

Paperless cockpit goes on trial

CX leading the way with new e-flight bag



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Service statements

More than 3,000 ads created by staff



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Brewing up a storm

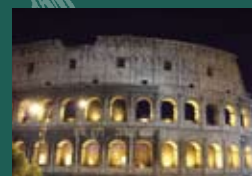
Pilot aims to boost HK beer culture



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European wonders

Whirlwind tour of continent's cities



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CATHAY PACIFIC



CXWorld

April 2010, Issue 169

A magazine for staff and friends of Cathay Pacific Airways

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PICK-UP GAINS PACE

Strong first quarter, but premium traffic still lagging behind 2008

The pick-up in business that began in the last quarter of 2009 continued through to the end of the first quarter of this year – and there's no sign of any let up in the coming weeks.

In the week prior to the Easter break the airline posted its best passenger figures for some time, including the highest premium revenue since November 2008 – just before the economic crisis led to a collapse in business.

And on the cargo side the airline posted its highest-ever weekly tonnage, with the load factor hitting almost 100% for freighter flights out of Hong Kong and stronger-than-usual loads on inbound services.

General Manager Revenue Management Tom Owen says the passenger figures are obviously encouraging when compared to last year's slump, though volumes for premium bookings in April and May remain down on pre-crisis levels.

"While we have seen a rise in our premium business in recent weeks,

the fact is that there is still a gulf between 2010 and 2008 in terms of both passenger numbers and yield," says Tom.

"However, things seem to be picking up week on week and a lot of front-end bookings are coming in late, particularly for regional flights."

In the Economy cabin Tom says that the passenger numbers are still good – as they have been throughout the past year – though the quality of demand has recently improved, allowing more effective upward management of yields.

"The fact that more of our sales are now third- and fourth-freedom, thanks to Hong Kong rebounding as a business centre, is also helping us here," says Tom.

Long-haul business is the key area of strength on the passenger side, though sales out of China and other regional destinations have bounced back.

• Continued on page 3



MILAN MAGIC: Chairman Chris Pratt conducts the eye-dotting prior to a ceremonial lion dance at Malpensa International Airport. Chris led a delegation of 50 VIPs from Hong Kong for an inaugural gala event on 31 March.



LOAD PRESENTS WEIGHTY ISSUE

A giant piece of oil-rig drilling equipment lifted into a 747 freighter on 21 March made a big impression on the CX Cargo team.

As well as posing a challenge for operations staff as it was carried from Houston to Incheon via Hong Kong, the unwieldy piece of freight also went into the record books as the heaviest single item ever carried by Cathay Pacific – all 43 tonnes of it.

A lot of the cargo that comes out of Texas is related to the oil industry and has helped boost traffic on the triangular Hong Kong-Miami-Houston service launched in March last year.

The heaviest piece of freight ever to be carried on a freighter was a generator for a gas power plant weighing in at an incredible 189.09 tonnes – uplifted on to an Antonov 225 in August 2009.

Message from the Chief Executive



It's been pleasing to see the pick-up in our business becoming more sustained, with a strong Chinese New Year followed closely by a good Easter on the passenger side, and cargo continuing to surge on the back of sustained high demand out of the Hong Kong and Shanghai markets. Our freighters have never been more full out of the home hub, and even inbound loads are up.

This is a great situation to be in, especially if you think back to the the same time last year when I was talking with great regret about the introduction of the Special Leave Scheme and capacity cuts to help us get through "one of the most difficult times in our history".

Well, get through we did, and it's a great tribute to the hard work of the entire Cathay Pacific team that we now find ourselves in a good position to reap the dividends of the current upswing in business. We did the right things to get us through the downturn intact and we're now making positive moves – restoring frequencies, adding new destinations and more – that will help ensure we keep on track.

It's going to be a busy year and a challenging year, but at least the challenges will arise from dealing with positive developments rather than the endless wave of setbacks we've had to contend with since early 2008!

A recent challenge was dealing with very high loads leading up to Easter and over the holiday period itself, and I'm pleased to say that teams on the ground and in the air proved themselves up to the task once again.

Of course, we can't always expect everything in the garden to be rosy, and we have just been through lengthy discussions with the Flight Attendants Union relating to changes to swapping procedures for hourly paid cabin crew and a number of other issues.

I'm pleased to say that we were finally able to sign an agreement with the FAU on Easter Monday and we hope this will now lead to a more constructive dialogue with the union. This is certainly in the interests of everyone in the airline.

Tony Tyler, Chief Executive

e-bag leads the way

Paperless flight deck within reach with trial of innovative new system

Cathay Pacific is leading the aviation industry in developing an Electronic Flight Bag (EFB) system which will bring the airline one step closer to creating a paperless inflight environment.

Trials for the EFB started in mid-March and are ongoing until May. According to Operations Development Manager Steve Wright the system being developed is the most comprehensive in the world.

"There is a lot of interest from the industry, even from Boeing and Airbus, on what we are doing," Steve says.

"The Federal Aviation Administration was very complimentary about what we have achieved in having the most advanced EFB system in existence and the fact we have placed a lot of thought on how it will be used operationally," he adds.

The EFB, which uses small touch-screen LCDs, is designed to replace the black books of paper documents currently carried onboard.

While Flight Operations has been the main driver, the project has extended to include other departments with trial applications concentrating on four main areas: live tech logs for Engineering; a quick access recorder and air safety reports for Corporate Safety; live cabin log and credit card validation for Inflight Services; and operation manuals and electronic enroute, terminal and airport charts for Flight Operations.



IN DEVELOPMENT: Trials of the EFB are underway in the cockpit (above) and cabin area (top) of one 777-300.



"The trials are being conducted onboard a regional Boeing 777-300 with four EFBs – three on the flight deck and one in the cabin," Steve says.

The EFB is currently only being used during the non-critical phases of the flight and Steve says he is pleased with the progress so far.

"The trial period gives us a chance to identify problems including debugging some communication links," Steve adds.

He says apart from the paper savings, the EFB is the beginning of e-enabled aircraft with communications during all phases of the flight using Inmarsat satcom, ACARS over VHF, Gatelink over WiFi and Iridium satcom for voice and data.

"The paper maintenance process is labour intensive and that can be replaced through electronic updates," he says.

"The ability to update information through the wireless LAN means im-

proved data accuracy which will lead to service improvements through fewer flight delays."

In the cabin, crew can use the EFB as a cabin log as well as for credit card validation for inflight sales.

"Other airlines use the EFB but primarily for flight operations," Steve says.

"We are the only airline to extend usage to the cabin area and effectively use it as a replacement for paper."

Agreement basis for 'goodwill and respect'

Following days of intensive talks, the Inflight Services Department (ISD) and the Flight Attendants Union reached an agreement covering a range of issues on Easter Monday.

The main issue relating to the swapping of flights by crew – which sparked the initial discussions when it was announced on 15 March – was resolved early on when ISD management deferred and later cancelled the introduction of the new guidelines along with a commitment nev-

er to reintroduce them.

The other main points of the agreement, signed by General Manager Inflight Services Charlie Stewart-Cox and FAU Chairman Dora Lai, relate to recognition of the union's role in representing its members, enhanced status of meetings between union officers and company executives, the need to take cost and revenue factors into consideration when discussing crew issues, and the recognition of the impor-

ance of job security and welfare of the crew community.

Charlie said the agreement was a fair conclusion to more than two weeks of "frank and useful" discussions between the two parties.

"We believe it provides a solid basis for building mutual respect, goodwill and cooperation in the years to come," he said.

The talks between the two sides were facilitated by the Labour Department of the Hong Kong SAR

Government.

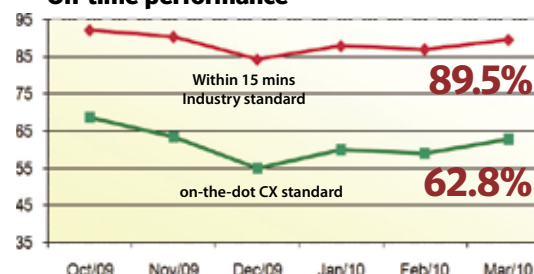
"We are grateful for their great effort and professionalism in helping to bring the talks to a successful conclusion," Charlie said.

