

CARGO MATTERS

9 PARTNERS

“On truck” with
Fischer Road Cargo

12 CUSTOMERS

Kühne & Nagel
South Africa

16 BIZARRE

Anteater on a journey

WHAT IS AIR CARGO'S INNOVATION AGENDA?

Uplift - No limit in time and space

„Others offer reliability.
**We give you total
peace of mind.“**

The Challenge:

60 race horses Frankfurt to Calgary,
1 Rubens from Washington to Vienna

The Uplift:

1 round trip, efficiency



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THANKS FOR MARKING US WITH A CROSS.

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Swiss WorldCargo is **Best European Cargo Airline** in the Cargo Airline of the Year Award 2009, and we only have you to thank! You put your cross against ours. That's a great honour, and one that spurs us on to keep our promise to you day in, day out with precision, care and a twinkle in our eye:
We care for your cargo.

swiss
+

Swiss
WorldCargo

SWISSWORLDARGO.COM

DEAR VALUED CUSTOMER



Can we be “different” and distinguish ourselves from the competition even in hard times like these?

It is a fact that the air cargo market is in a very deep recession: After a shocking 22.6% decrease in December 2008, the January figures may appear to be relatively stabilised, but this year is shaping up to be one of the toughest ever for the industry and we all must live it with extraordinary measures, and exceptional awareness.

Customers always want a good price and a great product, delivered via the supply chain with speed and reliability. And, in time of crisis, they can only get more demanding. But with our goals of customer satisfaction and quality of processes, at Swiss WorldCargo we are ready to take the challenge.

We are demonstrating the spirit which has always made us different by keeping our focus and enthusiasm and by continuing to deliver a better service and boost efficiency. For example, we are one of the few carriers which were able to counter the present industry trend and add further destinations to their network for the 2009 summer schedules. We introduced a new four-times-daily service between Zurich and Lyon, with Avro RJ100. Combined with the existing road feeder service connection, these new services increases our cargo capacity to and from the region to 30 tonnes per week.

Moreover, a two-daily flight between Oslo and Zurich will commence on 19 June, operated with Airbus A319.

Not to mention that Zurich was the first location to become “IATA e-freight capable” in 2009. The Zurich pilot, led by Swiss WorldCargo, was the broadest to date and was accomplished in a remarkably short time scale with the involvement of the broadest representation of the local air freight community. We can only be proud to have given our contribution to e-freight which is a key driver for efficiency, especially at a time when savings is more important than ever. More cutting edge stories out of our industry life you find in the following pages!

With the right focus on customer service and quality, with the right attitude, with the right leverage of our strengths, also with our partners from the Lufthansa Group, we are sure we can continue to deliver true value to our customers. 2009 is no ordinary year? Swiss WorldCargo is no ordinary team.

Enjoy reading this new issue of Cargo Matters while: We care for your cargo.

Oliver Evans
Chief Cargo Officer
Swiss International Air Lines

Your opinions and leads are always welcome:
oliver.evans@swiss.com



AIR CARGO'S INNOVATION AGENDA

Peter Conway assesses „innovation“ in the air cargo business and at
Swiss WorldCargo By Peter Conway, freelance journalist

Air cargo has always been a strange contradiction. On the one hand it is that most modern of industries - all about speed, hi-technology and jet aircraft. On the other, it is often derided by its critics as being stuck in old-fashioned processes and reluctant to change.

One could see evidence of this in 2005 when IATA launched its e-freight project to eliminate paper from air cargo. At the time, there was widespread doubt that it would in fact succeed. Hadn't similar projects failed before?

In a downturn such as we are currently experiencing, it would not be surprising if such talk revived, and if airlines and forwarders abandoned innovative thinking to focus on mere survival. But instead what is remarkable is how many airlines and forwarders seem to see the present economic difficulties as a spur to redouble their innovative efforts.

There is a realisation by at least a good number of forward-thinking air cargo companies that the industry has to improve and become more efficient if it is to continue to have a strong future. The view of such companies is that the current slowdown in air cargo volumes provides an ideal opportunity to push that change through while offices and warehouses are not so hectic.

There is also an understanding that various strands of what one might call the change initiative in fact interrelate. Several airlines say that implementing Cargo 2000 was an ideal preparation for e-freight, and the efforts spent getting FWB messages accurate for that initiative feed into the spreading demand by governments around the world for the advanced electronic manifesting of cargo for security purposes.

Aleks Popovich, head of cargo for IATA, admits that ultimately the association sees its current cargo projects - e-freight, Cargo 2000 and Secure Freight - as three pillars of the same vision. „It is about quality in its widest sense,“ he says. „To be a quality provider, you have to provide information to the end customer, and be secure.“

The key to many of the industry change initiatives is IT. They do not end there, though: processes, change management and human psychology are also involved. But it is probably fair to say that one reason the air cargo industry in particular has had a reputation for being slow to embrace change is that it is still using ancient IT systems. These are expensive to change, but are often seen as too business-critical to replace.

Until recently, Swiss WorldCargo was no exception. Oliver Evans, SWISS's Chief Cargo Officer, admits that it ended up all but tiptoeing around its CARIDO legacy system. „We did not really change CARIDO at all in the last few years; we just worked around it,“ he says. That was not surprising when any change to CARIDO might take months or even years, and could lead to unforeseen problems in other parts of the system.

Today's advanced IT has solved these problems. Cargo IT systems are now available which are modular (so one component can be changed without upsetting the others) and use rational modern architectures and up-to-date programming languages. The only problem that remains for airlines is having the courage to make the leap to this next-generation technology. As Evans puts it, „Given the importance of IT to everything a modern company does, it's a bit like having open-heart surgery.“



The key to many of the cargo industry change initiatives? IT!

Swiss WorldCargo made the leap last year, however, and went live in August with Swiss Worx, a customised version of the „Sky Chain“ next generation cargo system developed by Mercator in Dubai.

As a result, it is now equipped to tackle the industry change agenda head-on. One of the first consequences was that SWISS's cargo business unit could now fulfil its long-held ambition of participating in the IATA e-freight project. The first shipments were sent from Zurich to Chicago, Hong Kong, Singapore and London in February, in partnership with forwarders Lamprecht, DB Schenker, DHL Global Forwarding and SPEDLOGSWISS.

