

the MEGA beat

SIA Cargo's 1st Flight into South America!

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And much more: Inside Jan – Mar 2009 issue!

Because we know that your cargo is important.

January – March 2009

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First Flight into South America for SIA Cargo Makes History!

It was an exciting time for all who were involved when the much-anticipated inaugural flight was made on February 7th, 2009 into South America. After several charter flights previously flown into Brazil and Chile, there was much interest from the market at the idea of SIA Cargo scheduling a regular service to South America.

Many long days and even longer nights contributed to the success of bringing a new continent on line for SIA Cargo, but the effort was relentless and the cargo team involved was unparalleled. After some steady market research, the decision was made to operate a series of freighter flights into Viracopos in Brazil, Quito in Ecuador, and Bogotá in Colombia.

The commodities uplifted from South America are uniquely indigenous to the Ecuadorian and Colombian region: freshly cut flowers, which make this a “beautiful” series of flights indeed.

Capt. Philippe Cappuyns, Senior Asst. Chief Pilot, and one of our SIA Cargo pilots who operated the 2nd flight into Quito, Ecuador, commented: “Flying into a high altitude airport like Quito does present challenges. None of us has flown into Quito before, and we had to undergo simulator training before operating these flights. The high mountains surrounding Quito require extra vigilance on the part of our crew to maintain minimum clearance smooth descent. Higher approach speeds and altitudes also mean our crew must constantly monitor the rate of descent to ensure landing with sufficient runway length to come to a stop. Thanks should go to the great job put in by the SIA Cargo Pre-Operations team for all the preparatory work. The start of these flights into Quito shows that SIA Cargo has a great team of people motivated to start new and challenging operations. – *By Michael Giudice*



Pictured above: Flowers from Colombia

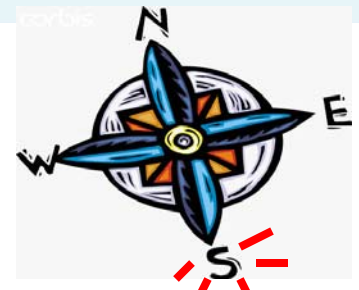
Pictured above just after touchdown into Bogotá, Colombia is: (left to right) Helman Alfonso, Director of Ops for Girag, Regional Marketing Manager Americas Shariff Gonnella, and the crew that made the legendary flight - Captain Calvin Shields, First Officer Ong Ju San and Captain Wanderley Silvio.

Southward Bound

On November 29, 2008 an SIA Cargo freighter took off from Los Angeles and instead of heading East or West on its normal route, turned South and so began SIA Cargo's quest to a new hemisphere-South America. Flight SQ7998 with 40tons of cargo from different parts of network was bound for Santiago, Chile. The Eleven-hour flight, which crossed the Brazilian rain forest, majestic Andes over La-Paz Bolivia, flying over fruit farms on the outskirts of Santiago, before making a perfect touch-down at Santiago Airport at 0720LT on Sunday November 30,2008. The airport came to a virtual stand still as they watched the arrival of a bird with a different name, taxi to the parking bay.

After a two hour ground stop the aircraft took off and returned via way of Panama City, Panama back to Los Angeles. The return flight carried a 70-ton load of cherries, and other dry cargo. The operation went smooth thanks to the hard work of Los Angeles operation staff Ismael Saucedo. The Captains on the return sector were two native sons of Chile Captains Carlos Cofre and Rodrigo Matus, who were elated on being able to fly the return sector from their home country.

On board the inaugural charter were Regional Vice President Americas Daniel Foong and Operations Manager Northwest/USA Brian Cardoza. Regional Vice President Americas, Operations Manager Northwest/USA and Regional Marketing Manager Shariff Gonnella visited agents in Santiago to assess handling capabilities and to seek out commercial opportunities. We are currently operating a series of flights into South America on day six each week. – *By Michael Giudice*



From left to right : Ops Manager Northwest USA Brian Cardoza, Regional Vice President Americas Daniel Foong, Regional Marketing Manager Americas Shariff Gonnella, and the crew that flew the return leg of the charter: Capt. Senbay Sinasi, Capt. Braga Eduardo, and First Officer Lee Wei Chong.

SIA Cargo Operates Charters To Exotic Destinations

We indeed have the expertise to deliver virtually anything to anywhere. Apart from operating scheduled services within our network of 74 cities in 38 countries, SIA Cargo is flying further afield in search of new markets and new business.