Secretary for Labour & Welfare Matthew Cheung said he welcomed a consensus being reached.

"I am pleased both the management and the union have shown the greatest sincerity in reaching an agreement in the spirit of mutual understanding," he said.

Performance Index

On-time performance



Traffic/capacity (CX + KA)*

Passengers carried	2,062,187	14.0%
Passenger load factor	84.1%	7.5pt
ASKs (000)	8,742,696	0.7%
Freight carried	119,801	-26.0%
Cargo load factor	77.1%	12.4pt
ATKs (000)	1,662,576	-0.7%

* Figures for Feb 2010

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CATHAY PACIFIC



CX nabs top honour for CSR

Total Caring Award highlights commitment to community, environment and employees

The announcement that Cathay Pacific had taken the top honour at the annual Caring Company recognition ceremony was the culmination of years of building up and developing a strong corporate social responsibility (CSR) programme within the company.

Chief Executive Tony Tyler and Director Corporate Affairs Quince Chong received the Total Caring Award 2009/10 from Chief Secretary for Administration Henry Tang on 25 March.

The award is part of the Caring Company Scheme, organised by the Hong Kong Council of Social Service (HKCSS), which recognises local companies that demonstrate a "continual and sustainable total

commitment in caring for the well-being of the community, employees and the environment".

While Cathay Pacific has been awarded the Caring Company Logo every year since the Caring Company Scheme was launched, this is first time the airline has taken the top prize.

Speaking at the award ceremony, Tony said: "This is a very important honour for our airline, especially as we were selected from more than 2,000 other organisations to be awarded with the Caring Company Logo this year.

"We have always endeavoured to be a responsible corporate citizen by contributing to our community, caring for our employees and



CARING ACCOLADE: Henry Tang presents the award to Tony Tyler and Quince Chong (left), while CX Volunteers explain more about the airline's CSR programme to a visitor at the award ceremony.



protecting the environment," Tony added.

CX won after six NGOs/schools, including the Life Education Activity Programme and the Hong Kong Federation of Youth Groups, nominated the airline by highlighting joint activities they have participated in.

On 28 February Corporate Communications Manager – Public Relations Elsa Leung delivered a com-

prehensive presentation outlining CX's CSR commitment and activities in different areas (see below).

"Afterwards the judging panel asked questions about the projects and in particular what the company can do to contribute more to community activities, and what we would do to encourage other companies to boost their CSR programmes," Elsa says.

"I think the presentation showed

that we have done a lot to participate in the community, from small one-off projects to flagship programmes on both a local and global scale."

At the same ceremony, Asia Miles was also recognised as a "Caring Company" for the fourth time.

HOW CATHAY PACIFIC DEMONSTRATES ITS COMMITMENT

In order to win the Total Caring Award, Cathay Pacific showcased its continued commitment to being a responsible corporate citizen focusing on the areas of caring for the community, for employees and for the environment.

Community

- **CX Volunteers corporate volunteer team with 680 members**
- **Youth education programmes such as "I Can Fly", "English on Air", participation in an anti-drugs youth mentorship programme in Tung Chung and sponsorship of the Life Education Activity Programme (LEAP) and Advanced Aviation Education Programme**
- **Contributing to medical care via ticket sponsorship for Project Orbis, HK Society for the Blind, Dreamflight and fundraising activities for the Cathay Pacific Wheelchair Bank**
- **The Cathay Pacific/UNICEF Change for Good Inflight Fundraising Programme launched in 1991 has raised more than HK\$91 million to date for UNICEF projects worldwide**



Employees



- **Priority for local hiring**
- **Additional employee benefits including travel benefits, flexible medical benefits scheme and staggered working hours**
- **Employee safety including risk assessment and safety training**
- **Supporting services and social activities including counselling services, lifelong learning facilities, sports clubs, visits to green facilities and volunteer opportunities**

Environment

- **ISO14001 Certification**
- **Environmental Labels of HK Awards for Environmental Excellence including the Wastewise Label, IAQwise Label & Platinum Standard of HK-BEAM Eco Building**
- **Environmental protection practices in office premises and flight operations**
- **FLY Greener carbon offset scheme since December 2007. This voluntary programme gives passengers the opportunity to reduce their carbon footprint by offsetting the carbon emissions attributable to their journey**
- **Encourage employees to participate in green activities such as the Hong Kong Carbon Reduction Campaign and the worldwide Earth Hour campaign**



Pick-up gains pace for passenger and cargo business

Continued from page 1

Regional traffic is being helped by the upcoming Shanghai Expo (see page 11) and the World Cup in South Africa in June will also help give a strong lead in to the summer peak.

"It's either feast or famine in this business, and while it's not yet a feast there is certainly plenty of food on the table," says Tom.

For cargo, demand out of China through Hong Kong and Shanghai has been surging on the back of project shipments – including the

new Apple iPad.

Tonnage has risen above 2008 levels, despite a drop in capacity, and the Cargo team has been working at full tilt with Flight Operations, Planning and Engineering to maximise freighter utilisation.

"It was a strong first quarter, and

the fact that we've been able to secure year-round contracts with key agents will provide good base cargo even during the slack season from May through August," says James Woodrow, General Manager Cargo Mainland China & Hong Kong.

While there are still some con-

cerns about the health of some of the world's major economies, "the confidence of our customers has significantly improved," says James.

"We expect to remain ahead of target for the rest of the year and we're already looking at how to make the most of the year-end peak."

WHAT I DO



Chloris Leung
Assistant Corporate
Communication Manager
- Community Relations

What is the main part of your job?

I work with different non-governmental organisations (NGOs) and government departments in broadening Cathay Pacific's community outreach.

I also manage the CX Volunteers programme and community/charity projects including the English On Air programme, the Cathay Pacific/UNICEF Change for Good inflight fundraising programme and other local service projects.

Handling sponsorship requests for flight tickets and donations-in-kind from NGOs and community groups is another part of my job.

What is your background?

I used to work with a number of NGOs including the Hong Kong Red Cross in the communications department.

Now I am on the other side working in the commercial sector and I work with communications staff in NGOs for various forms of support or cooperation.

What do you like best about your job?

I am always happy to see groups of underprivileged people get the help they need through our social service projects.

It's also nice to know that what I am doing is helping the community and isn't just about generating income for the company.

What is the most challenging part of your job and how do you tackle it?

Resources on the team are slim so I have to work fast.

I am also responsible for every part of organising a service project including NGO liaison, volunteer recruitment and communication, logistics arrangement, and, of course, participating in the event.

I get a lot of satisfaction from this busy job and we have also started to involve more CX Volunteers in the planning stage to help out.

The fun was back!

A marketing coup as Sevens spreads the Cathay Pacific name worldwide

From the perspective of the 40,000 spectators, there's not much new to say about the 2010 Cathay Pacific/Credit Suisse Hong Kong Sevens: they came, they drank, they roared, and they left knowing they'd been at one of the world's great sporting events.

The action on the pitch was as gripping as ever this year, with Hong Kong generating the biggest cheer as they beat Russia 19-17 to lift the Shield, while the Samoans overcame the might of the All Blacks with a last-gasp 24-21 victory in the Cup.

And another clear victory was scored by Cathay Pacific, with the airline again vindicating its sponsorship of the event by selling out its overseas packages, connecting with the huge army of rugby fans, making a bigger splash than ever before in the home market and spreading the airline's name across the globe.

"This year's Sevens, with the theme 'The Fun is Back', was a very good one from our point of view," says Marketing Manager Grace Cheung.

"Our TV commercial and print ads seemed to really strike a chord this year and we were able to make a real impact on the social media side."

The MKT team broke with tradition by launching the TV commercial on the Sevens mini-site two weeks before it was seen on terrestrial TV, heralding a wave of online activity related to the event.

