

## Schenker Saudi Arabia

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### Dr. Bubshait has been appointed as a new president of Saudi Ports Authority

Dr. Khaled Ahmed Abdulrahman Bubshait has been appointed as the new president of Saudi Ports Authority by the Royal Decree issued last month.

H.E. Dr. Bubshait holds an MBA from King Fahd University of Petroleum Minerals (KFUPM). He completed his PhD in 1984 from Georgia State University, USA. Mr. Babshait also works as a Professor of project/operations management at College



of Industrial Management, KFUPM. He was also the Director of the Economics and Management Center at the Research Institute at the university. He is an author of several articles published in the area of project management, safety management, operations management, Business incubator and SME.

H.E. Dr. Bubshait was a member of the Saudi Arabian Shoura Council prior to his appointment as the president of Saudi Ports Authority.

### 32 Million Tonnes handled during First Quarter of 2007

The total tonnage handled in all Saudi Ports during the first quarter of 2007 reached around 32.5 Million Tonnes, with a increased of 5.25% over the same period of the previous year ( Imports increased by 10.55%, Exports 1.30% ).

Jubail Commercial Port, made the biggest increase with 44%, and

Jeddah Port took the biggest share of cargo (9.9 M) mostly containers, food, construction



materials and general cargo. King Abdul Aziz Port in Dammam second among the commercial ports in volume (5.1 M) with a (16.53%) growth. King Fahad

### Hong Kong International Airport

Hong Kong International Airport has been ranked as the second busiest airport for international air cargo in 2006. HKIA handled 3.6 million tones of freight last year. Air cargo took up around 1% of Hong Kong's total cargo throughput, it accounted for 34.5% of its total external trade value at HK\$1,745 billion in 2006 with 11% increase over 2005.

HKIA is a gateway to China, the world's fastest growing trade and investment center. HKIA offers state-of-the-art facilities to handle the steady growth in Air cargo traffic into china.



An Arial view of Hong Kong International Airport



Cargo loading yard at HKIA

Industrial Ports in Jubail and Yanbu handled 8.64 M and 7.03 M respectively, mostly Petrochemicals and refined products. Containers increased in units (TEU) by 7.41%. By the end of March, 2007 Saudi Ports handled around 959,000 TEU. Transshipment continued its growth with 351,697 TEU (0.24% increase). Jeddah remained the main transshipment port.

#### Total Cargo Handled

Total Cargo	up to 3/2007	up to 3/2006	Diff. %
Jeddah Islamic Port	9,932,896	9,641,949	+ 2.93
King Abdulaziz Port, Dammam	5,135,569	4,286,510	+ 16.53
King Fahad Industrial Port, Yanbu	7,037,434	6,520,366	+ 7.35
Yanbu Commercial Port	420,506	304,867	+ 27.50
King Fahad Industrial Port, Jubail	8,644,333	9,152,382	- 5.88
Jubail Commercial Port	1,043,700	581,295	+ 44.30
Jizan Port	175,682	216,610	- 23.30
Dhiba Port	178,091	154,728	+ 13.12
<b>Total</b>	<b>32,568,211</b>	<b>30,858,707</b>	<b>+ 5.25</b>

#### Total Container Volume (in TEU)

Containers (TEU)	up to 3/2007	up to 3/2006	Diff. %
Jeddah Islamic Port	699,478	674,041	+ 3.64
King Abdulaziz Port, Dammam	245,442	213,003	+ 13.22
King Fahad Industrial Port, Yanbu	86	-	+ 100
Yanbu Commercial Port	317	344	- 8.52
Jubail Commercial Port	13,139	31	+ 99.76
<b>Total</b>	<b>958,462</b>	<b>887,419</b>	<b>+ 7.41</b>

#### Transshipment Containers (in TEU)

Transshipment Containers (TEU)	up to 3/2007	up to 3/2006	Diff. %
Jeddah Islamic Port	351,697	350,864	+ 0.24



#### Hong Kong International Airport

Hong Kong International Airport operates in a form of many independent units. The major units are mentioned as under: -

#### Hong Kong Air Cargo Terminals Ltd ("HACTL")

- With designed capacity of 2.6 million tones per annum the HACTL was constructed with an investment of HK\$8 billion investment (around 1.23 Billion USD). It contains an automated cargo handling system. Super Terminal 1 the world's largest stand-alone air cargo handling facility with a land area of 170,000 sqm and gross floor area of 330,000 sqm.
- The center also contains special cargo handling facilities - perishable/ livestock/ horse/ valuable cargo handling centers, in addition to that refrigerated and dangerous goods cargo centers.
- HACTL holds Technology Asset Protection Association Certification (TAPA)