SIA Cargo mounted charter services to various exotic destinations that are not in our scheduled network points. Such exotic destinations include Santiago in Chile, Abuja in Nigeria, Leipzig-Halle in Germany, Buenos Aires in Argentina, Calgary in Canada, Dar Es Salaam in Tanzania, Mexico, Porto in Portugal; on top of a series of freighter flights into Viracopos in Brazil, Quito in Ecuador, and Bogotá in Colombia.

Flying to such exotic destinations certainly poses its challenges. Some of the commodities carried on these charters include horses, racing cars, chemicals, perishables like flowers, fruits, among other commodities. And carrying these commodities definitely require professional special handling expertise.

Nevertheless, the exporters are aware of SIA Cargo's strengths in network and service reliability and are willing to transport their cargo on us. We've definitely built a strong image not only in our traditional markets, but also in exotic places!



Shipment of non-hazardous chemicals in Calgary, Canada



A shipment of perishables in Quito, Ecuador

SIA Cargo gets recognition once again

SIA Cargo Perth team saved a large shipment of live lobsters by preventing any delay when the flight that the shipment was booked on left Perth 2 hours after it's standard time of departure.

SIA Cargo's staff demonstrated high service excellence and received compliment as they managed to connect on the flight in Singapore and transported the lobsters to Tokyo as scheduled.

"I would like to pass on our gratitude to SIA Cargo generally and Wayne Boston (Customer Services Executive, Perth) specifically for your terrific efforts to ensure our exports were able to continue uninterrupted yesterday." said Wayne Hosking, Chief Executive Officer Geraldton Fishermen's Co-operative

Ltd. "While we have come to expect these high levels of service from your airline, we certainly do not take such service for granted.

Continuous and reliable supply of lobsters is very important to us and to our clients. The great thing is that SIA Cargo understands our requirements, and clearly is prepared to go to great lengths to satisfy them. Once again, thank you for your excellent service and assistance"



Perth Operations Team

FREIGHTER SERVICE TO DHAKA

The air cargo industry in Bangladesh continues to outperform a faltering world market and forward projection portrays a bright future ahead. For many carriers, revenue from cargo has recorded a consistent growth for many years, which paved the way for operating Freighter flights to Bangladesh. This growth level is expected to continue unabated in the future given the rapidly increasing growth for the readymade garments sector in Bangladesh.

Singapore Airlines Cargo has shown a promising performance at Dhaka by displaying reliable and efficient service. Although yet to be a regular freighter station, Dhaka displayed its potential to be one and the operation of six successful Ad-hoc chartered freighter services ex-Dhaka in 2008 and early 2009 can vouch to that. Out of these six charter services, one carried aircraft jet engines ex-Dhaka, handling of which requires a high level of expertise and experience, not to mention the need for appropriate logistic support. But the young yet dynamic operations team at SIA Cargo Dhaka station did a tremendous job by overcoming many hurdles and completed the tasks successfully. All the other freighters, except the very first one which ferried in live animals for Dhaka Zoo, flew in telecommunications equipment into Dhaka and carried Readymade garments ex-DAC.

Not only did these ad-hoc freighters contributed to the revenue performance, they also bolstered the SIA Cargo Dhaka team with confidence and the belief in handling freighter operations. With the impending regular freighter which is scheduled to operate here from Summer 2009, the SIA Cargo Dhaka team is awaiting eagerly to make their contributions and make SIA Cargo stand out in Bangladesh and beyond. - *Abu Saleh*



Ad Hoc charter transporting aircraft engines ex- Dhaka

Swift Action of Bangkok Team

SIA Cargo staff in Bangkok normally handles three B747-400 freighters. However, on 3 – 7 December 2008, nine freighters were mounted in five days to clear the backlog of cargo that had built up following the weeklong closure of the Suvarnabhumi International Airport. This won compliments from cargo agents and forwarders.

The swift action taken to mount additional freighters once the airport reopened “demonstrated decisiveness, clear thinking and a readiness to be the leaders,” Schenker (Thai) Managing Director Victor Lim said. “This execution was, in true SIA way, flawless. Needless to say, that helped to clear quickly the backlog of cargo and, most importantly, the woes of many agents and customers alike.”

When the reopening of Suvarnabhumi was announced on 2 December, the Cargo operations team acted swiftly to prepare for three freighters the following day. They liaised with the authorities, called up agents and accepted bookings until very late in the night. And SIA Cargo was among the first to operate freighters from Suvarnabhumi International Airport after its reopening!