A further ramp-up is planned throughout the year. But it remains a complex process, involving not just other forwarders but also handling agents, Customs authorities and further government bodies. Given this, it might seem that IATA's goal of getting e-freight up and running in 44 locations and covering 80 per cent of global air cargo capacity by late 2010 - the level at which Popovich reckons it will start delivering tangible benefits - is quite a challenge.

Still, at the start of 2008, IATA's target of expanding from the original five pilot countries to 14 by the end of the year had seemed re-

latively ambitious, and it in fact managed to get 18 up and running, with five more to come this year. The roster includes most Western European countries, the six largest Asian markets (including China), the US and Canada, and Australia and New Zealand. The enthusiasm of airlines and forwarders for continuing with e-freight's implementation despite the global downturn is also encouraging.

Innovation is not just about big industry initiatives, however. Another change that is long overdue in air cargo is to make it more customer-friendly. This means providing customers with the information they want when they want it, and allowing them to book in ways that suit them. In both cases, carriers with next-generation systems such as Swiss Worx are leading a quiet revolution.

Take good old-fashioned "track and trace", a service that many carriers have long been providing in one form or another. Often that involves EDI messages or the customer inputting an air waybill number onto a website to get a status update.

Swiss WorldCargo is currently evaluating a much more sophisticated approach here that would enable customers to have information sent to them proactively and in the way that suits them - for example by SMS message - and choose exactly what they want or don't want to know.

For some, the message might only alert them when a milestone is missed, while for others - perhaps a valuable shipment customer concerned about the security of goods in transit - a message might be sent at every stage of the journey. And why not let the customer choose the milestones they want to be alerted about? At the moment, Swiss WorldCargo - like many carriers - offers three, but others could be possible.

This approach can also be used to enhance the service Swiss WorldCargo offers to its Cargo 2000 customers. This, too, measures shipments against milestones, but at present customers are not automatically informed if a shipment misses one. SWISS is now looking at how to be more proactive in providing this information, and how to tailor such an information flow to customers' own particular needs.

As so often when it comes to the change agenda, information flows in one direction can have benefits in the other. An example is mail, where postal authorities are demanding higher levels of "track and trace". The innovation here is bar-coded labels on mail bags, against which post offices scan every letter that goes into them.

If the airline scans the bag label at various milestones, too, the post offices will have complete visibility of where each item of mail is. This in turn enables them to offer delivery guarantees and time-definite products to their customers.

There is a benefit for Swiss WorldCargo, too, as Bernd Maresch, Head of Marketing & Strategy, points out: „Under the old system, the airline never knew exactly what weight of mail it was carrying on a particular flight until it arrived at its hub/destination. But now that it scans the bags, that information is available right from the start, enabling better load planning.“

One other area where technology has caused a revolution in air cargo is booking. Here, though, a more nuanced approach is emerging at many airlines when compared to the original vision, which expected most customers to abandon telephone booking and use e-portals instead.



Mail handling facilities at Zurich Airport

Swiss WorldCargo is a member of the GF-X portal, but Maresch says that many customers prefer to book by FWB message or other electronic means, avoiding re-keying data. The great advantage of Swiss Worx is that, unlike the legacy system it has replaced, it can receive communications by XML or a variety of electronic means. So customers can now book with Swiss WorldCargo in the way they feel most comfortable. Moreover, since Swiss Worx has automated capacity and contribution management (revenue management which also takes costs into account), customers also get a much faster response to their booking requests.

Technology will never replace everything, however, and in a business like Swiss WorldCargo that offers many specialist products, personal service will always be important. As Maresch points out, customers with specialist cargo - valuables, pharmaceuticals or perishables - will often have particular requirements that they want to discuss with a sales agent on the phone.

In view of this, one very important (but low-tech) enhancement that has recently been introduced by the carrier is to have telephone staff available and excellently trained. Because in the end, no matter how much technology you have, air cargo remains a people business.

Peter Conway is a freelance air cargo journalist, based in London. He currently writes for Air Cargo News, Air Cargo World and Payload Asia, among others. He was editor of Airtrade magazine from 1995 to 1999.



TRUCKER ON TRACK



Fischer Road Cargo named Swiss WorldCargo's "Supplier of the Year 2008"

By Silvia Cappelli, Swiss WorldCargo

It wasn't just for last year's performance that Swiss-based trucking company Fischer Road Cargo earned the 2008 Swiss WorldCargo Supplier of the Year Peak Award. Fischer is one of the longest-standing road feeder service (RFS) partners of SWISS's airfreight business division, and has been showing customer service excellence and a true spirit of partnership for many years now.

„Quality, value-for-money and business attitude are our main criteria in selecting the recipient of this award,“ says Markus Milesi, Head of Cargo Procurement at Swiss WorldCargo. „Thanks to the continuity of Fischer's services over the years, we have been able to combine our areas of expertise to an extent that we can be sure that Fischer is meeting our needs, even in special cases or if an emergency occurs.“

Being based less than ten minutes away from Zurich Airport is certainly one of Fischer's strongest selling points, allowing a fast response to any flight arrival delay, for example.

„At the same time, if a traffic jam delays a scheduled truck, we can be sure that we are proactively informed,“ Milesi continues.

And Fischer's own secret to its success? „If we've been running for almost 50 years, it's because we've proved to be extremely flexible,“ says Markus Züllig, Fischer's Chief Operating Officer. „After all, our services are frequently called upon at very short notice.“

Fischer is now offering a growing range of premium services, too. To take one example, 75% of its trucking fleet is now fitted with temperature-control technology. „This enables us to offer strict temperature control not only for fresh produce but also for pharmaceutical products,“ Züllig explains.