Fans were treated to Sevens previews on Twitter and Facebook, a daily lucky draw through Twitter proved popular, and live tweets during the event helped to keep people up to date with results and photos.

"The Sevens is a great platform to try different things and enable us to interact with our target audience," says Online Marketing Manager Ali Bullock.

"We learned a lot of useful lessons on the social media front that should help us generate even more impact next year."



ACTION ON AND OFF THE FIELD: The Hong Kong team (top) and Samoan team (above) celebrate their Sevens victories. CX was also a clear winner with its marketing campaign boosted by a range of social media activities.



Moscow given go-ahead, boost for other services

The launch date for the new three-times-weekly service to Moscow has been set for 13 July, subject to final government approval.

The CX207 flight will depart Hong Kong every Tuesday, Thursday and Saturday, returning the following days as CX206 from Domodedovo

International Airport (DME).

The Moscow service will be the second new destination to be launched this year after Milan and will become the 48th online passenger destination in the network.

The code-share arrangement between CX and Aeroflot on the Rus-

sian carrier's flights between Hong Kong and Moscow was ended late last month.

CX is also continuing to beef up other services where possible and announced three more enhancements last month.

Four flights a week will be added

to Singapore in June and July, becoming an additional daily flight from August to take the service to seven flights a day.

Both Paris and Bali will get additional flights for July and August – three per week for the former and four per week to Denpasar.

CX adds wings to flying dragon

The first Cathay Pacific aircraft bearing the updated Brand Hong Kong logo as part of its livery will enter into service on 22 April – and Financial Secretary John Tsang will be there to unveil it at a special ceremony in the HAECO hangar before the flight departs.

CX880 from Hong Kong to Los Angeles will be operated by B-KPQ, the latest Boeing 777-300ER to arrive from Seattle, and will be the first to fly with the new logo in a prominent



place close to the aircraft's front door.

The logo – unveiled by the Hong Kong SAR Government on 27 March

– retains the "Asia's world city" tag but now features a more flowing and colourful dragon.

The updated branding will go onto all aircraft in the fleet – passenger and freighters – to replace the existing logo that's been in place since 2002.

The logo will be incorporated into the livery on all 30 aircraft delivered

in the next three years and will go onto existing aircraft as they go into the hangar for maintenance.

Carrying the logo helps send a clear message about the airline's commitment to its home city.

"We have been the home carrier of Hong Kong since 1946 and we have played a very important role in helping to develop the city's position as one of the world's leading international aviation hubs," Chief Executive Tony Tyler said.

Glittering welcome for Milan service

Initial passenger numbers an early indication of new route's potential

Encouraging load factors on the new Milan service, especially in the front end, have provided some promising early signs for the potential of this stylish Italian destination among Hong Kong travellers.

The first CX233 service left for Milan in the early hours of 28 March with a full load of passengers.

The four-times-weekly service is being operated by a Boeing 777-300ER ultra-long-haul aircraft and features the new three-class inflight product.

The first flight had a load factor of 96% and Manager Revenue Europe, South Pacific, Middle East & India Patrick Yu says the average load factor on the route throughout April is around 80%.

"We are especially glad to see the front-end load factor on the route at more than 70%," he says, citing business traffic between Milan and China during the Canton Fair period in April as a key factor.

General Manager Revenue Management Tom Owen says the load factors to Cathay Pacific's other Italian destination, Rome, also look set to stay strong over the summer period.

"In fact a popular itinerary for an Italian summer holiday involves flying into one city and out of the other, which we can now offer," Tom says.

"The new service targets North-



INTO MILAN: The inaugural event included photo calls by the aircraft (top, above right); speeches by Chris Pratt (above left) and Yau Shing-mu (above centre); and the signature Walking on Air show (far left).

ern Italian business and leisure traffic would normally have flown over other European hubs to get to Asia, and the non-stop Milan flight offers considerable time savings to these passengers," he adds.

Tom says while the bulk of the sales are, as expected, coming from Hong Kong and Italian travellers, "Japan and China are also proving to be important sources of passengers."

The Milan service received an of-

ficial stamp of approval on 31 March when Chairman Chris Pratt led a delegation of 50 VIPs and special guests to attend an inaugural event at the fashionable Palazzo del Ghiaccio in the city centre.

Chris and Hong Kong Under Secretary for Transport & Housing Yau Shing-mu conducted a traditional lion eye-dotting ceremony at the airport followed by a lion dance and ribbon-cutting.

That night more than 500 guests, including Mr Yau, the Prefect of Milan Gianvalerio Lombardi, Italian corporate clients and representatives from the travel and freight industries, gathered for the gala launch party.

A highlight of the evening was Cathay Pacific's signature Walking on Air showcasing Cathay Pacific's history and the cabin crew uniforms worn throughout the ages.

Briefs

Service excellence recognised

Cathay Pacific was awarded the Sing Tao Excellent Services Brand award 2009 in the Airline category last month – the fourth consecutive year for the airline to receive the honour.

The annual award, presented by the Sing Tao News Corporation, aims to encourage business organisations to constantly strive to deliver quality service to customers, with the winners being decided by an online public vote.

Help for students



Cathay Pacific launched its latest round of Overseas Study Fares last month, offering specially discounted return tickets for students from Hong Kong to selected cities in Australia, Canada, Europe, New Zealand, the US and Japan.

Bundles of return tickets with flexible conditions are also available for both students and their parents to enjoy.

The fares are available for Hong Kong students studying overseas throughout 2010.

Fuel surcharge down

The Hong Kong Civil Aviation Department gave approval for CX to impose passenger fuel surcharges of HK\$81 for short-haul services and HK\$375 for long-haul for the month of April.

This represents a reduction of 3.5% and 3.8% respectively on the previous month's surcharge levels.

4,500

sleeper suits were distributed inflight in February 2010

Date set for AGM

The 2010 annual general meeting for shareholders of Cathay Pacific will be held at the Pacific Place Conference Centre in Admiralty on 12 May at 2.30pm.

The main purpose of the AGM is to receive the report of the Directors and the audited accounts for 2009, and to declare a final dividend.

The AGM will also be used to re-elect Directors and reappoint auditors.



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Letters to the Editor



Bangkok team makes journey easier

I recently returned from leave and was transiting through Bangkok's Suvarnabhumi airport. The flights from Bangkok to Hong Kong were all very full and we arrived at the check-in counter with almost no hope of getting on the first flight.

There were approximately 15 standby travellers with various priorities as well as FOC and jumpseat passengers.

The staff behind the standby counter had to work really fast to try to get everyone accommodated and to our surprise we got seats as well.

I would like to thank all the staff at the Bangkok standby counter for their hard work and friendly service – you really helped to make our journey easier and it was great to get back home without any problems.

I look forward to flying in and out of Bangkok in the near future.

Andre du Toit, FOP

Send us your feedback

We welcome feedback from anyone in the CX network on any issue affecting the airline or the industry. Please email your letters to CCD#SCT. Not all letters will be published but those that are will be edited for length and to comply with the CX World style.

The sender of the star letter each month will win 3,000 Asia Miles. The Feedback page is sponsored by Asia's leading travel reward programme.



Special service a shoe-in

On a long haul flight, it is very common that passengers become unwell during the journey and when this happens our cabin crew invariably handle the cases calmly and professionally.

On some occasions, cabin crew have to clean up the mess caused by sick passengers.

Although crew do their best to make the passengers comfortable, at 35,000 feet they sometimes have to rely on help and support from ground staff.

On 12 March, on board CX251 eight hours from London, a passenger was sick and soiled another passenger's shoes.

A message was sent to LHR asking for help to buy a pair of shoes, but unfortunately by that time the stores in the airport had closed.

The passenger was anxious and upset as he had a connecting flight to Prague and another two hours' journey after that before he reached home.

So on arrival at LHR, the crew were happy and relieved when Passenger Services Officer Simon Cave was there with a pair of his own nearly-new shoes for the passenger to wear.