First row from left : Customer Service Executive Boonchai S., Asst Manager Sales & Admin Teeratch S., Snr Sales & Services Officer Palroh S., Snr Sales & Admin Asst Sutasinee W.

Second row from left : Customer Svcs Asst Teerawat K. and Klittisak P., Accts & Admin Asst Chananya T, Senior Sales Asst Jirachart S.

Third row from left : Customer Svcs Asst Varayut S. and Snr Customer Service Officer Varong M.

Thank You Lunch For Bangkok Team



Mr.Goh Choon Phong, President of SIA Cargo hosted a lunch on Feb 2009 at Novotel Hotel, Suvarnabhumi Airport to thank all Bangkok cargo staff for their dedication and good work during airport closure. During lunch, Mr.Goh also shared his views on the Thai market and the Company's strategy and plans to cope with the current global economic crisis. – *By Teeratch Suphattanakul*

Standing (from left) Mr.Vishnu N.(Customer Service Assistant), Mr.Boonchai S.(Customer Service Executive), Mr.Teeratch S.(Assistant Manager Sales and Administration), Mr.Goh Choon Phong(President),Mr.Erwin Widjaja(General Manager Thailand), Mr. Kevin Koh(Station Manager Bangkok), Mr.Varong M.(Senior Customer Service Officer)

Sitting (from left): Chananya T(Accounts and Admin Assistant), Danaiya V(Sales Representative), Sarin C(Accountant Thailand), Jirachart S.(Senior Sales Assistant), Pairoh S(Senior Sales and Service Officer)

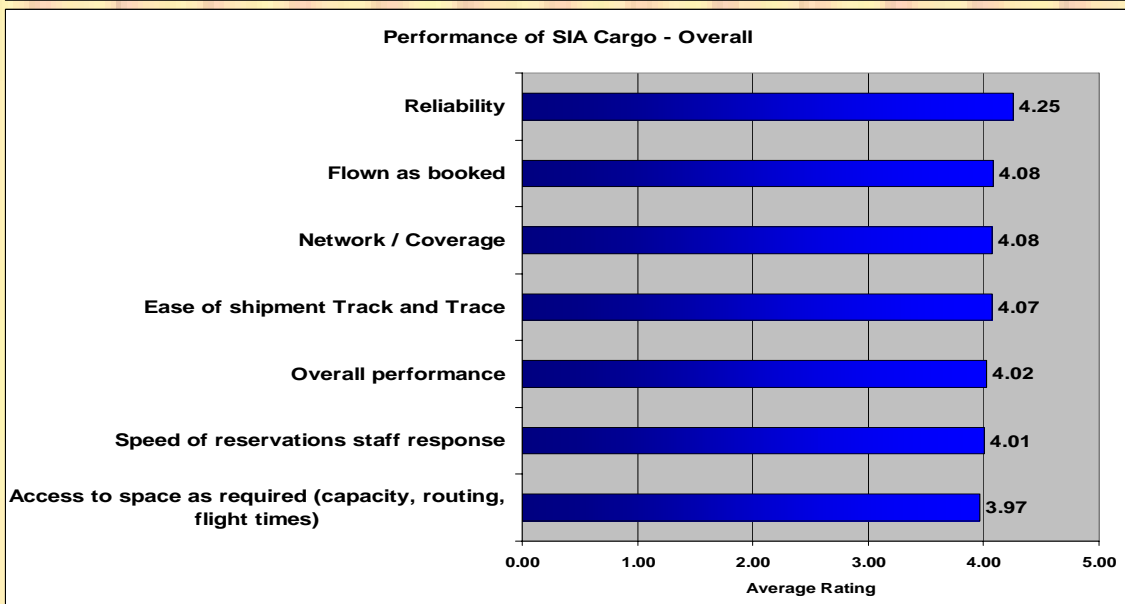
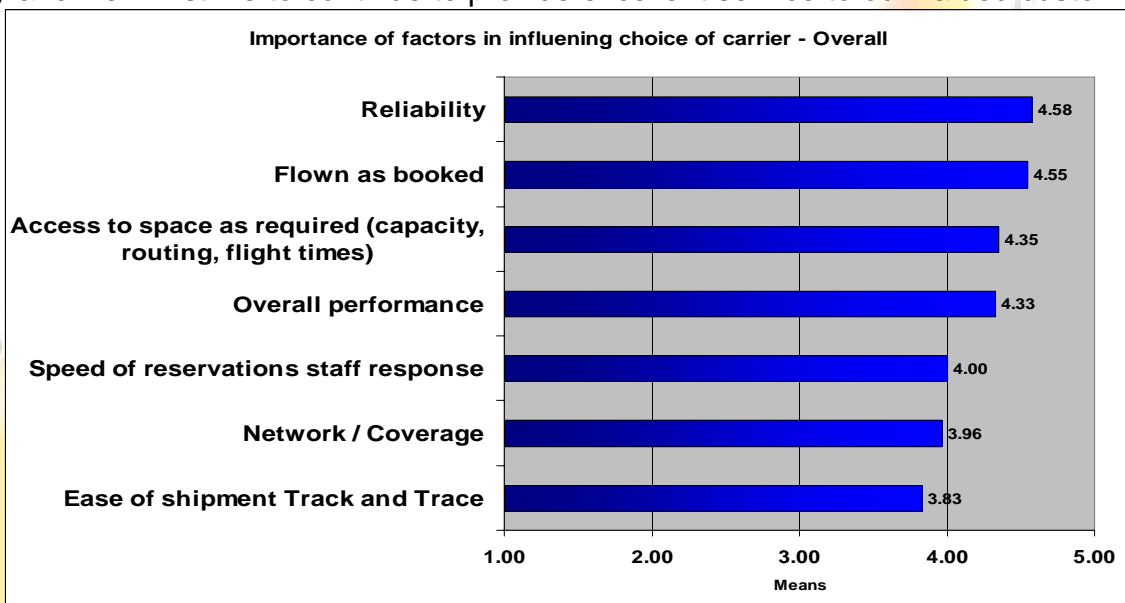
SIA Cargo Rated Highly As a Reliable Cargo Carrier