All the company's trucks are equipped with rollerbeds and with a GPS-based control system for track 'n trace, temperature surveillance and satellite-surveyed transport purposes. „The system keeps our dispatch centre permanently informed about the movements of our trucks and the inside temperatures of the cool trucks, and alerts us if pre-set parameters are exceeded: temperatures, arrival times, routings and similar,“ Züllig continues. „It's a facility that's greatly appreciated, not only for sensitive cargo but for high-value shipments, too.“

In fact, Fischer is the only trucking partner that Swiss WorldCargo entrusts with the transportation of high-value products within Switzerland. This is thanks to its high security standards, which, as well as GPS vehicle tracking, include emergency response and backdoor control.



Fischer receives the „Supplier of the Year Peak Award“ in December 2008. From left: Oliver Evans (SWC), Balz Halbheer (Fischer), Markus Milesi (SWC), Markus Züllig (Fischer)

Like all trucking companies, Fischer has been seeking greater operating efficiencies, including reducing its carbon emissions. To these ends, the company has invested in a fleet of new ‚Euro 5‘ low-emission vehicles. And, as Markus Züllig confirms, further efficiencies have been achieved by investing in a global positioning system.

„Air cargo carriers are currently set to make increasing use of road feeder services as they seek to add value to their operations whilst striving to reduce operating costs,“ Swiss WorldCargo's Milesi concludes. „And when it comes to that, Fischer really fits the bill.“

FISCHER ROAD CARGO IN BRIEF

Founded in 1946, Fischer really began its involvement with the airline sector in 1956 when it started carrying passenger baggage between Zurich and Basel on Swissair's behalf on days when Zurich Airport was closed due to fog and flights had to be diverted to Basel. The next year, Swissair's Engineering & Maintenance division commissioned Fischer to transport its engines, too.

Cargo transports for Swissair began in 1964. And the collaboration has continued, first with Swisscargo and now with Swiss WorldCargo.

Markus Züllig and his business partner Balz Halbheer had also had long careers in the airline industry before they took over the company from the Fischer family in 1998.

Fischer's Network

Locations

Headquartered in Bassersdorf (Zurich)

Branches at:

- Zurich Airport
 - Amsterdam Schiphol Airport
 - Frankfurt Airport
 - Warsaw Fredric Chopin International Airport
-

Employees

- 14 (office)
 - 35 full-time drivers
 - 30 part-time drivers
-

Fleet

21 trucks (nine of them in Swiss WorldCargo livery)

- 4 dedicated to engine transports
 - 15 „cool trucks“ dedicated to cargo
 - 2 multi-purpose vehicles
-

- Destinations served for Swiss WorldCargo: Basel, Bern, Geneva, Lugano, Strasbourg, Frankfurt, Paris, Annecy and Lyon.

- Destinations served for other airlines: Amsterdam, Brussels, Prague, Vienna, Bratislava, Budapest, Milan, Barcelona and Madrid.

- Destinations served for SR Technics: throughout the Fischer European network.

- Ad-hoc services and ex-works pick-ups.



One of Fischer's trucks in a Swiss WorldCargo livery docking at the cargo premises of Zurich Airport

The role of Road Feeder Service (RFS) at Swiss WorldCargo

Scheduled services to 56 stations

25 trucks in Swiss WorldCargo livery

High-frequency routes to/from all industrial regions in Western Europe, the US and the Middle East

Prime RFS hub in Zurich; sub-hubs in Frankfurt, Linz, Milan and Lyon

24-hour management and monitoring of all RFS operations

Only quality trucking partners (minimum requirements: rollerbeds, GPS system, Euro 5 engines, ability to handle temperature-controlled transports)

All shipments covered by air waybill and air cargo manifest

Published in SWISS (LX) reservation system with LX flight number

High on-time performance

Non-scheduled services at customer's request

Swiss WorldCargo's worldwide RFS operations in 2008

Total volume carried	76 000 tonnes
Scheduled European services	611
Scheduled services outside Europe	112
Load factor	73%



KEEPING THE CARMAKERS ROLLING



South Africa is a prime source of components for the automotive industry. Swiss WorldCargo is a preferred shipper of urgent component supplies, in partnership with Kuehne + Nagel

Comparatively low labour costs combined with excellent manufacturing infrastructure and expertise have made South African products very competitive in the global markets over the last decade. And while the worldwide economic slowdown has had an impact on the car industry, too, South Africa is still one of the world's main exporters of automotive components. Key exports here include stitched-leather car seat covers, dashboards and catalytic converters, but also extend to tyres, silencers/exhaust pipes and road wheels and parts. The country has more than 200 manufacturers and all of them act as suppliers for major European carmakers such as Volkswagen, Audi, BMW, Mercedes and Fiat.

While most of these products are exported by sea, urgent and valuable shipments are frequently needed, too. In fact, automotive components account for some 40% of all regular air exports from South Africa. Most of these are manufactured in export processing zones that are located in the coastal cities of Port Elizabeth, Durban, East London and Cape Town, though a considerable volume is made in Pretoria, too. With the exception of Cape Town, all the products for airfreight are transferred by road feeder services to Johannesburg to connect onto the numerous airlines operating to various destinations, in Germany in particular.

Swiss WorldCargo is one of the preferred carriers for this important industry, with most of its shipments going to German destinations.

Swiss WorldCargo specialises particularly in the products of Aunde, the market leader in the manufacturing of automotive textiles, textile covers and leather covers. „Airfreight has always been a



