



Serving Chinese tea and cookies, the Hactl booth was a hit at Air Cargo Europe.  
貨站攤位提供中式茶點，甚受參觀人士歡迎。

## Networking Opportunities at Air Cargo Europe 2013

**H**actl's delegation to Europe's largest air cargo show reports a new sense of optimism in the world's air cargo and logistics industry.

At this not-to-be-missed event from June 4 to 7, the Hactl booth was a fitting showcase for its services and a meeting point for customers and media interested in Hong Kong. The event was a good platform for airlines and other key players in the global air cargo industry to enhance their brand and connect with existing and new business partners.

Attending the show for the first time, Vivien Lau, Managing Director of Hacis, said, "We had a very successful Air Cargo Europe and the trip was well worth it. We received many inquiries about our SuperLink China Direct customs-bonded trucking service and made contacts with a number of prospective customers. I was also delighted to be interviewed by several trade magazines at the venue. We have successfully raised the profile of Hacis."



"It was a rewarding journey for Hacis," said Vivien Lau, Managing Director of Hacis.  
Hacis常務董事劉敏儀表示：「此行收穫豐富，為Hacis帶來不少新商機。」

## 「歐洲航空貨運展」 連繫商機

**香**港空運貨站參展團於6月4至7日出席在德國慕尼黑舉行之歐洲最大規模空運展覽會後，對全球空運及物流業界的未來發展感到樂觀。

「歐洲航空貨運展」是業界不可錯失的世界一級運輸物流貿易盛會，為航空公司和主要航空貨運業內人士提供了一個不可多得的平台，除了提升公司品牌知名度外，更可直接與客戶及合作夥伴會面，開拓新商機。而香港空運貨站之展覽攤位不但成功地吸引了不少與會者前來參觀，更使貨站高層代表可於輕鬆的環境下與客戶及傳媒朋友會面，推廣香港空運貨站及香港空運服務有限公司(Hacis)之業務。

首次出席「歐洲航空貨運展」的Hacis常務董事劉敏儀表示：「此行極具意義。我們收到許多有關超級中國幹線的封關貨車服務查詢，並與多家具潛質的客戶聯繫。同時，我很高興接受了多家業界雜誌的訪問，大大提高了Hacis在國際層面上的曝光率。」





Mr Eugen Egetenmeir, Managing Director of Messe München International at Hactl booth.  
慕尼黑國際博覽集團董事總經理艾歐恆於貨站展覽攤位接受訪問。

## The Largest Trade Show for Transportation and Logistics

Air Cargo Europe is part of Transport Logistic, the largest trade show of its kind featuring all segments in the transportation sector, with areas dedicated to commercial vehicles, railways, maritime, transportation and logistics IT solutions, sea cargo and e-freight as well as air cargo.

Held every other year in Munich, Transport Logistic attracted a record of 53,000 trade visitors and over 2,000 exhibitors from around the world this year, filling nine exhibition halls totalled 110,000 square metres at Messe München, the Munich Trade Fair Centre.

Three tracks of forums ran concurrently with the exhibition, including the well-attended Air Cargo Conference, Maritime Logistics and In-house Logistics. Topics under the umbrella ranged from environmental, sustainable construction to zero emission vehicles, which appealed to senior executives of industry leaders.

Discussing trends at the show, Eugen Egetenmeir, Managing Director of Messe München International, commented, "This year we saw an increase in IT applications in transportation and greater awareness of sustainability, with concern about carbon emissions and increasing fuel price having an impact on transportation development. We also noted the development of new markets such as Eastern Europe, Russia and Southeast Asia, with some country-specific conference programmes on offer."

## Transferring the Concept to China

Since 2002, Messe München International has formed a joint venture and transferred its expertise to China, using the Transport Logistic model to meet the needs of this high-growth transportation and logistics market.

In 2012, Transport Logistic China in Shanghai attracted 490 exhibitors and more than 15,000 visitors. Same as the one in Munich, Air Cargo China is held biennially and its next edition will be held in Shanghai New International Expo Centre in June 2014.

## 最大型運輸及物流展

「歐洲航空貨運展」屬「慕尼黑國際物流、交通運輸、遠程訊息處理博覽會」的其中一個展會，而博覽會乃業界最具規模的展覽會，涵蓋所有運輸及物流業，包括客運、貨運、公路、鐵路、海運、空運、運輸物流資訊科技方案及電子貨運等領域，各主流業務均設有展覽專區。

博覽會為雙年展，於德國慕尼黑展覽中心舉行，共設九個場館，面積達11萬平方米。今年吸引了超過2,000家參展商及53,000名人士入場參觀，創新紀錄。

除展覽外，主辦單位同時舉行了三個論壇，包括相當受歡迎的航空貨運會議、海運物流論壇及內部物流論壇。討論內容以環境保護、可持續發展及零排放車輛為主，是各業界領袖對未來發展方向的重要議題。

主辦單位慕尼黑國際博覽集團董事總經理艾歐恆談及業內發展趨勢時表示：「今年特別注意到資訊科技於運輸業的應用愈見普及。同時，大家亦意識到可持續發展的重要性，關注碳排放和油價上漲對業界發展的影響。地區方面以東歐、俄羅斯及東南亞等新興市場的發展為主流，故特意安排一些會議議程探討有關地區的發展。」

## 專業博覽會概念延至中國

慕尼黑國際博覽集團於2002年與中國內地機構成立合資公司，以「慕尼黑國際物流、交通運輸、遠程訊息處理博覽會」為藍本，將其展覽專業帶到中國，以配合運輸和物流業於中國內地之迅速發展。

2012年「亞洲物流雙年展」更成功吸引了490家參展商及逾15,000名人士入場參觀。而「中國航空貨運博覽會」跟慕尼黑舉行之「歐洲航空貨運展」一樣，每兩年舉行一次，而下一屆將於2014年6月在上海新國際博覽中心舉行。



Mr Mark Whitehead, Chief Executive of Hactl (centre) met with Mr James Yu, Senior Vice President (right) and Mr Jeremy Chang, Vice President, Cargo Sales & Marketing Div. (left) of China Airlines at the Event's Gala Dinner.

香港空運貨站行政總裁韋浩德先生(中)與中華航空資深副總經理余劍博先生(右)及貨運營業處副總經理張程皓先生(左)出席展會晚宴。