SIA Cargo conducted a customer satisfaction survey to find out the customers' perception of the carrier. The research is implemented worldwide and responses are gathered from both multi-national and independent forwarders.

The research findings indicate that Reliability and Flown as booked are top important factors when forwarders choose an air cargo carrier.

In terms of the customer's perception of SIA Cargo, the carrier is rated favorably for all service elements particularly, Service Reliability, Flown as Booked and Network are seen as SIA Cargo's key strengths.

This research findings further boosts our confidence that SIA Cargo is perceived favorably in the industry and we will strive to continue to provide excellent service to our valued customers.

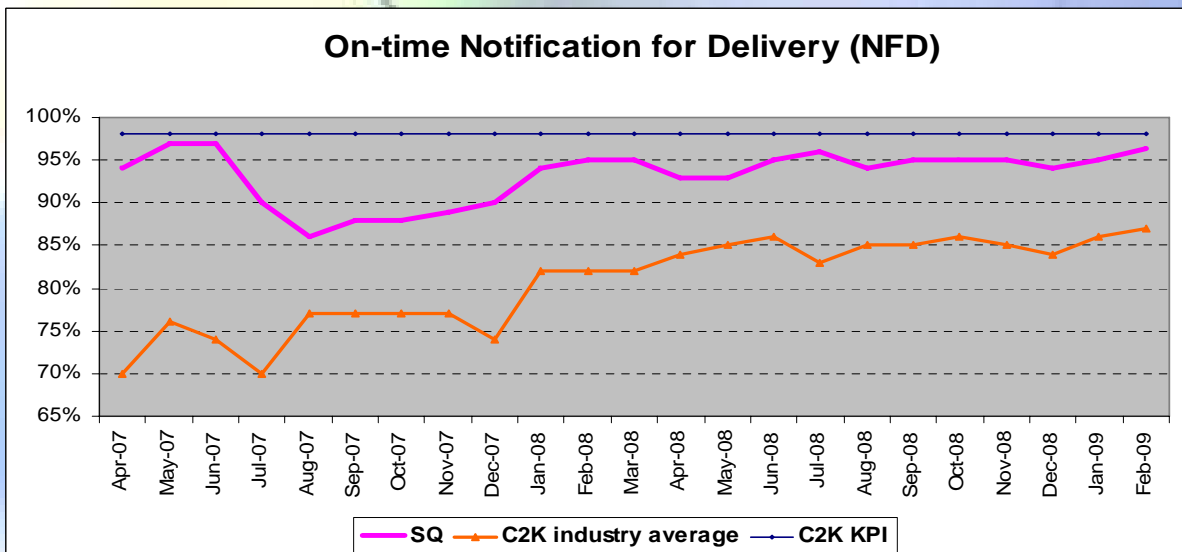
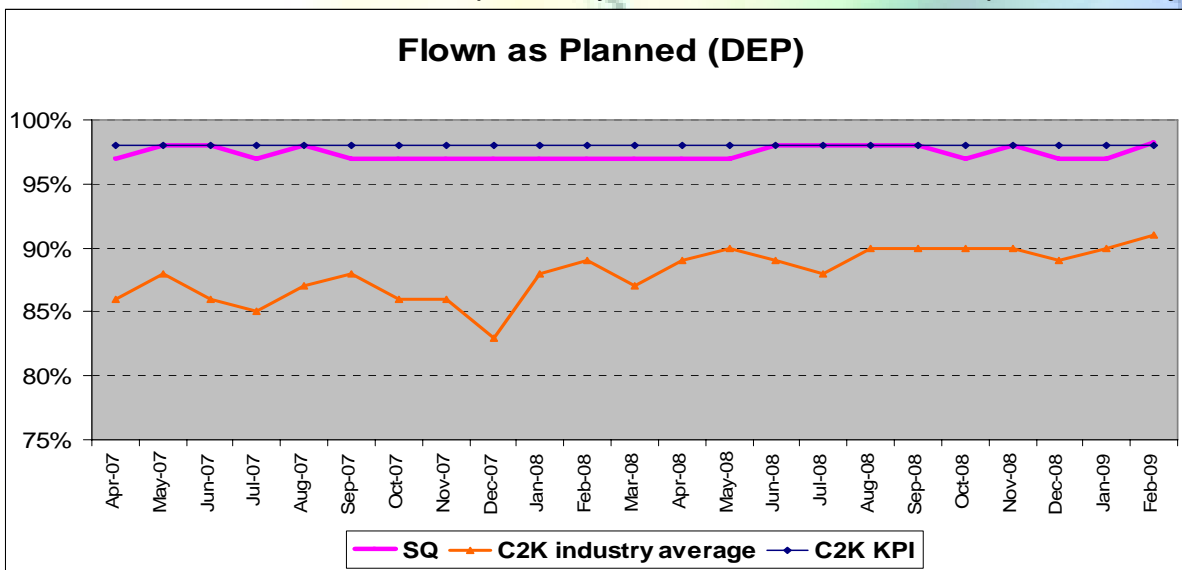


Raising Quality Standards and Service Reliability with Cargo 2000

Excelling in service standards has always been SIA Cargo's forte. With our membership in Cargo 2000, this has added new impetus for us to pay closer attention to meet our customers' expectations for service quality and reliability.

In particular, meeting the stringent quality standards for "Flown as Planned (DEP)" and "On-time notification for freight and documents availability (NFD)" have been a constant challenge. To ensure there is no decline in compliance, our field offices have to regularly engage their ground handler to meet the high quality service standards expected from our customers.

