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beat



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Mr Goh Choon Phong Takes Over The Helm Of SIA Cargo

SIA Cargo welcomes Mr Goh Choon Phong as its new President with effect from 1 June 2006. He takes over from Mr Hwang Teng Aun who has been posted to SIA Marketing to head Special Projects.

Mr Goh started his career with Singapore Airlines in 1990 and served in various key positions in the Management Office, Singapore Sales and Marketing in Singapore as well as overseas offices, including Beijing & Copenhagen. In 1999, Mr Goh was appointed Divisional Vice President Commercial Technology, and in 2000, he was promoted to Senior Vice President Commercial Technology. In 2003, he assumed the position of Senior Vice President Information Technology, and in April 2004, he was appointed Senior Vice President Finance.

Mr Goh holds both Masters and Bachelor degrees in Computer Science, and Bachelor degrees in Cognitive Science and Management Science from the Massachusetts Institute of Technology.



Abu Dhabi And Singapore Direct

A three-time weekly service to Abu Dhabi was launched by SIA on 1 March, offering passengers and shippers the convenience of direct flights between Singapore and the federal capital of the United Arab Emirates (UAE).

Abu Dhabi is the largest and richest of the seven Emirates that make up the UAE. An exporter of oil since the 1960s, it is a modern and prosperous state.

It is also a major financial hub and a leading tourist destination. Roughly twice the size of Belgium, it has a population close to 800,000.

The finest buildings and skyscrapers in the Middle East can be found in Abu Dhabi. The city is also the centre of

government and business life in the UAE. Many headquarters of the Emirates' oil operating companies and embassies are based here.

Abu Dhabi's oil wealth has been wisely utilised to encourage trade and commerce that extends beyond the oil business.

The major import commodities are machinery and

transportation, chemicals, food, medicines, textiles and electronics, while the major export commodities are

crude oil, natural gas, auto spare parts, textile, re-exports of foreign goods, dried fish and dates.

SIA CARGO ABU DHABI

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Abu Dhabi Airport Cargo
Terminal, U.A.E.

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Sita: AUHFIXH/AUHFEXH

Contact: Andrew Tan,
Manager Abu Dhabi



Celebrating the Abu Dhabi inaugural flight are (from left) Mr Jared Lee (GM-Gulf, SIA), Mr Tan Chik Quee (SVP WAA, SIA), His Highness Dr Ahmed Bin Saif Nahyan (Chairman, AUH Department of Civil Aviation & Chairman, Etihad Airways), His Excellency Dileep Nair (Consul General of Singapore) and Mr Zainul Aljunied (VP-MNTP, SIA Cargo). Behind them in the centre is Mr Jose Thachil (MMG, SIA).

3x Weekly Service To Moscow

Shippers can now book cargo space with SIA Cargo on SIA's thrice-weekly Boeing 777 service between Singapore and Moscow, capital of the Russian Federation. The service departs Singapore every Monday, Wednesday and Friday on the route Singapore-Dubai-Moscow vv. It departs Moscow every Tuesday, Thursday and Saturday.

Launched by SIA on 2 March 2006, the service will further facilitate and induce the movement of cargo and passengers between Russia and the regions of South East Asia and South West Pacific.

One of the world's oldest cities, 850-year-old Moscow's popularity with tourists is growing. Its international

commerce is also expanding.

In spite of rapid changes and development, this capital city has retained its enigmatic character with landmarks such as the fortress of Kremlin and some of the world's most beautiful churches, monuments and other architectural heritage still in existence.

SIA CARGO MOSCOW

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Contact: Jayaraj Shanmugam,
General Manager Russia

SIA's flights operate to Domodedovo International Airport which has a cargo terminal that is fully equipped with modern equipment for

cargo handling and delivery. The total warehouse area is 12,720 sqm and the terminal capacity is 800 tonnes per day.



Marking the new service to Moscow are (from left) SIA Flight Stewardess Ms Nadia Nurafni, Mr Jose Thachil (MMG, SIA), Mr Jared Lee (GM-Gulf, SIA), Mr Zainul Aljunied (VP-MNTP, SIA Cargo), Mr Ismail Ali Al Banna (Executive VP, DNATA), Mr Tan Chik Quee (SVP WAA, SIA) and SIA Flight Stewardess Ms. Alicia Wah.

SIA Cargo Is Asia's Best Air Cargo Carrier

Once again, for the 13th time, SIA Cargo has won the prestigious "Best Air Cargo Carrier — Asia" in the annual Asian Freight & Supply Chain Awards.