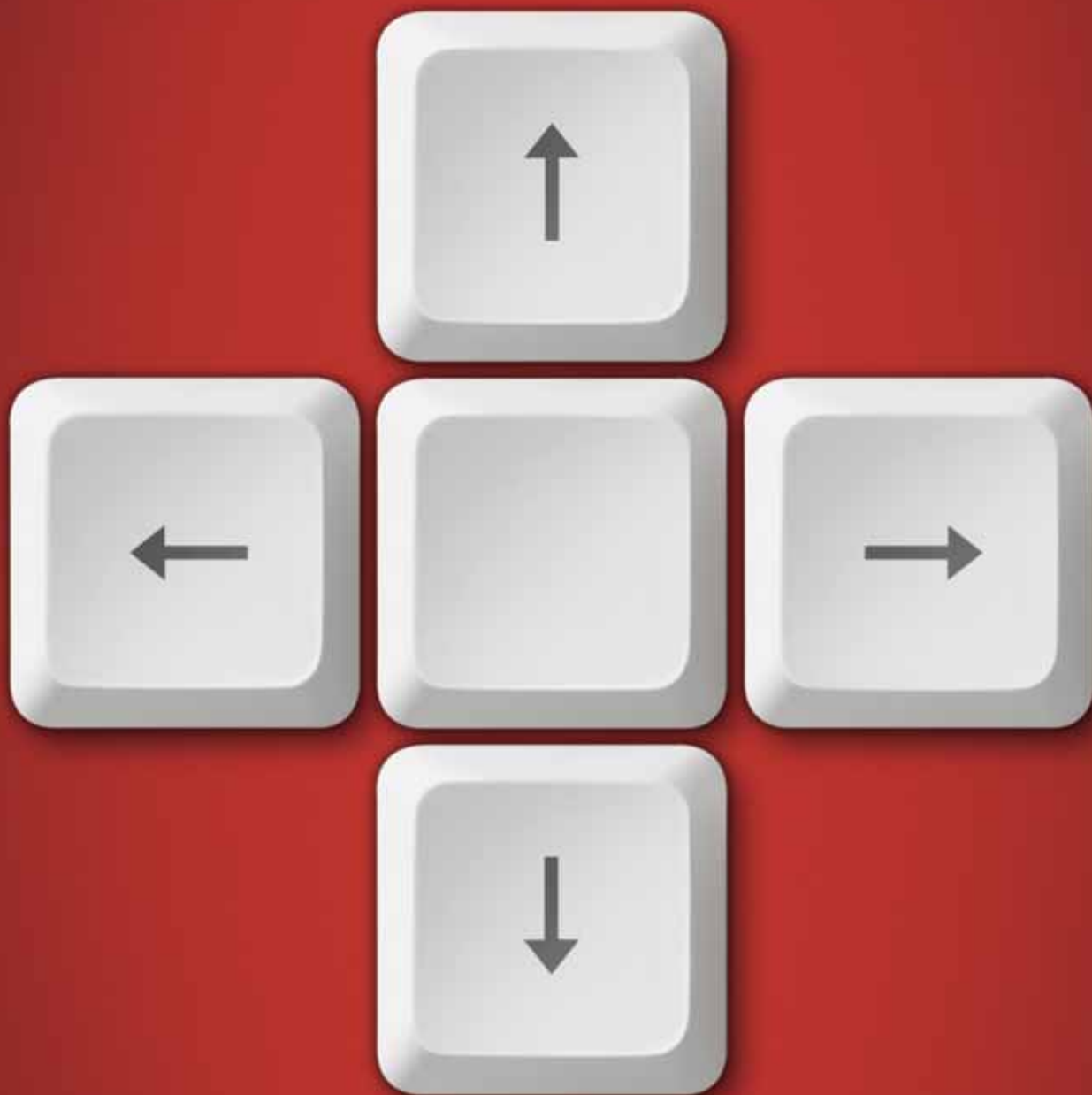
Air freight is widely used for the shipment of automotive components.

very important part of our business, especially to minimise the risk of engineering changes, avoid obsolete stock in the supply chain and permit good cash-flow management," explains Christo Roets, Commercial Manager, Aunde, South Africa (Pty) Limited. It can happen for example that owing to short-term production changes or a lack of sufficient stock (due to a sea vessel arriving late or some other inconvenience in supply chain planning), the seat covers have to be sent to a European plant immediately to prevent a standstill on the production lines.

A significant amount of this business is channelled from Johannesburg to Audi in Stuttgart via Kuehne + Nagel, one of Swiss WorldCargo's global key accounts. „Swiss WorldCargo South Africa had the privilege of having the first shipment of Aunde leather seat covers to Stuttgart moving on the first flight handled on our new reservation system Swiss Worx on 5 August 2008," recalls Malachi Moyo, Swiss WorldCargo's Regional Manager for South Africa. „This was the beginning of what has proved an excellent relationship with our key account Kuehne + Nagel," he continues.



Air view of Cape Town, South Africa



ALL YOUR CONSIGNMENTS.
IN EVERY DIRECTION.
AT ONE GLANCE.

—
You're just a click away from a real-time update on how your freight navigates the world. With our online tracking system at swissworldcargo.com



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We put a few questions to Henrik Sorensen, Airfreight Director at Kuehne + Nagel Southern Africa.

Mr. Sorensen, how did you come to select Swiss WorldCargo as the service provider for the sensitive Aunde traffic?

We based our choice on Swiss WorldCargo's previous high service levels and on our broader global cooperation, which Kuehne + Nagel Southern Africa is highly committed to developing. And the service levels to date have indeed exceeded our own and our clients' expectations.

How do you rate service level when it comes to an air cargo carrier?

On-time performance is key, but communications are second. And we always get good communications at all levels with Swiss WorldCargo's Johannesburg team. Over the last few years, our relationship has developed to an extent where we can now be sure of having our transportation requirements met, with daily flights on widebody aircraft, speed, quality and reliability, flexibility and a keen cost-awareness, too.

What role does airfreight play for Kuehne + Nagel? And what kind of impact has the present global economic crisis been having?

Being one of the world market leaders, airfreight has a key role for Kuehne + Nagel. However, seafreight remains our main product. The severity of the current crisis has had an impact on everybody, but with our strategy focus and early implemented counter measures, the impact on our South African organization has not been too severe so far. We also have a very broad customer base. Anyway, even in this global crisis, our main focus remains on service. Our strategy is to retain business as far as possible and to continuously improve our service.

Apart from the present crisis, what do you see as the key trends in airfreight, and how do you feel Swiss WorldCargo is coping with them?

Kuehne + Nagel has been one of the key drivers behind Cargo 2000: we were the first forwarder to reach Level 2. This and the on-line accessibility will have a huge effect in providing the client with powerful track & trace and almost 'real-time' information. Kuehne + Nagel has had a global focus for many years now on integrating all its operating systems so that nothing is left to chance. We are still dealing with people, though, so we must never neglect the 'personal touch'.

SWISS WORLDCARGO SOUTH AFRICA

The South Africa team of six dedicated and motivated staff led by Regional Manager Malachi Moyo produces services of the highest standards, enabling Swiss WorldCargo to compete effectively in a market that is faced with overcapacity and reduced air cargo demand.