To that end, we have been performing well above the Cargo 2000 industry average for 'Flown as Planned' and "On-time notification for freight and documents availability" – a great effort and all thanks to the hard work placed by our field staff and service partners! – *By Nazim Ros*



V8 Supercars fly SIA Cargo

The SIA Cargo B747-400 freighter touched down in Brisbane on 11 November 2008, bringing the V8 Supercars back home to Australia after the annual Gulf Air Desert 400 in Bahrain. The race consisted of 3 races in total, containing 32 laps each and at the conclusion of the three, Team Vodafone Ford BF claimed victory in all thanks to championship winner Jamie Whincup.

Immediately after the race, the cars, ranging from the HSV Dealer Team to the Ford Performance Racing, were loaded on to the aircraft and ready for takeoff.

After flying for over 15 hours, a total of 30 cars all arrived unscathed in Brisbane. A job well done by all SIA Cargo team members and a great effort by the SIA Cargo South-West Pacific team in securing the deal.

V8 Supercars, Australia's premier motor sport category, is the country's third viewed sport behind cricket and the Australian Football League. V8 Supercar races are also staged in Bahrain and New Zealand. – *By Damon Coleman*



SIA Cargo Demonstrated Capability to Take Up Challenges

SIA Cargo Copenhagen station received a call from one of their customers with an unusual request on 18 December 2008. An oilrig operator needed spare parts on a really short notice. The seven pieces of equipment weighed 23000 kilograms each, and above all, the dimensions were huge; the crate measured 19 meters long, 1.5 meters wide and 1.8 meters high.