I think this shows the importance of a good working relationship between crew and ground staff which can make a challenging situation easier to handle.

Josephine Rafudi, ISD
London base



The cost of access

Over the years Cathay Pacific has done a great job renegotiating contracts with outport hotels to get free in-room Internet access for staff.

But one glaring omission is the Headland Hotel where Internet prices start at HK\$135 per day which is one of the highest in the network.

It would be a great gesture to provide free in-room Internet access at the Headland, especially now the management is under the Swire flag.

Name withheld

Nicholas Cullum, General Manager Headland Hotel, replies: The Headland Hotel has a multi-year contract with a third party Internet service provider which has invested large amounts of capital on setting up the necessary equipment to provide this service.

The provider has to maintain and continue to upgrade the system and as such charges a fee to users to recoup their investment during the contractual period.

Free Internet access is available at the Headland Hotel in the lobby computer area as well as the Guest Lounge located on the 23rd floor; paid access is for in-room usage only.

I would also like to mention that prices have not changed for the past six years – a 24-hour rate for HK\$135, which is competitive for the Hong Kong market.

We also offer three-day, 30-day and three-month plans which can bring the daily rate down to just HK\$9.60 a day.

Escalating concerns

I would like to point out the inappropriate arrangement of the escalators on the Cathay City bridge that results in making the night



shift staff feel separated and unequal.

Every morning and evening the escalators on both sides of the bridge are turned on to accommodate the day office staff.

However, the night shift staff who report to work in the evening and leave in the early morning have to walk up and down the escalators as they are switched off at 7pm.

Can I ask why the escalator cannot be left on for the convenience of the night-shift staff? It seems a bit discriminatory to expect them to walk.

Name withheld

Jerry Tam, Building & Facilities Manager, replies: In addition to the stairways and lifts, escalators are provided at the Cathay City bridge to help cater for a free flow of people and goods more efficiently when there is a lot of foot traffic.

During business hours – 7am to 7pm on weekdays – traffic volume on the bridge is high and therefore the escalators are turned on to ensure a smooth flow.

But when the traffic volume is low, there is less need for the escalators, and often the lifts are enough to provide transportation. The two lifts on the bridge operate 24 hours a day.

The operating hours of both the escalators and the lifts have been designed to meet traffic requirements as well as our cost and space objectives.

Turning them off for certain hours also helps reduce our energy consumption.

The online poll

Last month we asked: "Expo 2010 begins in Shanghai on 1 May with an estimated 70 million visitors expected. Will you be one of them?" You answered:



Check out the CX World website and Daily News on IntraCX for next month's poll question.

Serving you for **25** years

Celebrations for silver jubilee get underway

Inflight food promotion and staff stories kick off anniversary year



TASTE SENSATION: Passengers will enjoy dishes from two five-star restaurants taking part in the 25th anniversary inflight menu promotion.

Dragonair is rolling out a series of activities throughout this year to celebrate the airline's quarter century of service.

The first gets underway on 16 April with an inflight menu promotion featuring two five-star restaurants in Hong Kong – JW's California from the JW Marriott hotel and Dynasty restaurant from the Renaissance Harbourview hotel.

The JW's California menu will be available in First and Business Class on ex-Hong Kong flights to Beijing and Shanghai, while the Dynasty promotion will be available in all classes on ex-Hong Kong flights to Beijing and Shanghai, and in First and Business Class on flights to Taipei and Kaohsiung.

Another staff-driven silver jubilee initiative is "The Heart of Dragonair – KA People Stories" campaign which is calling on staff to submit their interesting and heart-warming stories.

Project Leader Assistant General Manager – Inflight Services Suzanne Wong says: "As part of the 25th Anniversary celebrations we'd like share stories from staff which show how we grew from being a small airline into one of the most recognised brands in Hong Kong and the Mainland."

The stories will be shared with passengers and staff via a special minisite, through staff magazine *dragonews* and in the inflight publication *Silkroad*.

Programme hits five-year milestone

Dragonair's flagship CSR activity, the Aviation Certificate Programme, is preparing to launch for the fifth time on 23 April.

This joint initiative between Dragonair and the Hong Kong Air Cadet Corps aims to build on the enthusiasm the cadets have for flying, providing them with first-hand experience of the operation of a commercial airline.



RARING TO GO: Connie is looking forward to flying high.

Over the first four years of the programme, 50 enthusiastic young people have graduated from the programme.

Out of the 16 cadets preparing to start the eight-month programme this year, Connie Tang, a second year Electronic Engineering student at the Chinese University of Hong Kong, has already set her sights on becoming a pilot.

"Through this programme I want to learn about the different roles required to make a flight a successful one," says Connie.

Connie has already earned a Certificate of Achievement in the Advanced Aviation Education Programme (Fixed Wing) and has also flown on a powered parachute as well as on both motor and conventional gliders.

Given her love for flying, she is really looking forward to the jump seat experience which occurs late in the programme.

"Eventually I hope to have a job that is full of challenges, rules and accurate processing as well as the additional perk of travelling around the world," Connie says.

Special outing inspires Chongqing team

The Chongqing team had a chance to spend some time with mentally disabled students of the Chongqing Huiling School at a sports event held on a chilly Sunday in March.

The school has been part of KA's adopt-a-school programme since 2008 and funds provided by the company have helped their Special Olympics athletes get much-needed training and competition.

Fifteen staff spent the morning with 18 Special Olympics athletes and their families, taking part in bowling and football games and having some fun making sweet dumplings.

Manager Chongqing Anna Chen says: "All of our staff volunteered to join in this community activity and we really enjoyed spending time with the athletes. I hope we can do

more to reach out to the local community and further demonstrate Dragonair's CSR spirit."

Public Relations Manager, China Jennifer Tsang says she first visited Huiling in 2008 and was very impressed by the enthusiasm and perseverance demonstrated by the athletes.

"It was an honour to meet with them again and I'm still very touched by their courage," she says.

"We look forward to sharing news about this activity to other Mainland ports and hopefully encourage them to do something similar in their own area."

SHOWING HEART: Chongqing staff had a great time playing games with the Huiling School students.



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CATHAY PACIFIC holidays

Discover the Difference

KA BRIEFS

■ New GM ISD appointed

Cecilia Leung will take up the position of Dragonair General Manager Inflight Services on 21 April.

Cecilia is currently Manager ISD Strategic Planning at CX and was previously Managing Director at Cathay Holidays Limited.





‘Make your own a



Staff throughout Cathay City eagerly grabbed the opportunity to make their own Cathay Pacific ad with more than 3,500 created over a three-week period.

The “make your own ad” internal campaign is part of the overall worldwide People & Service promotion, giving staff a chance to appear in their own ad and highlight what providing Service Straight From the Heart means to them.

The campaign proved immensely popular with staff. A total of 3,783 ads were made with 5,484 staff taking part during the three weeks the photo booth was available on The Street. “Make your own ad” is continuing online until 23 April to give staff, particularly in the outposts, one last chance to join in.

“Our brand positioning – what makes CX unique, essentially our people and their ability to deliver recognition to the customer – and its creative expression, have resonated internally across CX,” says General Manager Marketing & Product James Ginns.

Marketing Manager Max Lui, who helped coordinate the internal campaign, says he particularly liked the staff quotes which related to how they regard passengers.

“There were several which commented on how they treat passengers like family while holding their own baby, which matches well both visually and verbally,” he says.

Here is a taste of some of the staff ads which were created.



"EVERYONE DESERVES V.I.P. TREATMENT ALL THE WAY!"

Joyce Quevora - Pilot
Flight Purser
Cathay Pacific Airways

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Great service. Great people. Great fares. Visit cathaypacific.com




"BEING CREATIVE AND PROFESSIONAL SERVING OUR CUSTOMERS."

Jack Lo
COO Product and Marketing Manager
Cathay Pacific Airways

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"SERVICE IS A JOURNEY OF EXPERIENCE THAT BEGINS WITH A SMILE!"