At the award ceremony held in Kuala Lumpur, Mr Freddy Khoo, Regional Vice-President S E Asia & S W Pacific, attributed SIA Cargo's success to its "relentless focus on satisfying customer needs, improving service reliability and expanding its global reach". He also expressed his gratitude to loyal customers and hardworking staff for making it possible for SIA Cargo to be the best in a highly competitive market.

Last year, SIA Cargo achieved the Cargo 2000 accreditation and expanded its global network with new services to India, Japan, South Africa and the United States.

SIA Cargo currently has a fleet of 14 Boeing 747-400 "Mega Ark" freighters serving a global network linking 72 cities in 37 countries. In addition to dedicated freighter services, SIA Cargo also markets the entire cargo capacity of SIA's



Mr Freddy Khoo (left), Regional Vice President S E Asia & S W Pacific, SIA Cargo, receiving the "Best Air Cargo Carrier — Asia" award from Mr Yeo Kia Thye, Division Head (Air Cargo) of the Civil Aviation Authority of Singapore.

passenger services. SIA WOW Alliance and Cargo Cargo is a member of the 2000.

Young Achiever Award 2005/06

Matthew Naylor from Schenker (NZ) Ltd Auckland is the winner of the Singapore Airlines Cargo/CBAFF Young Achiever Award for 2005/06.

Matthew won the award with his thesis on "Personnel Effects — A Gap in the Market" in which he identified an area in the customs broker business that, if enough attention was paid to it, could prove to be very profitable.

As part of his prize, Matthew was hosted to a trip to Singapore to view the operations of Changi Airfreight Terminal as well as the Port of Singapore.

On his return Matthew gave a dissertation on his findings to the CBAFF Conference that was held in Wellington 10-12 May.

The strongest impression from the trip had been the size and the sophistication of the cargo terminals in Singapore. At the SATS Terminal 5, he was fascinated by the efficiency of the electronic warehousing of transiting cargo. By keying in a number, freight was either dispatched into multi-stacked bins or retrieved on request.

The size of the operations in comparison to what is available in New Zealand was quite astounding. Likewise the number of container cranes at the Port as well as the electronic screening of the trucks entering or exiting the Port gates impressed Matthew.



Mr Maurice Bearsley (left), Manager New Zealand, SIA Cargo, presenting Mr Matthew Naylor with the "Young Achiever of the Year" award.

Excellent Logistics Service Award

SIA Cargo was awarded the "Excellent Logistics Service" award for providing excellent support in STM's logistics supply chain.

The award was presented at the Global Logistics and Warehousing event organised by STM Microelectronics at Changi Hotel recently.



From left: Mr Stefano Battan (STM Director — Transportation Logistics), Kevin Chin and Zann Tan (SIA Cargo Key Account Managers), Yvonne Tan (SIA Cargo Sales Manager), Walter Lien (SIA Cargo General Manager, Singapore Sales), Lim Chin Hwee (SIA Cargo Account Executive) and Mr Joe Lombardo (STM Director, Global Logistics & Warehousing Organisation).

Arranged Marriage At Copenhagen Zoo

On a Tuesday morning recently, a plane landed at Copenhagen Airport carrying a very unusual passenger and was welcomed by a delegation from Copenhagen Zoo. Immediately after landing, the passenger was transported in a closed car to the Zoo, where the animal keepers and the passenger's future mate were waiting. The unusual passenger is a Malayan Tapir born at Singapore Zoo and its arrival was a result of international collaboration on the conservation of this rare animal species.

In 2004 Copenhagen Zoo unfortunately lost its breeding female tapir. The Zoo's male tapir was in the prime of his life and his chances of siring offspring decrease each year. Unfortunately, there were no surplus female tapir in Europe.

The Malayan tapir is of great importance to the Copenhagen Zoo. The Zoo has always had good breeding results and has been able to supply other zoos with tapirs.

Finding a new breeding female was therefore not only important to the Zoo, but also to the European population of Malayan tapirs in captivity. After a long search Singapore Zoo kindly offered to



The Malayan Tapir from the Singapore Zoo. — Picture courtesy of Singapore Zoo.

send a young female as a breeding loan to Copenhagen. However, the high cost of transporting the tapir to Copenhagen was a problem.

Fortunately, SIA Cargo agreed to transport the tapir and absorb the major part of the cost as a show of support for the conservation of this rare species. It was a most welcomed gift.