Of course this was an exceptional request, but SIA Cargo accepted the challenge.



The shipment reached the Amsterdam airport on special trucks, loaded on 20 foot pallets by a big crane. The shipment was then spread and tightened down on the aircraft pallet, and soon the shipment was ready for loading into the B747-400 freighter. It took two cranes to lift the PGA-pallet up onto two high loaders positioned in front of the nose-door.

A whole crowd of people came from all corners of the airport to check out what the SIA Cargo team were doing while the team was maneuvering these special cargo into the aircraft. The team successfully loaded these odd sized cargo. A job well done! - Wouter Sikkema



Photos show the loading of a V2530-A5 engine used on the Airbus A320 being transported to New Zealand on 7 Feb 2009

Adaptability of Our Stations to Uplift Great Shipments

One of SIA Cargo Taipei station's niche business was the uplift of aircraft engine shipments from Taipei to South West Pacific region on the main deck of our B747-400F.

This niche but valuable business was threatened when the B747-400 freighter services through Taipei was suspended on 01 November 2007.

Nevertheless, being nimble, the station managed to retain the business by working with interline partners for main deck capacity for the Taipei to Singapore route and connect on our B747-400 freighter service to South West Pacific.

Since then, SIA Cargo Taipei station has successfully uplifted numerous aircraft engines to Sydney and Christchurch. – *By Robert Liu*

Tree Kangaroo shipment from SIA Cargo Los Angeles station

On 14 Jan 2009, SIA Cargo carried a life tree kangaroo from Los Angeles to Singapore, weighing 64kg.

The tree kangaroo was from the San Diego Zoological society for the Singapore Zoological Gardens. It was all in a busy day's work for staff at SIA Cargo Los Angeles station to ensure that the kangaroo was comfortably delivered to Singapore.



A Fun Outing to The Night Safari

SIA Cargo Corporate Citizenship Programme (CCP) Committee organised an outing to the Night Safari on 5 December 2008. Volunteers from SIA Cargo and 28 children from Henderson Student Care Centre (HSCC) had a wonderful time together.

For most of the children, it was their first visit to the Night Safari and they were very excited.

Everyone boarded the tram for the 40-minute tour of the park, and listened attentively to the guide's witty, educational commentary.

The children could barely contain their excitement as they sat at the edge of their seats and stretched their necks to gaze at the animals. Squeals of laughter and hushed discussions were often heard.

There were so many animals to see -- from cuddly otters to fearsome hyenas to the king of the jungle, caught napping. When the tram passed the hippopotamus enclosure, we could not help but smile when we overheard some children say, "Wow, what big buttocks they have!"

After the tram ride, the children wasted no time posing with the "Christmas attractions" -- the pretty green elf, the tall "Christmas tree" and the "Christmas angel" -- at the entrance to the Night Safari.

Time passes so quickly when having fun and, soon it was time to go home. Reluctantly, the children bade us farewell. Before boarding the coach, their teacher asked: "Children, what must you say before going back?" They chorused loudly: "Thank you!"

The outing was memorable and meaningful. The children got a rare opportunity to see their favorite animals, previously seen only in books. For us volunteers, our time interacting with the children was precious – we got a chance to touch their lives and, in turn, were touched ourselves! – *By Jolene Tan*



Environment Objectives: SIA Cargo's Perspectives on Unilateral Economic Measures

In the UK, the doubling of passenger duties represented US\$2 billion in additional taxation, even though it was dressed up as a green initiative. Regrettably, a number of other countries are considering similar "green taxes". Such taxes and charges are relatively blunt instruments for two reasons. *Firstly*, the funds raised may simply be diverted to other purposes, without addressing any real environmental objectives. Indeed, studies by ICAO have shown that taxes and charges are ineffective in addressing emission issues. *Secondly*, the level at which such charges are set may be entirely arbitrary, rather than reflecting the actual social cost of the related emissions. For these reasons, SIA Cargo, along with the Association of Asia Pacific Airlines (AAPA), conclude that taxes and charges are not the preferred policy measures in tackling aviation's impact on the environment.