Eliza Li
Manager Training and Development
Cathay Pacific Airways

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and' strikes a chord

"TO WIN TAKES A TEAM WITH FOCUS AND PREPAREDNESS!"

Peter Langdon
DM Airports
Cathay Pacific Airways

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"REACHING FOR THE SKY AND TOUCHING EVERY HEART."

Cynthia Sing
Senior Purser
Cathay Pacific Airways

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"THERE'S NO SUCH THING AS IRRELEVANT WHEN IT COMES TO SERVICE."

Karen Kwan
Assistant Marketing Manager
Cathay Pacific Airways

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"EVERY CUSTOMER IS MY VIP."

Maria Vivalta
Assistant Manager
Cathay Pacific Airways

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"IT'S ALL ABOUT THE MIND. IT'S ALL ABOUT THE HEART."

Judy Yan
Training and Development Executive
Cathay Pacific Airways

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"FLYING IS MORE THAN JUST A JOB; IT IS MY PASSION."

Ricky Yau
Second Officer, Airbus
Cathay Pacific Airways

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"KEEP EXPLORING NEW WAYS OF DOING THINGS TO IMPROVE THE CUSTOMER EXPERIENCE."

Karen Wu
Portfolio Analyst
Cathay Pacific Airways

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"TREAT PASSENGERS LIKE HOW WE WANT TO BE TREATED."

CHRIS TAM
FLIGHT ATTENDANT
Cathay Pacific Airways

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"TO WIN TAKES A TEAM WITH FOCUS AND PREPAREDNESS!"

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DM Airports
Cathay Pacific Airways

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Briefs

Airline backs Earth Hour

For the second year in a row, Cathay Pacific and Dragonair supported Earth Hour, an event aimed at encouraging people to reduce the amount of electricity they use.

Organised by WWF Hong Kong, this year's Earth Hour 2010 took place at 8:30pm on 27 March, with all non-essential lights in Cathay City and Dragonair House going off for an hour, together with billboard lights outside Cathay City and in Central.

Staff in Hong Kong and overseas were encouraged to give their support by switching off lights at home.

Golf Challenge is back!

The CX World Golf Challenge returns for the third time next month, once again taking place at the Nine Eagles course adjacent to the airport.

The 2010 challenge will take place on Saturday, 22 May. Details are still to be finalised but it's expected the event will cost around HK\$450 per person including 18 holes and a Thai buffet lunch.

As in the previous two years there will be a number of great prizes on offer for the winners.

45,000

Asia Miles members a month enrol online or through offline channels

Panel pharmacies

The pharmacy counters of Mannings have been designated as panel pharmacies under the RightChoice Medical Scheme for Hong Kong staff.

Credit services will be offered when the Benefits Services Card is presented together with a valid prescription from a local registered doctor, but are not available for over-the-counter sales items.

New sleeper suits

First Class passengers are receiving updated sleeper suits – once again provided by Hong Kong-based Shanghai Tang.

A dark chocolate suit with dark orange trimming is available for long-haul flights while another three colour combinations – dark navy with light purple trim, dark charcoal with turquoise trim and black with fuchsia trim – are being rotated on a monthly basis.

The sleeper suits are made of 100% cotton and are available in three sizes.

Transformed IMT ready to serve the business

Staff assume new roles within department's revised operating model

A great deal has happened in Information Management since a department-wide change programme was announced in June 2009, with an important step change taking effect from the end of last month.

IMT's transition to a new operating model began on 1 January, and by 1 April the team members in the revamped model had assumed their new roles.

The department's focus now is on improving what has already been implemented.

The change programme, *TRANSform*, was designed to position CX's information technology function as a strategic partner of business units

and to focus IT investment on key business priorities, at the same time aligning the department's culture with the airline's culture of growth and innovation and rebuilding its application and infrastructure architectures.

"TRANSform is a fundamental rethinking of the way IMT functions, and it was inevitable the changes would take some time to fully implement. I would like to thank all of our business partners for their help in making it happen," says General Manager Information Management Tomasz Smaczny.

"With the completion of the transition, we are now focusing on

getting the full team onboard, getting the project and enhancement pipelines right and improving the performance of the current Service Centre.

A total of 32 new staff members have been recruited in the past three months, and all nine of the IMT Heads positions are now filled. IMT staff has been relocated within Cathay City to enable them to work together in a more collaborative way.

The Portfolio Prioritisation Council has been in operation since last December working through the new process and improving it at every opportunity.

"A lot of things are happening though we realise there are still improvements to be made in a number of areas – particularly in terms of working with departments to prepare better business cases to facilitate funding approvals, and improving the performance of the current Service Centre," says Tomasz.

One of the top priorities will be the insourcing of the Service Centre to provide a faster and more effective support mechanism to the whole organisation.

"We have already started recruitment for the Service Centre Manager position and we aim to have it operating by the end of 2010."

MAKING A DIFFERENCE: The first of two Change for Good field trips to Africa took place late last month, with 12 staff touring around various projects in Kenya to see how UNICEF uses money donated by passengers to help improve young lives.

Among the projects seen at first hand was the WASH programme, which means children no longer have to walk 30 kilometres to get clean water (right).

The next field trip takes place in Ethiopia later this month – see the May CX World for a full report on both trips and details of other things happening as CX and UNICEF celebrate 20 years of partnership.



Showing why the little things matter

Keeping track of the personal data of the more than 3.6 million Asia Miles members, not to mention the travel preferences and seven-year travel histories of 500,000 Marco Polo Club members, is a mammoth undertaking.

Added to that is another layer of "milestone information" which is used by the Cathay Pacific Loyalty Programmes to provide what is known as "point of contact" (POC).

Manager The Marco Polo Club, Katie Rowen, pictured right, says POC is yet another opportunity to celebrate members' loyalty.

"It's deliberately not overpowering – it's an important recognition of their loyalty. Members consistently tell us it's these subtle acknowledgements that count and keeps them choosing CX," she says.

When a member calls in to make a booking, checks-in at the airport or In-Town Check-in, arrives at the lounge or boards the plane, a message will be given to frontline staff with the relevant data to appropriately acknowledge a member's milestone.

This seemingly simple feat nonetheless requires keeping track of data from every source including reservations, airports, online, revenue, ticketing, lounges and the Customer Loyalty System.

The information from all these different systems is collected and collated in the data warehouse which is managed and organised by the Customer Information System (CIS) team.

"CIS then links together each individual customer's demographic

profile, travel and booking patterns and history of contact with the airline so we can have a more in depth understanding of the factors that drive our members," Katie says.

In terms of POC delivery – whether it's to wish a passenger a happy birthday or acknowledge a travel milestone – this is quite a big task that requires coordination across several departments to ensure the appropriate action is taken.

"Coordination of POC messages is very sophisticated and requires effort from CPLP, CIS, CRD, IM, AHQ, ISD, WRT as well as outposts," Katie says.

"But it is worth it – many times the member is not even aware the milestone has been reached so it's great when we are able to surprise and delight them," she adds.





CAAC group tours Cathay City

A delegation from the Civil Aviation Administration of China (CAAC) led by Deputy Director General Department of Air Transport Liu Wanming visited Cathay City on 23 March.

They were greeted by Director Corporate Development Ian Shiu and Director Service Delivery Ivan Chu who also hosted a lunch at Catalina's for the group.

The delegation was given an outline of the airline's operations by various departments with visits to the Integrated Operations Centre and the Flight Training Centre – the latter including a simulator ride.

GUESTS OF HONOUR: The CAAC delegation led by Deputy Director General Liu Wanming (centre) with Director Corporate Development Ian Shiu (fifth from left) and other senior managers at Catalina's.

Service spirit ensures lost cakes find their way home

Trawling through hundreds of passenger records just to return a box of cakes to a passenger may seem like a lost cause, but this is precisely what Taipei Airport Services Officer Cherry Tsao did in a demonstration of what "going the extra mile" means.

On 22 February Cherry received a phone call from a taxi driver informing her that a passenger had left a box of cakes and two books behind in his car.