SIA Cargo spared no efforts to ensure the female tapir a safe journey. The tapir was in fact loaded on an ordinary passenger flight to reduce the hours of travelling. In addition to carrying the tapir, one of the Zoo's veterinarians, Mads Frost Bertelsen was also given a seat on the plane so that he could follow the tapir on its way across the world.

Safe And Reliable Carriage Of Gas Turbines



Some of GE's powerful gas turbines are deployed in Kalgoorlie's goldfields and its surrounding districts in Western Australia. They serve as a source of power for the mining sites. The equipment is so powerful that it can also be used as a source of auxiliary power for surrounding country towns in the event of a power failure.

Periodically, the turbines have to be returned to GE in Houston for repairs and maintenance. SIA Cargo has been regularly engaged to transport the turbines from Perth to Houston.

Operations Director of World-Link International, David Wilkins, is pleased with SIA Cargo's handling. He said: "We have complete confidence in SIA Cargo for their professionalism, reliability, competitiveness and overall service and we always choose SIA Cargo over other carriers to uplift these significant pieces of freight."



Mr Kim Irmov,
Manager
Scandinavia,
Finland and the
Baltic States.

The Baltic States

The Baltic States — Estonia, Latvia and Lithuania — have undergone major economic and social restructuring since gaining independence from the Soviet Union in 1991. They joined the European Union (EU) in 2004 and with it their trading focus has shifted more towards the west. Although they have the lowest per capita incomes in the EU, they are making progress with high growth rates. They may not be SIA Cargo's online stations, but we nonetheless have a good presence in all three states, represented by our GSAs. On this page, we feature the three Baltic States.

SIA CARGO OFFICE OVERSEEING OPERATIONS IN THE BALTIC STATES

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Estonia

Estonia's airfreight market has developed rapidly in the last two years due mainly to new carriers starting sales in Estonia, new electronic companies setting up operations and import freight charters from Asia.

According to Tallinn Airport statistics, airfreight export tonnage in 2005 was 2,400 tonnes, forming 10% of all airfreight volumes. In the previous year the share was 30%. Last year's imbalance was due to import charters, mainly on transit to Russia. Export volumes increased by 4.3% in 2005.



GSA for Estonia, Air Proxy, headed by its MD, Ms Helena Roots (centre).

Estonia's major export commodities are all kinds of electronic products and high-tech devices bound for North America and Asia.

Estonia has the most rapid economic growth of the three Baltic States and its growth rate is higher than other EU members. According to EU statistics, its real GDP growth rate was 9.6% in 2005.

Estonia's ambitious National Reform Programme plans to raise R&D spending to 1.9% of GDP by 2010.

Latvia

Riga International Airport is the only airport in Latvia through which air cargo traffic flows. Airport statistics showed a 82% increase in air cargo traffic in 2005 with most of the cargo traffic being chartered freight from Asia bound for other parts of Russia.

The main export commodities from Latvia are wood and articles of wood (which form 24% of all exports), iron and steel, furniture and bedding. The main commodities for airfreight include textiles, electrical products, metal parts, ship spares and pharmaceuticals.

Latvia has a population of 2.3million people. GDP growth in 2005 was 10.2%.

Its main export trading partners are Europe (Germany, Estonia, UK and Lithuania), Asia (Japan, Kazakhstan, China and Uzbekistan) and America (US, Canada and Peru).

Latvia's main import trade partners are Europe (Germany, Lithuania, Estonia and Russia), Asia (China, Turkey and Republic of Korea) and America (US, Canada and Brazil).

Our GSA in Latvia is Air Baltics.



Cargo Centre in Latvia.

Lithuania

The most populous of the three Baltic States with 3.4 million people, Lithuania's recent economic performance has been strong. Growth was underpinned by both investment and private consumption. Real GDP grew 7% in 2005.

Lithuania was an important energy centre during the Soviet era and this is still true today. Large oil refining



External view of the cargo terminal.

operations contribute significantly to GDP. Of the three Baltic States, Lithuania has the highest share of trade with Russia.

The main export commodities from Lithuania are textiles, electronic products, enzymes, valuable goods, wood, wood articles, furniture and bedding.

Lithuania's main export partners are Germany, Russia, Latvia, UK and France. Import partners are Russia, Germany, Poland and Latvia.

SIA Cargo's appointed GSA in Lithuania is Litcargus GHC, the biggest Ground Handling/GSA company in Vilnius International Airport. It is the market leader, handling 60-70% of export/import airfreight turnover.

