregger as Manager Western Australia. They market the bellyhold cargo space of SIA's 17 weekly passenger services to Perth.

Commodities exported via Perth include fruits and vegetables (such as grapes, strawberries, mango, rock melons, plums, cabbage, lettuce, cauliflowers and the like) and such meat products as scallops, lobsters and tuna.

A product that deserves special mention is the western rock lobster.



Melbourne: (from left) (back row) Snr Customer Services Officer Greig Muir, Customer Services Supervisor Trevor Cairns and Customer Services Officer Conrad D' Costa; (front row) Customer Services Officer Rebecca Walsh, Manager Victoria and South Australia Alan Chugg and Sales Executive Adelyn Siaw.

Western Australia is renowned worldwide for its live lobster exports to many countries in North Asia, Europe and the USA. Live lobsters exports are a very important source of revenue for the Perth office and has contributed handsomely in the past to our overall performance. It has been said that Perth "was saved by the claws in financial year 2003/04".

General cargo exports from Western Australia account for a small proportion of total airfreight exports, hence the euphoria when we have opportunities to move general cargo for big events like Rally Australia and performances by international singers and bands.

SYDNEY

Sydney, New South Wales, located on Australia's East Coast, is the commerce



Sydney: (from left) Customer Service Officer Diana Kiprevska, Customer Service Supervisor Gavin Zauch, Former Mgr NSW Paul Jacobson, Customer Service Officer Jason Dechaineux, Sales Executive Mathew Ching, Customer Service Officer Roy de Carvalho, Snr Regional Admin Officer Dilber Salih A and Snr Customer Service Officer Sharon Yuen.

capitala, specialising in banking, finance, insurance and investments.

Exports consist of chilled and frozen meat, fruits and vegetables, pharmaceuticals and general cargo such as computers, electronic equipment, machinery, telecommunications equipment and so on. We also regularly secure shipments of live animals such as different breeds of dogs, cats, horses and animals destined for zoos located in Australia.

The majority of our cargo is uplifted to online destinations located in the regions of South East Asia, South West Pacific (Auckland), West Asia/Africa, North Asia and Europe.

We currently operate triple daily B747-400 services, seven days a week.

In addition to these passenger services we also have two scheduled B747-400F freighter services operating on Tuesday ex-Sydney to Singapore via Auckland and Jakarta, and on Saturday ex-Sydney to Singapore via Auckland.

There are more international airlines operating to Sydney than to any other capital city in Australia. With so many

airlines in the marketplace, competition is intense and we have to be creative in our pricing.

SIA Cargo has seven staff members in Sydney. The teamwork and camaraderie in the Sydney office is exceptional and we feel proud to be a member of the SIA Cargo community.

NEW ZEALAND

AUCKLAND

Auckland is the commercial centre for New Zealand and one of the country's major international gateways for exports. Our parent company, SIA, commenced services into Auckland more than 28 years ago and the services have grown from twice-weekly B707 flights to daily



Auckland: (from left) (back row) Customer Services Supervisor Simon Merrick; Customer Services Officers Aileen Berry, Andrew Smith, and Luke Mahoney; (front row) Marketing Officer Bonnie Chuang; Manager New Zealand Maurice Bearsley; Sales Manager North Island Maree O'Sullivan; and Sales Support Officer Sam Nov.

B747-400 and five-times weekly B777-200ER passenger services. In addition, SIA Cargo operates a twice-weekly B747-400F freighter service to Auckland.

Auckland station had the honor of operating the first SIA Cargo freighter service when the company was incorporated on 1 July 2001.

New Zealand's economy is agriculture-based which means a large proportion of airfreighted goods come from the primary sector. Commodities include chilled meat, seafood, dairy products and produce.

There is much diversity in the nature of goods uplifted from Auckland. These include anything from thoroughbred horses, alpacas, penguins, sheep and goats to prototype motor vehicles bound for remote parts of New Zealand for winter testing.

Enquiries to airfreight the unimaginable and seemingly impossible have included 16-metre long wooden lampposts from Auckland to Hong Kong and 13-metre long truck-trailers from Auckland to Singapore. At present the Auckland Cargo office has seven dedicated experienced staff with most of them having over five years service with SIA Cargo.

CHRISTCHURCH

SIA's gateway to the South Island, the bigger of the two islands making up New Zealand, is Christchurch. It is located on

Bringing The Ottoman Empire To Singapore

➔ The fascinating world of the Ottoman empire, where harem intrigues, powerful sultans and jewel-studded ornaments abound, 'materialised' in Singapore's Asian Civilisations Museum from 3 September to 5 December 2004.