Armed only with the passenger's surname and that fact that he was travelling with his family to Hong Kong, Cherry was able to locate the passenger, a Mr Yu.

Taipei Airport Services Supervisor Dean Shen, Airport Services Officer Simon Lin and Airport Services Officer Kevin Yin then stepped in to

arrange delivery to Hong Kong on the next available flight.

Mr Yu was so impressed that he wrote to Chief Executive Tony Tyler praising the team and expressing his amazement they were able to find him out of thousands of passengers leaving Taiwan that day.

"All the driver knew was that I was Mr Yu and travelling to Hong Kong," he wrote.

"With these limited facts, the staff were able to identify me out of the long list of passengers, locate us and return the items," Mr Yu added.

Country Manager Adrian Harley says the team appreciated Mr Yu's compliment. "Going the extra mile is our team philosophy, and this is also an example of the great teamwork in Taipei," he says.

Sales lift from global event

Additional capacity required to meet demand for visitors attending Expo 2010

Sales on the Shanghai route are being boosted by the Expo 2010 Shanghai as VIPs and the general public get set to descend on the Chinese city eager to view the quadrennial global event.

The Expo will run from 1 May to 31 October with more than 190 countries and 50 organisations participating. It is expected to attract 70 million visitors from around the world.

Cathay Pacific is a Diamond Sponsor and also Official Airline for the Hong Kong SAR's participation in the Expo.

The sponsorship deal includes air ticket support and exposure via in-flight promotional channels.

Manager Revenue China, North East Asia & Africa Lavinia Lau says

strong front-end demand is expected in the days leading up to the start.

"We are expecting strong demand from 30 April to 1 May when VIPs are going to Shanghai to attend the opening ceremony, and overall during the summer holidays and long weekends when the Hong Kong general public will be visiting the city," she says.

"In terms of sales territories, aside from Hong Kong, support from the US, Canada, Australia and New Zealand is particularly strong whilst Taiwan, Europe and India also show good pick up," Lavinia says, adding that extra capacity through aircraft upgrades has already been put onto the route to cater for the increase in demand.

Win tickets to visit the Shanghai Expo

CX World has 10 pairs of Shanghai Expo tickets to give away to Cathay Pacific staff.

The one-day entry tickets can be used at any time throughout the event with some blackout dates.

To enter, please email Staff Communication Team Group (CCD#SCT) with the subject line "Shanghai Expo" and tell us what the theme of the Hong Kong pavilion is.

The deadline is 30 April and the winners will be chosen by lucky draw.



GREAT EFFORT! Well-deserved praise for (from left) Cherry Tsao, Simon Lin and Kevin Yin for helping reunite a passenger with his cakes.

Timely aid offered in Hong Kong

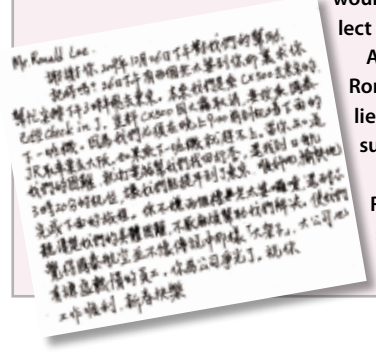
Two elderly women, Ms Lee and Ms Lam, took the trouble to write a letter praising the exemplary service provided by HKIA Service Leader Ronald Lee.

Ronald took care of the senior citizens after their flight to Tokyo was cancelled on 26 December due to fog.

Though they were rebooked onto a later flight, it would have meant they would not reach Narita Airport in time to collect their tickets to Osaka.

After patiently listening to their concerns, Ronald rebooked the women onto an earlier flight with another carrier and then ensured their luggage was also re-checked.

In the letter Ms Lee and Ms Lam praised Ronald's "modesty, passion, problem-solving skills and willingness to help them."



EXPO EXCITEMENT: An artist's rendering of the three-storey Hong Kong pavilion at the Expo 2010 Shanghai where CX is a Diamond Sponsor and the Official Airline. The event is set to give a boost to passenger sales.

NEWS FOCUS

New terminal has Sapporo team smiling

The team in Sapporo was all smiles following the opening of the new International Terminal at New Chitose Airport – a landmark change in terms of the facilities available for both passengers and staff.

Ever since CX relaunched flights to Hokkaido's main city in December 2001 there had been a great deal of frustration resulting from the constraints of the old building.

Airport Services Manager Masahiko Takagi says there were a number of disadvantages with the previous terminal including limited security screening facilities that sometimes had passengers standing in line for more than an hour, and just one passenger bridge that meant it took a longer time to disembark than at other airports.



"These limitations led to a lot of complaints from passengers, especially during peak seasons," says Takagi-san.

Improvements include an inline security system that means passengers do not need to wait to go through a security machine with their check-in bags.

"We also benefit from two passenger bridges and much more space than we had at the old terminal," Takagi-san adds.

CX is now much better equipped to handle multiple extra sectors during the Christmas and Chinese New Year peaks, with the new Qik Check system helping to speed up the check-in process. "Unfortunately there's nothing we can do to make us better equipped to deal with severe winter weather," he smiles.

In terms of the product offering, CX will use the brand-new shared lounge at the terminal, while other benefits will include clearer flight displays and improved signage for the airline.

In addition to having a shiny new terminal, the team can gain extra cheer from the current business situation.

Passenger numbers and revenue out of the Hokkaido sales area saw double-digit year-on-year growth for the first two months of 2010, while inbound demand has been consistently strong.

For the recent Chinese New Year period Hong Kong Office filled 22 charters to Hokkaido – 21 to Sapporo and one to Asahikawa. The latter only happened because CX's ground-handling agent simply had no manpower to handle any more flights at SPK.

Sapporo goes up to a daily service again in July and August and the team is encouraged by the "promising outlook" for both inbound and outbound traffic this year.



JOB DONE: The Sapporo team celebrate following a successful terminal switch at the New Chitose Airport.

INDIA

Painting champions

The Cathay Pacific and Dragonair teams throughout India hosted a four-city month-long paintball championship for their travel agent partners.

Paintball is the latest craze to hit India and games were organised in Delhi, Chennai, Mumbai and Bangalore, giving the agents a chance to experience the thrill of the fast-paced, quick-thinking game.

The tournaments were held over four weekends in January and February with more than 100 travel agencies and 500 travel agents participating. Each game also had a combined CX/KA team taking part in the action.

Pictured right is the winning team from Delhi.



THAILAND

Teams face a mission possible

The CX Bangkok team and the Dragonair Phuket team participated in a kick-off meeting from 5-7 March with the theme "Mission & Vision Possible 2010".

The team shared their thoughts on the port's key directions for the year while General Manager Southeast Asia Anna Thompson briefed staff on the key directions for the company.



TAIWAN

Spring dinner strikes a fashionable note

The CX/KA teams in Taiwan hosted a Milan-themed travel agency spring dinner on 10 March to thank their travel partners and highlight the launch of the new Milan service.

General Manager Taiwan & Korea Adrian Harley thanked the more than 130 agents present for their ongoing support and highlighted the challenges they would be facing together in 2010. Awards were also presented to recognise outstanding agents.

The formal part of the evening over with, staff presented a dance performance and strutted along a runway in a fun mini-fashion show.



PHILIPPINES

Gen Y gets ready for aviation careers

First Officer Edward Liu took part in the Career Fair at the British School Manila (BSM) on 26 February, introducing career opportunities in the aviation industry to grade 9-10 students.

Edward shared his experience of being a pilot, taking the students through some of the tasks he has to perform when operating an aircraft as well as talking about his extensive travel around the world.

Edward was a hit with the students who peppered him with questions during the Q&A session.



Sales blitz is just beautiful

From 4-5 March, the Manila Sales team conducted a sales blitz in 28 agencies to promote the additional frequencies to Los Angeles and Toronto, the daily service to Jeddah and the launch of the Milan service.

The event had a beauty pageant theme with the lovely ladies on the team dancing to the tune of *Beautiful Girls* with revised CX-specific lyrics sung by Reservations Officer Jayson Cervantes.