From Johannesburg, Swiss WorldCargo operates daily flights to Zurich using Airbus A340 aircraft. Swissport Cargo Services' RFS (road feeder services) is the preferred mode of transfer for both imports and exports between Johannesburg and the coastal cities of Port Elizabeth, Durban, East London and Cape Town.

Swiss WorldCargo South Africa offers the full range of Swiss WorldCargo export products, i.e. Swiss General Cargo, Swiss Valuables, Swiss X-Presso, Swiss Argus and Swiss °Celsius. South Africa is one of the top contributors to the total operating revenue generated in Swiss WorldCargo's Africa & Near East region.

Moving under one roof

Effective 1 June 2009, Lufthansa Cargo will take over our cargo handling services

Our new address:

Unit 24, Foreign Airlines Cargo Center,
O R Tambo International Airport
Kempton Park

AUNDE IN BRIEF

The AUNDE Group with its AUNDE, Isringhausen and Esteban brands comprises 83 plants in 22 countries.

Yarns, technical fabrics, seat covers made from textiles and leather and complete seats are all developed and produced for the world's leading car manufacturers.

Further information at: www.aunde.com

KUEHNE + NAGEL IN BRIEF

Kuehne + Nagel delivers integrated solutions across the supply chain that turn companies' logistics challenges into real competitive advantages.

With some 54,000 employees at 850 locations in over 100 countries, the Kuehne + Nagel Group is one of the world's leading logistics companies. Its strong market position lies in the seafreight, airfreight, contract logistics and overland businesses, with a clear focus on providing IT-based lead logistics and supply chain management services.

Further information at: www.kuehne-nagel.com



COFFEE, TEA... OR CRICKETS?

—

Huila is a giant anteater. She prefers crickets to ants, though. So that's what she got as an „inflight snack“ when she flew with us from Zurich to London on 28 January

By Silvia Cappelli, Swiss WorldCargo

Huila was relocating from Zurich Zoo, where she was born two years ago, to Hamerton Zoological Park in Cambridgeshire, England. The move was made under the European Endangered Species Programme, which is designed for animal species born and raised in captivity. In the UK Huila will hopefully mate with a male not related to her by blood. And this will better help conserve the rare species of *Myrmecophaga tridactyla*, originally from South America.

Like all animals, Huila had to undergo some medical tests before she flew to ensure that she was fit to travel. So she spent the previous night in the quarantine area. The big day itself went as follows:

07:30 Animal keepers have prepared the crate for Huila's transportation. In accordance with IATA's Live Animals (AVI) regulations for transporting mammals, it's big enough for her to stand upright, but not to walk around in. To make her journey comfortable, she'll have access to some water and her favourite „snack“, crickets.

08:15 Time for the drive to the airport.

08:45 All the papers are checked at the Swiss WorldCargo export office.

09:25 Huila goes through customs and arrives in the cargo area. Swiss WorldCargo export office agents check that all the labels are properly placed on the container.

10:00 Huila is loaded onto a pallet, driven to the ramp and loaded onto LX 332, which takes off for London Heathrow on time at 13.00.

If you'd like to find out more about Huila's new life in the UK, visit www.zoo.ch or www.hamertonzoopark.com



Huila on her journey from Zurich to London

AVI SHIPMENTS

The worldwide standards for transporting live animals are specified in IATA's Live Animal Regulations, which lay down all the preparations and precautions required on the ground and in the air for the transport of each and every species. These include specific container requirements and specific documentation. For example, endangered species such as the giant anteater, require a certificate issued by the Convention on International Trade in Endangered Species (CITES).

Further information on swissworldcargo.com



Bertil Linder, Airbus First Officer



Lufthansa Cargo

Networking the world.



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WorldCargo**

time:matters

A company of Lufthansa Cargo



Lufthansa Cargo Charter

Uplift - No limit in time and space

SHOWCASE TO THE AIRFREIGHT WORLD

„transport logistic“, the biggest logistics trade show in the world, will be holding its 2009 event in Munich, Germany from 12 to 15 May

As the operator of the world's most extensive logistics network, the Lufthansa Cargo Group will be there in depth with its five individual specialist partners. Come and see us at Stand 101/302 in Hall A4! As well as the latest visions, strategies and technologies from

Swiss WorldCargo, Lufthansa Cargo, Lufthansa Cargo Charter, time:matters and Jade Cargo International, we'll be pleased to offer you breakfast with international specialities between 10:00 and 11:00 on the Wednesday and Thursday show days.



„transport logistic“ is one of the key trade events of the year for Lufthansa Cargo and one of our prime platforms for maintaining our dialogue with our customers. The personal contacts the show permits give us an excellent opportunity to align our products even more closely to each customer's individual wishes and needs, and to present

and explain the full range of services that the Lufthansa Cargo Group can provide.“

Jürgen Siebenrock, Area Manager Sales Germany, Lufthansa Cargo



„We see our combined presence at „transport logistic“ as a chance to present Lufthansa Cargo Group customers with a truly unique product and service range. Having global scheduled capacity, courier and same-day providers and the tailored products of Lufthansa Cargo Charter all under the same corporate roof offers a genuine opportunity

in these tough business times. And in our eyes, Transport Logistic is still the most important event in the air cargo world.“

Christian Fink, Managing Director, Lufthansa Cargo Charter



„Winning new customers and strengthening our ties with existing ones: those are the two main reasons why time:matters is at „transport logistic“. We aim to use this excellent communication platform to present our swift, flexible and tailored Special Speed Solutions. And, in doing so, we'll be further underlining the vast range of air-

freight products and services offered by the various members of the Lufthansa Cargo Group.“

Franz-Josef Miller, CEO, time:matters



„2009 is no ordinary year: the world economy is in crisis, and air cargo has suffered, and is suffering acutely. New modes of thinking, renewed energy and focus are all required to face the challenges and to drive our respective companies, and our industry, forward. An event such as the „transport logistics“ / Air Cargo Europe 2009 is just such an event that brings together so

Photo: Sybille Meier

many executives from the airline, the forwarding and the shipping community. In an ordinary year, the theme might be one of celebration and straightforward camaraderie. In this exceptional year, where cost-cutting and refocusing are the order of the day for every company, the participants will surely focus on active networking, communication of essential plans with customers or partners. It will be a more sober event, but it need not be a sombre one: our industry remains a people business, relationships will be cemented and developed, new ideas will be shared, and business opportunities can be captured.