SIA Cargo was the official carrier for the exhibition which was enticingly called "From the Land of the Ottoman Sultans: Palace Treasures from Turkey". Visitors were treated to a dazzling display of 125 objects from the magnificent collections of three famous museums in Istanbul — the Topkapi Palace Museum, Museum of Turkish and Islamic Arts, and the Istanbul Archaeological Museums.

It was the first time that Turkey has

lent such a large number of artifacts for an exhibition in South East Asia.

The Ottoman Sultans were the rulers of one of the world's largest and longest-lasting empires in West Asia, and they controlled lands spanning three continents — Europe, Africa and Asia — at the peak of their reign. "From the Land of the Ottoman Sultans" provided an exciting peek into this once-mighty empire.

SIA Cargo was responsible for transporting the priceless exhibits from Istanbul and back. The exhibits included several significant cultural and historical objects like the rock crystal reliquary that was used to store hair from the beard of Prophet Muhammad



Treasures from the Ottoman empire airfreighted by SIA Cargo to Singapore included these (clockwise, from top): gold seal of Pertevniyal Valide Sultan (the smallest object on display), Flintlock pistol dating back to 18th century, entari (inner-robe) worn during the reign of Sultan Ibrahim (1640-1648), helmet dating to the 17th century, and rock crystal reliquary, 16th century. Pictures courtesy Asian Civilisation Museum.



and a ceremonial inner robe worn by Sultan Ibrahim. Also on display were the magnificent tableware that was used in the court of the sultans and the artistic works of palace craftsmen.

the East Coast in the Canterbury region. With a population of around 320,000 it is the second largest city in New Zealand and by far the largest in the South Island.

Christchurch is known as "The Garden City" because of its numerous parks

Christchurch's economy is built on its association with the large rural economy, its export-oriented manufacturing industry, and tourism and education. The research environment has helped Christchurch to become a New Zealand leader in software development, biotechnology and numerous high-tech manufacturing industries.

SIA Cargo operates daily non-stop flights from Christchurch to Singapore using the B777-200ER aircraft. Oversize cargo is trucked up to Auckland onto the twice-weekly full freighter Auckland-Singapore service.

The small Christchurch cargo team consists of only the manager South Island, a senior customer

services officer and two customer services officers. With such a small team, every one can do everything — be it

operations, sales or administration — which makes the job really interesting for everybody.

We carry a mix of about 60% perishable cargo and 40% general cargo. The main commodities in the general cargo category are control units, electronics, aircraft engines, power transmission equipment and plastic cards. Perishable cargo consists of year-round meat and fish shipments and seasonal products like live lobsters from July to October and stone fruit from mid-December to mid-March.

Most of the cargo that we uplift in Christchurch are bound for Europe and North Asia/Japan.

Some of the more unusual items uplifted in Christchurch are prototype cars. They are flown to Christchurch from Europe and Japan, tested at Cadrona Valley, a world-class car test site in the South Island, and then flown back. Everything is shrouded in secrecy and the cars are crated so that nobody can take pictures before the cars are officially launched.



Christchurch: (from left) Senior Customer Services Officer Alan McNulty, Customer Services Officers Rochelle Evans and Tim Waters, and Manager South Island Urs Jehle.

totalling over 3,000 hectares and it is no wonder that the city is a very popular tourist destination in all seasons.

A Phenomenal Musical Journey

➔ **MAMMA MIA!** — the world's number one musical seen by over 18 million people worldwide, the show with more productions playing simultaneously around the world than any other current musical, the show that has premiered in more cities worldwide faster than any other musical in history — finally completed its spectacular and extended season in Singapore on 3 December 2004.

SIA Cargo is proud to have been chosen by Australian Touring Services (ATS Logistics) to airfreight the show's stage equipment and props for two segments of the musical's Australasian Tour.

On 1 June, we airfreighted the cargo from Auckland to Hong Kong where the show played a highly successful 10-week season, making it the longest season for a musical in Hong Kong in recent times. And on 6 December, we

The World's A Stage

MAMMA MIA! is just one of the world-renowned shows that SIA Cargo has been involved in on the logistics front. We have carried stage equipment and props for other great shows by world-renowned performers such as The Rolling Stones, David Copperfield and Janet Jackson. As the saying goes, the world's a stage, and SIA Cargo is always ready to provide the logistics support to make a show happen almost anywhere in the world.