New Air Route To Karachi And Lahore Launched

Since 1 February 2006, SIA Cargo has been able to offer air cargo carriage to and from Karachi and Lahore in Pakistan on a new route with the commencement of SIA's three-times weekly service to the two cities.

The service departs Singapore on Monday, Wednesday and Saturday each week, at 1535 hours, and operates a circular routing to both Karachi and

Lahore. It opens an important route between Pakistan and other regions, namely, South-East Asia, South-West Pacific and North America, through the Singapore Changi Airport hub.

In these two pages, we highlight some of the important facts about Karachi and Lahore.

Karachi: Economic Nerve Centre Of Pakistan

Karachi, the largest city in Pakistan and the capital of the province of Sindh, is the country's financial and commercial hub, accounting for more than 60% of the Gross Domestic Product and generating 68 percent of the national revenue. Naturally, it is the business centre and technological hub of Pakistan.

Located on the coast of the Arabian Sea, with a population estimated at about 14 million, Karachi is one of the 10 largest cities in the world. The city's growth has been phenomenal, transforming itself from a coastal village 150 years ago to a mega city with a diverse mix of regional cultures and the highest literacy rate and the most prestigious educational institutions in the country.

Known as the City of Lights, Karachi has attracted many of Pakistan's public and private banks to locate their head offices there. Many foreign multinational corporations have also made Karachi their base of operations. Not

surprisingly, the Karachi Stock Exchange is the largest stock exchange in Pakistan. The city's financial boom contributed significantly to Pakistan achieving its ambitious goal of recording over seven percent growth in GDP in 2004-05.

Information and communications technology, electronic media and call centre services are the more recent additions to Karachi's business activities.

Karachi also has a huge industry base, with textiles, pharmaceuticals, steel and automobiles as the main industries. The Quaid-e-Azam International Airport, is the largest airport in Pakistan.

The major import commodities of Karachi are vaccines, electronics, computer spares,



The Mazaar of Quaid-e-Azam Ali Jinnah.

raw materials for pharmaceuticals, engineering components and chemicals. Major export commodities include leather and leather products, pharmaceuticals, carpets, textile and textile garments, seafood, meat, vegetables, fruits and handicrafts.



Lahore: Cultural Centre With Rich History

Lahore is the second largest city in Pakistan and the provincial capital of Punjab. It is an academic and cultural centre with a rich and fascinating history. According to legend, Lahore was named after King Lav, the son of the Hindu God Rama, who ruled the city in ancient times. Lahore is also a Mughal

showcase. From 1524 to 1752, it was part of the Mughal Empire, the most glorious chapter in its history, and Mughal architecture can be seen in the Badshahi Mosque, Lahore Fort and Shalimar Gardens.

The center to Lahore's economy is the Lahore Stock Exchange, Pakistan's second largest stock exchange which is linked to the Karachi Stock Exchange. Lahore is the second largest financial hub of Pakistan and home to many IT and software firms.

SIA CARGO KARACHI

Karachi Airport Office
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+92-2-4671742
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Fax: +92-21-4595827

Operating Hours

Sales & Reservation:
Mon-Sat 0900-1730 hrs
Operation:
Mon 1500-2330 hrs
Wed/Sat 1400-2300 hrs

Contact: Shahbaz Ahmed,
Cargo Sales & Operations
Manager



The Badshahi Mosque.

The city never seems to sleep. Its markets open long into the night and food and restaurant businesses cater round-the-clock from dinner to breakfast to dinner.

Lahore is famous as the hub of handmade carpet manufacturing. Hand-knotted carpets produced in and around Lahore are among Pakistan's leading export products and their manufacture is the second largest cottage and small industry. Ninety-five percent of the carpets are

produced for export.

The modern Allama Iqbal International Airport (AIIAP), which has the capacity to handle more than 5 million passengers, has a modern Cargo Village with facilities to handle the full range of air freight.

Punjab, the province to which Lahore belongs, is one of the most industrialised provinces of Pakistan. Its thriving manufacturing industry produces goods including textiles, sports goods,

machinery, electrical appliances, surgical instruments, metals, bicycles and rickshaws, floor coverings and processed foods.

Punjab is also a rich agricultural region. Its canal-irrigation system established by the British is the largest in the world. Wheat and cotton are the largest crops. Other crops include rice, sugarcane, millet, corn, oilseeds, pulses, fruits, and vegetables. Livestock and poultry production are also important.