Emissions Trading Schemes (ETS) represent a much more sophisticated approach, by imposing a cap on total emission and then allowing the market to trade emissions permits. The market mechanism then establishes a common carbon price for all participating sectors, and the trading of permits ensures that funds do go to projects that can deliver genuine reductions in emissions. The benefits of including aviation in an open ETS, ideally global in scope, would come from funds being channelled to other sectors where there are much greater opportunities to improve energy efficiencies, and realistic possibilities of switching to less carbon intensive technologies. In this way, the benefits of allowing aviation to grow would more than offset the full cost of its environmental impact, whilst contributing significantly to the effort to reduce overall emissions.



Under the Kyoto framework on climate change, emissions from domestic aviation were included in national emissions quotas. **International aviation, however, was referred to ICAO as the most appropriate forum to develop suitable environmental policies.** As an example of the application of emissions trading in a domestic market, both Japan Airlines and All Nippon Airways are participants in the Japan Voluntary Emissions Trading Scheme (JVETS).

Aviation, arguably the most global of industries, needs a global solution, not disparate regional or national schemes. Within ICAO, considerable efforts were made to design such a global emissions trading scheme for international aviation. However, it proved impossible to resolve differences over the design of such a scheme, and ICAO was directed to develop guidelines on the inclusion of aviation in national or regional emissions trading schemes.

Continue . . .

Meanwhile the EU, which has already implemented its own multi-sector ETS, announced plans to include aviation in the EU ETS around 2011. However, this proposal has met with strong opposition from non-EU governments, insisting that the inclusion of international flights in the scheme without the mutual agreement of the relevant non-EU governments would be inconsistent with established international laws and agreements including the Chicago Convention governing international aviation.

At the 36th ICAO Assembly in Montreal, Canada there was a broad consensus on many of the measures being taken by the industry and service providers to address the environmental impact of aviation. However, on the subject of emissions trading and, particularly, its application to international aviation, the sharp polarisation of views was still very evident. The majority view remained that governmental consent is required before another government can impose emissions charges on foreign airlines, and this was reflected in the wording of the relevant Assembly resolutions. However, the European states disagreed, and formally reserved their position on this point.

Despite these sharp differences of opinion, there is clearly a need to continue working towards a global consensus on appropriate policy measures for international aviation. AAPA will remain actively engaged in this process with the aim of ensuring that Asia Pacific views and perspectives are taken fully into account.

The difficulties in reaching an international consensus within the aviation sector are of course a reflection, in microcosm, of the much wider challenge of addressing global climate change. To be effective, international climate change initiatives must reconcile the differing perspectives of various regions, take into account the aspirations of developing nations and recognise principles of equity.

Across the Asia Pacific region, governments are mainly focused on the benefits of economic development in raising living standards and alleviating poverty. Environmental issues are recognised as being important, but centre on issues such as air and water quality, and energy security. Greenhouse gas emissions and global warming are seen as longer term challenges, with the developed western world expected to make the largest contribution, since it has been estimated that 70% of man made emission over the past two centuries can be attributed to the industrialisation of the major developed nations.



Continue . . .

Even today, we observe wide disparities in the levels of per capita emissions across different countries and regions. Per capita emissions from developed countries typically fall in the range of 10-20 tonnes of CO₂ per annum, whereas Asia accounts for two thirds of the world's population but per capita emissions are only 2-4 tonnes per annum.

Asia Pacific aviation's environmental performance already matches the highest international standards. Consequently, far from being viewed as a target for environmental initiatives, aviation in Asia Pacific is viewed positively for its contribution to economic and social development. Asia Pacific airlines take their environmental responsibilities very seriously, and we are committed to playing an active role in developing effective policies to address these important environmental issues

In conclusion, a well-developed air transport system is an integral feature underpinning the modern global economy, providing efficient and affordable access to regional and global markets. Travel and tourism is arguably the world's largest industry and a key contributor to the successful social and economic development of both rich and poor nations.

Aviation is very conscious of its environmental impact, and SIA Cargo is committed to making every effort to minimise the growth in its emissions, whilst fully supporting wider efforts to reach a post-Kyoto consensus on tackling the challenge of climate change. - *By Capt Roshan Joshi*



COMING SOON – Reservation eXpress (a.k.a. Rx)

Rx is SIA Cargo's new reservation and Handling system which will replace FORSC in a few months.

For details, please visit <http://cgo.sg.com.sg/utilities/rx.asp>.



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