FOR SPECIAL CHARTERS, PLEASE CONTACT:

Global Key Accounts
Email: HoiPeng_Chong@
singaporeair.com.sg
Tel: (65) 6541-6678
(65) 6541-5128
(65) 6541-6902



It has been reported that MAMMA MIA! is seen by 18,000 people around the world every night. SIA Cargo, in partnership with other logistics companies, has been involved in the carriage of stage equipment and props for many such world-class shows. Picture courtesy MAMMA MIA!

“What really impressed me was the professionalism of the SIA Cargo management team. Their attention to details ensured that our tight schedule was always met.”

— Chris Nicholson, Director of Australian Touring Services Pte Ltd

brought the equipment and props from Singapore to Brisbane. There the show will perform a season before returning home to Melbourne where it first premiered in 2001.

The equipment and props, weighing a total of 81.5 tonnes, were securely packed in two containers and 17 pallets, and were transported by SIA Cargo's B747-400F aircraft to its destinations.

In Singapore, the process of carefully taking apart the stage equipment and props and packing and loading them into the airline pallets began right after the show's final performance at the

Esplanade Theatre. It was completed speedily without a hitch.

Commenting on his company's choice of SIA Cargo to carry the equipment and props, Mr Chris Nicholson, Director of ATS Logistics, said: “SIA Cargo was the obvious choice. Its modern fleet of freighters and availability of aircraft in the region made the decision easy for us.”

He added: “What really impressed me was the professionalism of the SIA Cargo management team. Their attention to details ensured that our tight schedule was always met.”

SIA Cargo Adds Second Freighter to Adelaide

➔ **Adelaide is now served by two B747-400 Mega Ark freighter services per week with the launch of a second service on 5 November 2004. This has increased SIA Cargo's airfreight capacity to the city by 35%.**

There is now a Mega Ark service every Tuesday and Friday. SIA Cargo also markets the bellyhold cargo space of the four-times-weekly B777-200 passenger services operated by its parent company SIA.

SIA Cargo is the only carrier to operate main-deck capacity into Adelaide, providing importers and exporters access to direct airfreight for large items like mining equipment, turbines, cars and even helicopters and race horses, and excellent connections to Europe, China, India, the Middle East and the US.

SIA Cargo Scores A Hat-Trick

➔ For the third year in a row, SIA Cargo has won the prestigious "Best Air Cargo Carrier" award. The award was decided by readers of *Lloyd's Freight Transport Buyer Asia* and Asian readers of *International Freightling Weekly* and *Containerisation International*.



Mr. Walter Lien (right), General Manager Peninsular Malaysia, receiving the "Best Air Cargo Carrier" award from Mr. Ambrose Linn of TNT Express Worldwide Ltd at the Asia Logistics Awards held in Kuala Lumpur on 7 October 2004.

General Manager Peninsular Malaysia Walter Lien, who received the award, paid tribute to SIA Cargo's customers for the win: "We are delighted that SIA Cargo's efforts have been well received in the marketplace and would like to thank our customers for their continued support in this fiercely competitive environment."

SIA Cargo's well established Swiftrider, Timerider, Coolrider and Securerider products have continued to provide unmatched levels of reliability, with dedicated staff constantly aiming to squeeze out every last ounce of efficiency to maximize customer satisfaction.

In a further effort to improve service, SIA Cargo has made it easier for customers to make allotment and free sales bookings, track their shipments, manage air waybills, and make e-payment through Ezycargo, an Internet-based cargo portal.

First Foreign Airline Issued Dangerous Goods Permit

➔ On 9 December 2004, SIA Cargo became the first foreign airline to be issued the permit to carry dangerous goods into Beijing, Shanghai, Nanjing and Xiamen by the Central and Southern Regional Administration of Civil Aviation Authority of China (CAAC).



To mark the occasion, a ceremony was held in Guangzhou where Mr. Lin Ya Bo (above, right), Deputy Director General, Central and Southern Regional Administration, CAAC, presented the Permit to Mr. Sudheer Raghavan, Senior Vice President Sales and Marketing, SIA Cargo.

gateway feature

New Gateways To The Indian Market

➔ **Ahmedabad and Amritsar — the latest additions to our network — are served by thrice-weekly B777-200 services. They bring to seven the total number of cities in India served by SIA Cargo. The services are scheduled on Wednesdays, Fridays and Sundays.**

Ahmedabad

The Sardar Vallabh Bhai Patel (SVP) International Airport in Ahmedabad has been in operation since 1994 and is located about 9km from the city. Just 200m away from the passenger terminal are two warehouses dedicated for the storage and handling of international cargo. These warehouses are furnished with facilities such as security vaults and safe for the storage of valuable and semi-precious cargo as well as coldrooms for perishables. In 2003 alone, over 4000 tonnes of cargo including Ahmedabad's Major export products of fabrics, garments, engineering goods, dyes, drugs and precious gems moved through SVP International Airport.