SIA CARGO LAHORE

SIA Cargo Town Office

Ali Complex
23-Empress Road, Lahore.
Tel: +92-42-6369988
Fax: +92-42-6369987

Operating Hours:
Mon-Sat 0900-1730hrs

Operation Office

Level-3, Room#3151
Allama Iqbal International
Airport, Lahore.
Tel: +92-42-6611532
+92-42-6611534
Fax: +92-42-6611533

Operating Hours:
Mon 1300-2030 hrs
Wed/Sat 1430-2330 hrs

Contact: Wajahat Ali Khan,
Asst Cargo Sales Manager

Punjab's major cargo commodities include textiles, carpets, surgical instruments, hosiery, sheep casings, leather and leather products, sports goods, handicrafts, fresh fruits and vegetables.

Celebrating 30 Years In The United Arab Emirates

On 3 May 2006, SIA Dubai celebrated its 30th Anniversary in the UAE with a Gala Dinner for over 400 guests at the Grand Ballroom of the prestigious Shangri-La Dubai Hotel. The event was organised in partnership with Singapore Tourism Board, Dubai.

The guest-of-honor for the event was H.H. Sheikh Ahmed Bin Saeed Al Maktoum, President of the Department of Civil Aviation, Dubai. Among the guests were trade partners, government officials, diplomats and media personnel. They thoroughly enjoyed the uniquely Singapore style of cuisine and the evening's entertainment.

It was 30 years ago on 1 May 1976 that a twice-weekly B707 service from Singapore to Dubai and onward to Amsterdam was launched by SIA. The service has since grown to 13 weekly flights to the UAE today, using the ultramodern B777 aircraft. Cargo capacity and traffic on the route have also grown significantly in tandem with the increased services.



At the cake cutting ceremony are (from left) HH Sheikh Ahmed Bin Saeed Al Maktoum, HE Consul General Dileep Nair, SIA Cargo VP-MNTP Mr Zainul Aljunied and GM Gulf Mr Lim Meow Seng.

Tianjin Joins SIA Cargo's "Mega Ark" Network



At the ribbon-cutting ceremony to mark the inaugural service to Tianjin are (from left): Mr Hwang Teng Aun, President, SIA Cargo; Mr He Rong Lin, Secretary General, Tianjin Municipal Government; Mr Chin Siat-Yoon, Ambassador of the Republic of Singapore to China; Mr Dai Xiang Long, Mayor of Tianjin Municipality; Mr Alphonsus Chia, Deputy CEO, International Enterprise Singapore; and Mr Zhang Mu Sheng, President, Tianjin Binhai International Airport.

On 21 May 2006 at 1945 hours, an SIA Cargo B747-400 "Mega Ark" aircraft landed at Tianjin Binhai International Airport. This was not an ordinary flight. SQ7890 was the inaugural flight on the new Singapore-Nanjing-Tianjin-Los Angeles route. With this flight, Tianjin became the newest destination in SIA Cargo's network.

Mr Shao Deng Xiang, CEO of Tianjin Airport and Mr Hwang Teng Aun, President of SIA Cargo were on the tarmac to welcome the disembarking crew. The flight was handled smoothly

and departed on time with 31 tonnes of cargo from Tianjin.

The official ceremony to mark the occasion was held on 22 May 2006 at the Sheraton Tianjin Hotel. The Mayor of



Ambassador Chin (centre) presenting an aircraft model to Mayor Dai (right) as a token of appreciation. Looking on is Mr Hwang Teng Aun.



SIA Cargo staff with the crew which operated the inaugural flight: (from left) Jia Chen, TSN Operations staff; Mr Kah Kah Heok, GM China; Mr Chak Teck Sem, RVP North Asia; F/O Dennis Soh; Capt Tan Boon Swan; Mr Hwang Teng Aun, President SIA Cargo; Mr Wong Peng Tat, Manager Northern China.

Tianjin Municipality, Mr Dai Xiang Long and the Ambassador of the Republic of Singapore to China, Mr Chin Siat-Yoon, were the guests-of-honour.

In his speech, Mr Hwang thanked CAAC, the Tianjin Municipal Government and the Tianjin Airport for giving SIA Cargo the opportunity to operate to Tianjin and onwards to USA. He pledged to provide a high standard of service to customers and expressed the hope that the service would play a part in attracting more manufacturing and logistics services companies to locate to Tianjin.