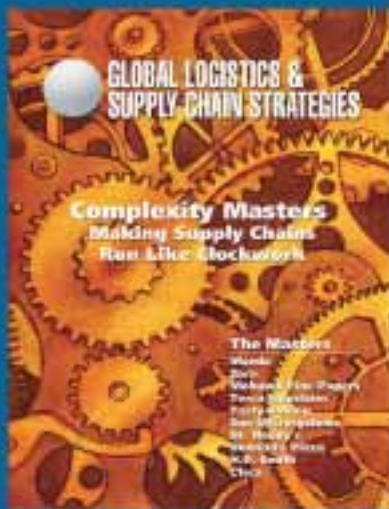
Oliver Evans, Chief Cargo Officer, Swiss International Air Lines Ltd



GLOBAL LOGISTICS & SUPPLY CHAIN STRATEGIES

Global Logistics & Supply Chain Strategies is today's most widely read supply chain management publication. In-depth case studies, exclusive executive interviews, and content-rich features provide a wealth of information on the latest technology, services and processes needed to maximize supply chain efficiency.

The magazine's detailed coverage of leading edge strategies and real-world solutions is the basis for its reputation as the premier publication for executives at the highest levels of supply chain management.



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THE 2009 SUMMER SCHEDULES: WHAT'S NEW AT A GLANCE

European services

Zurich - Lyon	four times daily from 29 March
Zurich - Oslo	twice daily from 19 June
NEW RFS	
Copenhagen - Billund	six times weekly from the end of March
Zurich-Valencia	daily (instead of four times weekly) from 29 March

Intercontinental services

Zurich-Singapore	discontinued on SWISS Aircraft
Zurich-Bangkok	full cargo capacity available!
Zurich-Tripoli	discontinued
Zurich-Los Angeles/ Miami/Boston/Chicago	six times weekly (instead of daily) from the end of April to the beginning of July
Zurich-Delhi/Mumbai/ Shanghai/Johannesburg	six times weekly (instead of daily) from the end of April to the beginning of July

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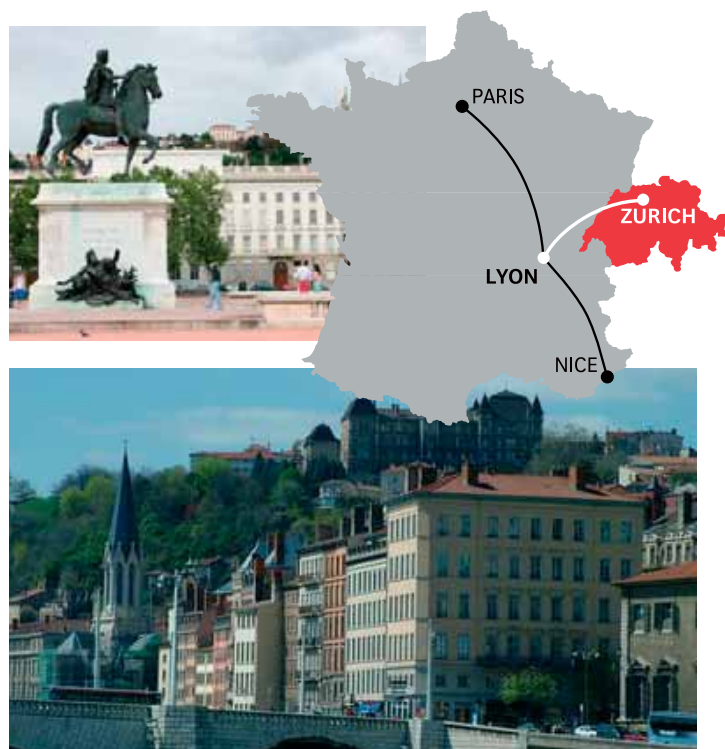
LYON'S CLOSEST HUB? ZURICH!

**Four daily flights since 29 March;
33 frequencies a week to reach the wider world**

Swiss WorldCargo further enhanced its service product to and from France with the start of the summer schedules. SWISS's airfreight business unit now offers four daily flights each way between Zurich and Lyon, operated with Avro RJ100 equipment. In combination with our existing road feeder service connection, the new flights increase our cargo capacity to and from the Lyon area to 30 tonnes a week.

As the capital of the Rhône-Alpes region, Lyon is an economic powerhouse of European stature and France's second-largest business centre after Paris. The Lyon region has a long tradition of economic and technological initiative. Though all industries are represented, special mention should be made of those areas in which Lyon enjoys an international reputation: engineering, silk and textiles, wine and food, chemicals, pharmaceuticals, biotech and software. The region is also home to the branch operations of various Swiss companies.

Lyon joins Paris and Nice to become SWISS's third French destination. „These new services demonstrate our commitment to providing customers with access to our strategic global markets and ensuring the swift and efficient delivery of general cargo and all our range of special products,“ says Eric Schmid, Swiss WorldCargo Regional Manager Western Europe. The new flights also offer convenient connections in Zurich with SWISS's other European services and its intercontinental network.



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„LEGO CITY“ JOINS THE SWISS WORLDCARGO NETWORK

A new truck service to Denmark’s second largest airport of Billund (BLL) was introduced on 1 February. The new niche destination is connected with Copenhagen by six weekly truck frequencies.

The city of Billund is located in the heart of the East Jutland Metropolitan Area, which numbers 1.2 million inhabitants or 23% of Denmark’s population. Billund is not only home to Lego, the world-famous toy manufacturer; other local industries of international reputation include electronics, metals (producing components) and clothing.