PORT PEOPLE <<<

Shop till you drop at Kansai airport

It was an exciting time at Kansai International Airport with the opening of a new shopping area – Airside Avenue.

A party was held at the Hotel Nikko Osaka on 7 March to celebrate the opening, with airport partners, media and the general public joining in the fun.

The highlight of the event was a fashion show featuring staff from the 19 airlines operating out of KIX.

Three CX cabin crew appeared on the runway and, riding on the fact that the airline is also celebrating 50 years of service to Osaka this year, one of the crew wore the CX uniform from the 1960s.

Flight Purser Hiromi Kamata, Flight Attendant Aya Kitamichi and Flight Attendant Asuka Noda were a big hit with both the public and the media.



Dragon boat race makes a splash

The CX team in Sydney took to the water on 28 February when they were invited by the Hong Kong Tourism Board (HKTb) to participate in the Corporate Dragon Boat races at Darling Harbour.

Isabelle Imperiali, Beanca Daluz and Maryanne Perera from the New South Wales sales team teamed with Sandra Garrie, Amanda Doonan and Magenta Smallfield from the Australia Customer Sales team to take part in the exhilarating event.

The races kicked-off a series of "Festive Hong Kong" mega events planned by the HKTb this year.



Fun night out for agents

The Xiamen team hosted an agency dinner on 10 March with more than 100 agents attending.

General Manager China Sam Swire, General Manager Mainland China & Hong Kong Cargo James Woodrow and China Marketing & Sales Manager Arnold Cheng joined the team to thank agents for their support.

Five passenger agencies and four cargo agencies were presented with top agent awards before a fun staff performance and lucky draw.



Diamond accolade for top agent

General Manager Southeast Asia Anna Thompson and Country Manager Sri Lanka & Maldives John Holden were present at a Top 10 Agents Awards ceremony on 19 February in Colombo.

The top Diamond award was presented by Anna and John to Gabo Travels (pictured right).

A dinner was held the same night to give top corporate and Marco Polo Gold and Diamond members a chance to meet the team.



JAPAN

AUSTRALIA

CHINA

SRI LANKA

ARTIST IN RESIDENCE:
Tammy's passion for painting shines through her work.



A world of colour

If you happen to be in London from 21 April-1 May then take the opportunity to stroll down to the Mall Galleries where the work of Heathrow Passenger Services Officer Tammy Gray will be on display.

Two paintings by Hong Kong-born Tammy have been chosen to be shown at the annual exhibition of the Royal Institute of Painters in Watercolours alongside works by notable UK artists.

"The selection process is tough and ruthless with over 700 paintings being submitted and only 130 being selected," Tammy says. "I am thrilled that two of mine were chosen."

"I have been drawing since I was a small child. I always found that painting is a very exciting way of expressing my emotion. I love painting because it is creative and allows me to express myself," she adds.

Tammy says she uses mixed media which could be anything or everything from pouring ink or oil paint on the canvas or even sticking down paper and pieces of slate.

"I enjoy experimenting with different materials and it is the unexpected that excites me," she says. "I like the water-based medium best as it is kinder to the environment and I am too impatient to wait for the oil paint to dry!"

Tammy worked at Kai Tak airport in Hong Kong briefly before rejoining CX at Gatwick as a Customer Services Officer in 1985.

"After transferring to Heathrow, I was able to switch to a part-time position eight years ago to spend more time pursuing my art," she says.

Tammy now exhibits regularly in Sussex and is represented by local art galleries in Brighton and Lorca in Spain.

"Finding time to paint and work is always challenging but very rewarding because both are important to me – CX is my family and painting is my love," she says.





Flight Purser, Alice Wong

Pierre's ale and hearty

Pilot brewing up a storm in Hong Kong

Pierre Cadoret began his CX career in 2004, flying Classics from the Manchester base, and always enjoyed his trips to Hong Kong apart from one thing – the beer.

As a true British “real ale” aficionado, Pierre was disappointed with the cold and fizzy stuff served in the SAR, so he was intrigued one night to find a firkin of imported UK bitter on top of the bar at the old Globe pub on Hollywood Road.

He got talking to the pub's owner, Toby Cooper, and discovered that importing real ale was both expensive and inconvenient – which is when he came up with the idea to brew the beer himself in Hong Kong.

It took a couple of years for Pierre, now a Senior First Officer on the 777 fleet, to sort out his job relocation and pull the microbrewery idea together, but in July last year the Typhoon Brewery was finally born.

Operating from a small shop-front space in Mui Wo he currently brews just one beer – a British-style bitter called T8 – and distributes to a few select outlets, but Pierre has big ambitions about broadening the local beer culture.

“People don't have much of a choice here because the beer on offer in most places is pretty much the same,” he says.

“I hope I can get people to think differently about beer.”

Pierre loves his day job flying the 777s and appreciates the flexibility it provides to run the brewery, which is very much a one-man operation.

“Of course I do the brewing, which I love, but I also have to handle everything else from distribution to marketing,” he says.

He seems to be a dab hand at



spreading the word and has already been featured in a number of local publications. “It's nice to know my opinion counts,” he smiles.

Pierre has received great support from Toby and the Globe (now relocated to Graham Street), refining his product and getting his fledgling business on a more stable footing.

He's now considering brewing a more complex blond beer and further down the line may look into bottling his product.

“The feedback has been great and it's been very rewarding so far,” he says. “I'm in this for the long-term now!”

HOPPING MAD: Pierre in action on brew day (right) and holding a couple of pints of the finished product (above).



1. You're now known as the 'dancing girl' in the Hong Kong Sevens TV ad. Was that fun to make?

The dancing scene was an instruction from the director and I thought “Seriously? Dancing in uniform? Am I allowed?”

2. Have you ever gone to the Hong Kong Sevens?

I went for the first time this year.

3. What was the best part?

Everyone wears funny costumes – my friend and I dressed as navy girls and we had so much fun!

4. Your face is also appearing everywhere as part of the People & Service marketing campaign. What does that feel like?

Happy, nervous, overwhelmed, excited, unreal – a real mixture.

5. Why do you think you were chosen?

Has to be fate. I never thought of being a model, not to mention being a CX spokesperson.

6. Any feedback from your family and friends?

My parents have not really said anything – I guess that's traditional Chinese parents' practice.

7. Have passengers said anything to you?

Thankfully none of them have pointed to my picture on the PTV and filed a complaint!

They ask if I am the same girl and the next question is always “did you get paid?”

8. Can you elaborate on the personal picture on your minisite profile?

I was crazy about buying wigs in different colours – so I wore one.

9. In your profile you mention wanting to go to Greece. What is the attraction?

I have a feeling I could find peace and more meaning to life there.

10. You also talk about your love of cooking – do you have a signature dish?

Not really. But my passion is for Cantonese dishes and Chinese soup.



Airport staff go Gaga over party

It was a hell of a party for the HKIA and AHQ teams with more than 750 staff turning out for two nights of fun at the Regal Kowloon Hotel on 15 and 17 March.

The two dinners were kicked off by Director Service Delivery Ivan Chu, General Manager HKIA Algernon Yau and General Manager Airports Peter

Langslow and both were packed with games and staff performances.

Singers included Angus Chan, Chloe Chan, David Wong, Elaine Ng, Jamie Shek, Kenneth Lee, Sumbai Lai and Tony Chan, while Lovina Chandiramani put on an outstanding dance performance.

Customer Services Officer Mariecris Tuason and Airport Manager on Duty

Grace Victoria got the sexy Lady Gaga look down to a T, donning blonde wigs and rocking the house with their version of the singer's hit *Bad Romance*.

A lucky draw ran throughout the evening with Celia Kan, Lawrence Yee, Vincent Fan and David Shum each walking away with this year's must-have accessory, an iPhone.

ROCKING THE HOUSE: Staff were in full party mode at the HKIA/AHQ parties.



Deborah calls it a day after 38 years

The Personnel Department bid farewell to a CX veteran on 12 March when Personnel Administrator Deborah Tsang retired after 38 years and 11 months in the company.