Amritsar

Over at Amritsar where Raja Sansi International Airport has operated since 1960, woollens, garment, finished leather, sports goods and cycle parts make up the city's main exports. The airport is about 12km from the city centre and 90km from Jalandhar and within 30km of the border with Pakistan. Punjab produces about 70 percent of the best quality cotton in India — about 97 million kilograms of yarn and 36.5 million metres of cloth were produced in the cotton textile mills of Punjab alone.

(See related story on Page 8)

SIA CARGO OFFICE IN
AHMEDABAD (AMD)
Galaxy Travels
2nd Floor, SETU Complex
S.P. Nagar Road
Off C.G. Road
Navrangpura
Ahmedabad - 380 009
Gujarat, India
Tel/Fax:
Tel: 91-79-30012870/71
Fax: 91-79-30012880
Email: Harsiddh_Amin@singaporeair.com.sg

SIA CARGO OFFICE IN
AMRITSAR (ATQ)
Sondhi Enterprises Pvt.Ltd
Opposite State Bank of India
Civil Lines
Jalandhar 144 001
Punjab, India
Tel/Fax:
Tel: 91-181-2231506 / 7
Fax: 91-181-2231508
Email: sqcargo_atq@singaporeair.com.sg

Ahmedabad And Amritsar — India's Industrial And Spiritual Centres

➔ Two cities in India were added to SIA Cargo's network in the second half of 2004. Ahmedabad joined the network on 28 July while Amritsar came online on 1 October. In this feature, we introduce you to the attractions and commercial significance of these two thriving centres.

Ahmedabad — Manchester of the East



The largest city in the Indian state of Gujarat, Ahmedabad has been called the "Manchester of the East" because of its flourishing textile industry. The city is named after a Sultan who founded it in 1411. It is also home to the famous Sabarmati Ashram, the headquarters

where Mahatma Gandhi waged his long struggle for independence. You can explore Gandhi's spartan living quarters and view pictorial records of the major events in his life at this ashram.

To view one of Ahmedabad's

architectural miracles, head to the Sidi Bashir mosque which is graced by the three-storey tall 'Shaking Minarets' with its delicately carved stone balconies. What makes these two minarets special is the fact that when one of the minarets is pushed or "moved" by strong winds, it starts to shake and within a few seconds, the other one will start to shake too. Amazingly, the connecting passageway between the two minarets remains free of any vibration!

For a refreshing break, visitors like to spend a leisurely afternoon at the Kankaria Lake, a polygonal lake which measures almost a mile in circumference. Sitting pretty in the middle of the artificial lake is an island-garden with a summer palace, which was constructed in 1451 by the famous Sultan Qutub-ud-din Aibak. Kankaria Lake is surrounded by parks, children's gardens, a boat club, a natural history museum, and is a popular picnic spot with tourists and locals alike.

Amritsar — City of the Golden Temple

Amritsar, the city of the Golden Temple, is situated on the north-western border of the state of Punjab. This 400-year-old city is an important centre of the Sikh religion, history, culture and tradition. Amritsar means "a pool of nectar" and is named after the sacred pool around which the Sikh's Golden Temple is built. The Golden Temple, also known as Sri Harmandir Sahib, was conceived by the Fifth Nanak, Guru Arjan Sahib, and is the central place of worship for Sikhs all over the world.

Religious Outings

As one of the most important pilgrimage centres for the Sikhs, the main tourist attractions in Amritsar are religious and historical sites such as

Jalianwallah Bagh (the memorial of the martyrs of the 1919 massacre by British General Dyer), Durgiana Mandir (a wonderful temple dedicated to the Hindu goddess Durga), and Baba Atal Rai Tower (which offers a panoramic view of Amritsar).

About 28 km from the main town of Amritsar lies the Wagah Border. Here you can join throngs of visitors who come to this Indo-Pakistan checkpoint to watch the change of guards ceremony, done with great skill and precision by the border security forces of both countries.

(See related story on Page 7)