Our new niche destination has six weekly truck frequencies to Copenhagen, where we can offer same-day connections to/from all our flights:

Schedule				
Zurich-Copenhagen	3 flights	daily		A320
Copenhagen-Billund	LX 6530	12345-7	23:00-03:00	RFS
Billund-Copenhagen	LX 6531	12345-7	23:00-03:00	RFS
Copenhagen-Zurich	3 flights	daily		A320

OSLO

SWISS is to introduce two daily frequencies between Oslo (OSL) and Zurich (ZRH). The flights will commence on 19 June, and will be operated with Airbus A319 aircraft.

ZRH - OSL daily	OSL - ZRH daily
LX 1210 07:05 - 09:20	LX 1211 09:50 - 12:10
LX 1216 16:50 - 19:05	LX 1217 19:40 - 22:00



SWISS MOTO

Fans of „two wheels“ from all over Switzerland gathered again at this year’s SWISS MOTO event, which took place in Zurich Oerlikon on 19-22 February. This year’s event extended to seven halls of the Oerlikon exhibition centre and attracted a record 63 000 visitors, who were entertained by countless bike and tuning shows and street bikers’ acrobatics displays.

Swiss WorldCargo was involved once again and presented Swiss Fly&Bike, the special offer which can make your dream of cruising down the legendary Route 66 come true, by enabling you to take your bike with you from Switzerland to the USA.



IS THE SWISS ECONOMY FLYING HIGH ON AIRFREIGHT?

The University of St. Gallen is assessing the relevance of air cargo in Switzerland: Swiss WorldCargo is part of a consortium of public and private organisations which have commissioned the study.

Did you know that the Swiss economy relies heavily on air cargo? A third of the country's exports by value were shipped by air in 2008 and 15% of imports, again measured by value, entered Switzerland as airfreight in the same year. If you didn't know that, don't worry: most people don't!

Understanding the contribution that air cargo makes to the Swiss economy is a prerequisite for societal and political decision-making, though, and thus for the future development of Switzerland's air cargo infrastructure. For this reason, a consortium of public and private organisations including Swiss WorldCargo has commissioned the University of St. Gallen's Chair of Logistics Management as a neutral institution to assess the relevance of air cargo to the nation.

Airfreight allows Switzerland's highly advanced industry to serve a worldwide customer base reliably, fast, and on time while meeting product-specific transportation requirements such as theft protection or temperature control. Providing and maintaining an air cargo infrastructure that is tailored to the country's export needs will attract increasing investments in Swiss production sites and research and development facilities, and this in turn will help create and secure high-value employment today and in the future.

Imports by air, meanwhile, permit highly efficient production systems, facilitate swift maintenance and enrich Switzerland's world-renowned standard of living by offering easy access to the best products from all over the globe.

Of course, the nation's air cargo industry also creates thousands of jobs itself at airlines, airports, handling agents and other related businesses. Airfreight can thus be considered a prerequisite for Switzerland's future economic development and labour market situation.

Despite being broadly aware of all these major economic benefits, though, we know little about the details. But, as so often in life, these are what the success is based on. What would happen to the Swiss economy if Swiss air cargo could no longer grow? So it is with a view to maintaining and improving the Swiss standard of living for future generations that the study entitled „Air freight as a competitive factor for the Swiss economy“ is being conducted, to determine the competitive impact of air cargo for the Swiss economy.

The study is designed to provide an objective basis for public and private decisions on investments and regulations relating to air cargo. As well as assessing the demand for air cargo services from aggregated macroeconomic data, the study follows a bottom-up approach and is focusing in particular on a survey of the current and future airfreight requirements of Switzerland's manufacturers, retailers and forwarders. „We aim to collate the hands-on needs of shippers and forwarders, and we urge all Swiss firms using air cargo to participate in our survey,“ says Professor Wolfgang Stölzle, managing director at St. Gallen's Chair of Logistics Management.

The online survey will be mailed to Swiss logistics managers in May. To sign up or simply get in touch with the research staff, just send an email to aircargo@unisg.ch

Dr. Joerg S. Hofstetter Lecturer
Joachim Ehrental Doctoral Candidate
Chair of Logistics Management
University of St. Gallen



SWISS WORLDCARGO AIRPORT TOURS

Have you always wondered how air cargo travels? Swiss WorldCargo offers guided tours of its facilities at Zurich Airport to customers, school classes, student groups and other interested parties.

During the tour, you'll get to know all the various stations that cargo goes through at the airport on its way from origin to destination:

- acceptance at our Export Office
- warehousing (operated by our handling agent Cargologic)
- airport apron and aircraft docks
- the aircraft loading process
- the loading devices used.

Please note that, for organisational and security reasons, tours are limited to a maximum of 25 participants. Tours cannot be booked by private individuals. Swiss WorldCargo reserves the right to terminate this offer at any time.