Deborah joined CX in 1971 and spent her entire 38 years in Personnel with her experience covering the Recruitment and Administration section and working for the Outport team since 1989.

Deborah is pictured with one of her previous bosses, James Barrington (below), and Director Personnel William Chau (right).



The Quiz



1st prize

The winner of our first prize this month will receive a two-day stay in a one-bedroom suite at the Chedi Club Ubud in Indonesia.

Surrounded on all sides by green rice fields, the property is a haven of tranquility with traditional Balinese villas decorated with beautifully crafted artefacts.

A member of the GHM luxury hotel group, the property has 20 elegant villas and suites all containing large bathrooms with outdoor showers and private terraces. The hotel spa offers a wide range of soothing therapies and body treatments, alongside a yoga studio and gym.

There are two dining options – the Restaurant and Club Lounge, which offers a menu of traditional Balinese and Asian cuisine, and the Bird Lounge where guests can enjoy cocktails to the sound of birdsong from the adjacent Tanah Gajah Aviary.

Find out more at www.ghmluxuryhotels.com

The second prize winner will receive a two-piece Vinum – sparkling wine set from Riedel Crystal.

This classically shaped glass was developed for serving light, fresh, dry champagnes. It is designed so that the wonderful tingle of delicate bubbles, for which champagne is famous, is experienced on the tip of the tongue.

Riedel Crystal started in 1756 in Bohemia and has been a family-owned business for 11 generations. It is regarded as a leading international crystal brand. In 1958, Professor Claus Josef Riedel discovered that the shape and size of a wine glass can alter an individual's perception of alcoholic beverages and became the first person to design the shape of the glass specifically according to the character of the wine.

Go to www.riedel.com for more information.



2nd prize

To enter, visit the online quiz entry form on the CX World site. The deadline is noon on Friday 7 May.



SLOW MOTION: The tai chi refresher course at Dragonair House was a sellout.



MARATHON MAN: John Slosar took a well-deserved third place in the Leaders Cup section of the Hong Kong International Marathon.



CHOCOLATE ANYONE?: SUB Airport Supervisor Yaniarti gets stuck into her birthday cake.



TOP WORK: The BOM Airport team celebrate being in the top 10 of the annual CX/KA Airport Performance Awards.



SURPRISE!: Charles Grossrieder's team celebrate his birthday.



READY TO RUMBLE: Vancouver ASM Lori Miller meets the Canadian rugby team on their way to the Hong Kong Sevens.



HOCKEY SHOCK!: Vancouver's Tony Lam and Irene Lee meet a "living statue" at the airport.



ICE STARS: Pair figure skating gold medallists Xue Shen and Xao Hangbao met CX Vancouver Customer Services Agent Christine Chen (left) while Customer Services Agent Ella Wong escorted silver medallists Pang Qing and Tong Jian to the boarding gate.

Whirlwind Europe

Assistant Sales Manager Abha Christian from CX India tackles a continent over 15 days

The itinerary was quite simple but very packed – four days taking in the grandeur of Rome, two days in romantic Venice, six days in Montreux in Switzerland and, finally, three days in lovely Paris.

Starting in Rome, the first stop was a visit to the majestic Colosseum.

Walking around, despite the throng of tourists and actors dressed up in Ancient Roman costume, I got the eerie feeling of meeting ghosts from the past.

Over the next two days we took in the fantastic sights and breathtaking history of Rome such as the Spanish Steps, Vatican City, the Sistine Chapel, St Peter's Basilica and the Trevi Fountain, stopping along all the time to sample the wine and pizza and loads of delicious *gelato*.

Our next stop was Venice, which is a magical place.

We took in the gondolas, the roadside artists, the quaint pathways lined with shops selling exquisite Venetian masks and Murano glassware, the beauty and grandeur of the Basilica San Marco, the Doges Palace and enjoyed the charm of traveling by the crowded *vaporettos* (water taxis).

Moving on the next day to the small town of Montreux, we woke up to the sight of the



LANDMARK JOURNEY: (clockwise from top) the Basilica San Marco in Venice; a Venetian waterway; the Louvre museum in Paris; and (bottom left) Rome's Colosseum lit up at night.

pristine clear waters of Lake Geneva.

We travelled to Geneva for the day by taking a leisurely five-hour boat ride from the lakeside resort of Ouchy, which gave us a chance to relax and enjoy the scenery.

While in Geneva we took a cable car journey to visit the 2,970-metre summit of Schilthorn which was made famous by its appearance in the James Bond film *On Her Majesty's Secret Service*.

The next day found us in Paris where we spent the first day walking along the Seine listening to street musicians playing.

The second day was spent in the Louvre where we quickly discovered that it would easily take a whole week to view all the amaz-

ing artefacts, paintings and sculptures.

Unfortunately we had to rush through in one day, though we did manage to see the mesmerising Mona Lisa.

From the Louvre we walked down the Champs Élysées towards the Arc de Triomphe and over to Paris' most well-known landmark – the Eiffel Tower.

It was a long way to the top but definitely worth it as we were able to view a panoramic vista of Paris by night.

Fifteen days of walking through some of the most fascinating places in the world only left us wanting more. I hope to return to Europe one day soon to explore at a much more leisurely pace.

Travel bites

■ Relaxing by Hanoi's lake

The InterContinental Hanoi Westlake, Hanoi is offering CX staff a special rate of US\$89 for a Deluxe Hanoi view room with balcony and a 10% discount on

food and beverage throughout the stay.

The 359-room hotel overlooks the 800-year-old Golden Lotus Pagoda on Hanoi's largest lake.

The historic city centre is within a 10-minute ride from the hotel, as is a wide range of shopping and cultural venues.

More information on Travel Desk.



■ Eating out in Melbourne

The Cathay Pacific City Guides features Air Crew Tips from staff.

Flight Attendant Carrie Lui recommends dining at two restaurants when visiting Melbourne.

"If you are in the mood for authentic Japanese food then try the Japanese Cafe Restaurant J on Exhibition street," Carrie says. "Besides the traditional *bento*, it also serves freshly-made sushi burgers – a very special and healthy dish," she adds.

The other restaurant Carrie recommends is Agapi Greek Restaurant on Swan street.

"This family-owned restaurant serves the finest and freshest Greek cuisine in town," she says, highlighting the restaurant's range of seafood dishes.

To submit your own tips please go to www.cathaypacific.com/tips.

■ Wet and wild in Thailand

Prepare to get soaked when visiting Thailand from 13-15 April as residents celebrate the Buddhist New Year festival of Songkran.

What starts off as a few sprinkles of water on the first day, turns into a full-scale water fight by the second with buckets of water flying, double-barrelled water pistols being aimed and even water trucks being used as formidable reinforcements.

Go to www.songkran.net for more information.



SHOW US YOUR TIPS!

CX World welcomes staff travel tips from across the network – email us at CCD#SCT

HK\$500 for a travel tale!

Every month, CX World invites all CX staff to tell unusual, interesting or just downright quirky tales of travel moments around the world.

Sponsored by Inflight Sales, the lucky sender of the main story receives HK\$500 worth of inflight sales products of their choice from the ever-changing collection of over 260 items on offer (excluding liquor and cigarettes).

Go shopping at www.cathaypacific.com/dutyfree



Snap happy

This month's photo shows the Brooklyn Bridge in New York and was taken by Flight Purser Winona Rieva.

"I was visiting New York with a friend and, as the weather was nice and summery, we decided to walk back over the Brooklyn Bridge to Manhattan," she says. "The walk took a long time as we were so busy taking pictures."

"I like taking photos of old buildings and structures. I think it's very important to preserve the things that our ancestors have left us and keep them in good condition. It makes me happy that I can capture them on film so I can look at them anytime I want," Winona says.

"I decided to photograph the bridge from this angle because it shows the design, the details and the colour of the stone – all the things that make it stand out from modern structures. Somehow I feel that older buildings have more soul," she adds.