Further info at swissworldcargo.com/About Us

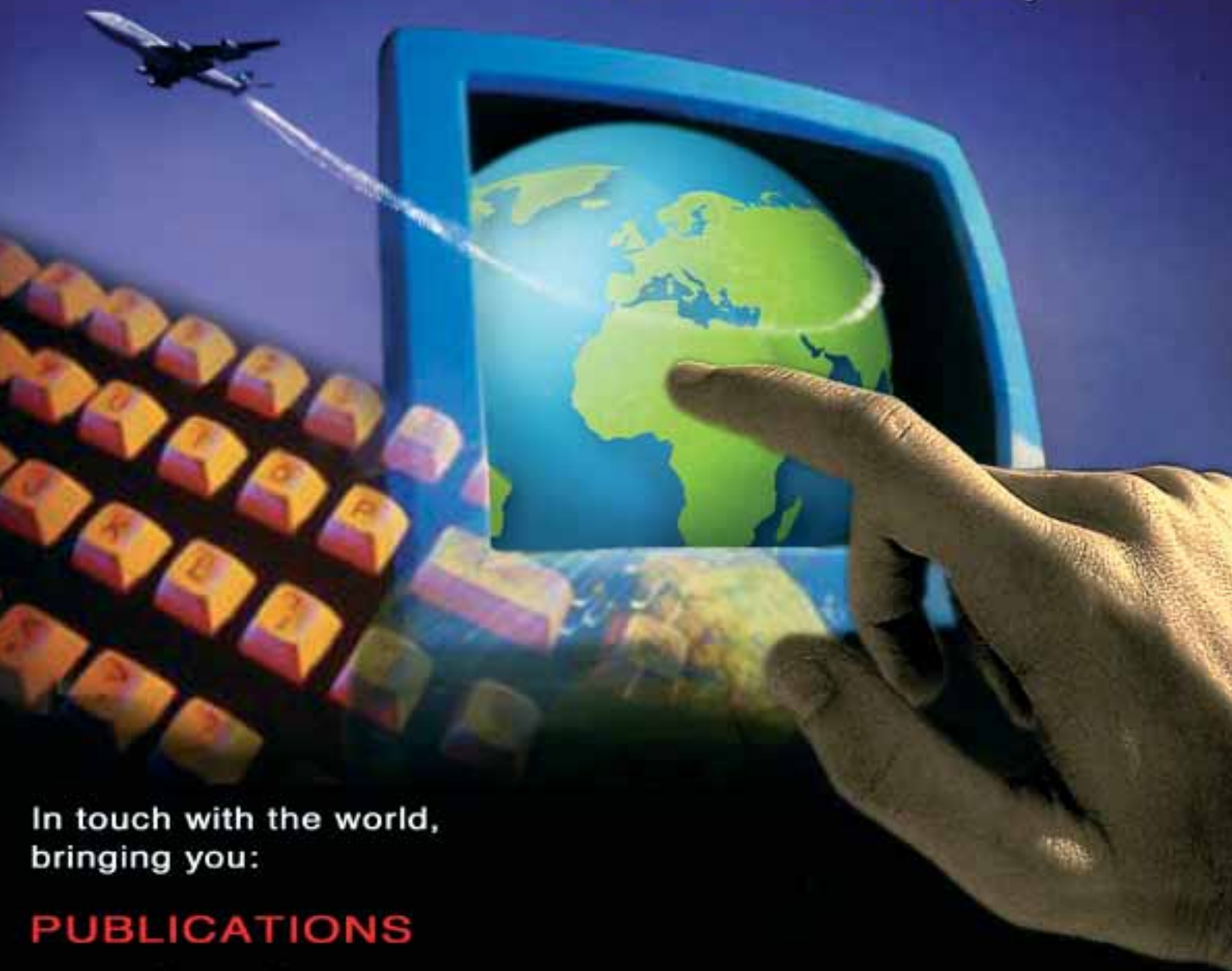


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WE KAIZEN YOUR CARGO (AND YOUR MAIL)

Swiss WorldCargo's latest Kaizen workshop, held at the end of March, had the objective of improving the mail handling process at Zurich Airport. The participants in the week-long event included representatives from Swiss Post International (SPI) and Swissport (in charge of mail handling and load planning respectively), a process manager from Lufthansa Cargo and Swiss WorldCargo staff.

Gathering at SPI's mail handling facility at Zurich Airport, the main „gamba“ (which in Kaizen lingo stands for „workplace“), the workshop team looked at the various handling processes and interfaces involved (SPI is also responsible for transporting the mail to and from the aircraft).

改善

Kai Zen
change for the better

The workshop's main findings:

- 1) The allotment list (blocked space for mail flows) needs to be adapted and updated on a weekly basis.
- 2) The largest mail stations should pre-advise SPI in Zurich of the volumes of mail they will be forwarding. This will help Swiss WorldCargo optimise flight capacities and enable Swissport to prepare an accurate load plan.
- 3) ULD and mailbag labelling should be improved by issuing guidelines again to all outstations. The clear and proper labelling of mail containers is a crucial precondition for effective handling in Zurich.
- 4) Space should be optimised at the SPI handling facility by creating transport ways which should always be kept free of any obstacles during handling operations. This will shorten handling times and improve the working conditions for SPI staff.
- 5) The workshop found only limited potential to improve SPI's processes, but „muda“ („waste“) was identified and reduced in SPI's interfaces with Swissport and Swiss WorldCargo.

The inter-company workshop was very useful for all parties, helping them understand and appreciate each other's individual needs, expectations and concerns.

Hans Baer, Manager Projects & Operations Switzerland at SPI, who attended the workshop with his colleagues Rolf Fleig, Head of Exchange Office ZRH59 Airport and Mario Conrad, Team Leader Air Mail Unit, shared some of his thoughts: „I found it highly interesting to get to know the Kaizen methodology and look at the mail handling process together with colleagues from Swissport and Swiss WorldCargo, the parties locally involved in mail handling, and I would like to thank Swiss WorldCargo for this positive experience. We worked hard within our team, but we had also a lot of fun. The next steps will be to implement the workshop's findings and, equally importantly, to achieve and sustain success.“

If you'd like to know more about Kaizen contact
Astrid Schönenberger, Cargo Kaizen, at
astrid.schoenenberger@swiss.com

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Terms and conditions All participants must fully state their first name, last name, company, function, mailing address and e-mail address to take part. The winner will be informed directly, and their name will be published in the next issue of Cargo Matters. Employees of Swiss International Air Lines Ltd. (including Swiss WorldCargo's GSAs) and their relatives may not participate. All rights are reserved, and there shall be no recourse to any legal action.



AND THE WINNER IS....

The computer games offered as a prize in our last issue's contest were won by **Mr. Luca Zandegiacomo Zorzi**, Savino del Bene Spa (Verona, Italy). Congratulations!

«This is our destination – but where is the freight terminal?»



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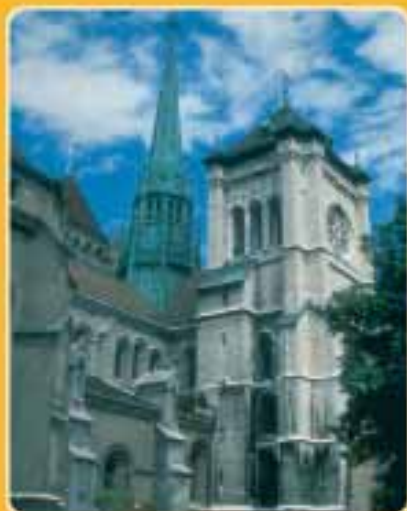
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