#### Asia Airfreight Terminal Ltd ("AAT")

- With designed capacity of 1.50 million tones per annum (T1+T2 after expansion). New Terminal 2 involved HK\$1.75 billion (around 224 Million USA) investment. The terminal commenced operations at the end of 2006. Like HACTL it also contains state-of-the-art automated cargo handling system. AAT contains a land area of about 80,000 sqm and gross floor area of about 166,000 sqm. It offers special cargo handling facilities such as strong/cold room, freezer, dangerous goods room, radioactive room
- AAT holds Technology Asset Protection Association Certification (TAPA)

#### Airport Freight Forwarding Centre (AFFC)

- AFFC provide cargo warehousing and logistics operations, enables freight forwarder to undertake consolidation and distribution at the

Vehicles	48,808	41,446	+ 15.08
Other Cargo Loaded	2,042,150	2,028,005	+ 0.69
<b>Total Cargo Loaded</b>	<b>18,659,065</b>	<b>18,416,731</b>	<b>+ 1.30</b>

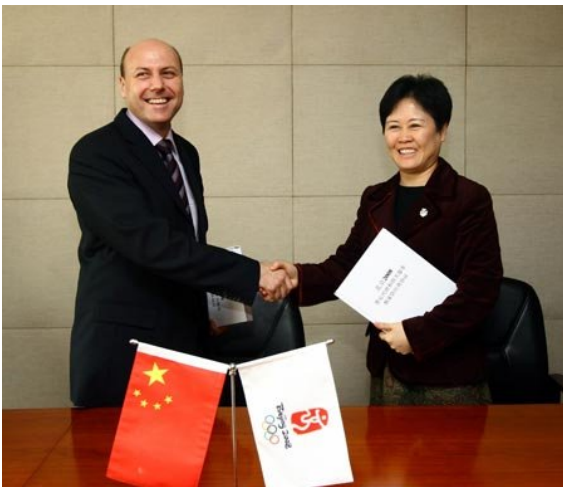
airport. AFFC operates the land area: 6 hectare (including landing platforms and truck parking bays) with gross floor area of 139,000 sqm.

## **Beijing Olympic 2008, everyone is watching calendars; players, sponsors, organizing committees and SCHENKER Global Sports Events**

*By: Imran A. Khan, Corporate Marketing Coordinator/GSE, Schenker Saudi Arabia*

With almost a year left to the day when almost 4,000 Million viewers will tune in to watch the sensational opening ceremony of Olympic 2008 in Beijing. As preparations have kicked off almost all around the world with Players are training, sponsors are calculating, organizers are signing and the Schenker Global Sport Events is also busy in organizing the logistics services for Olympic games. Schenker Global Sports Events (GSE) is a unique Schenker service to cover all logistics activities of the major Sports Events all around the world. Our GSE team worldwide has contributed to make many past major sports events a historic success. When it comes to organizing logistics services for the major Global Sports Events, we talk about hundreds of major commitments with customers all around the world. We need specialized team to coordinate all activities and handle our customer's cargo with special time and quality commitments.

**Schenker will be an exclusive logistics services provider for the Beijing Olympic Games 2008.**



*Mrs. Yuan Bin (R) and Managing Director of Schenker China Ltd., Karl-Heinz Emberger (L)*

Schenker has been chosen by the Beijing Organization Committee for the Games of the XXIX Olympiad (BOCOG) to be the official and exclusive logistics services provider for the entire event.

The Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) and Schenker China Limited have signed a contract and Schenker has become an Official Freight Forwarding and Customs Clearance Exclusive Supplier of the Beijing 2008 Olympic Games.

"We are pleased to welcome Schenker to join the elite sponsor group of the Beijing Olympic Games. We recognize the rich experience that Schenker has developed over previous Olympics Games events, and we look forward to that knowledge and experience contributing to the success of the Beijing Olympic Games," said Mrs. Yuan Bin, Director of Marketing Department of BOCOG.

"With the 2008 Olympic Games fast approaching, we are ready to take on the challenges of what will be the world's greatest sporting event and a great success for Schenker in China", commented Matthew Clarke, Project Director for the Schenker Beijing 2008 Olympic team. "We have the infrastructure and the experienced personnel to step up to the challenge."

"For the Olympic Games and other major global sporting events, Schenker has an outstanding track record for providing freight forwarding and customs clearance for many of the world's leading sporting organizations, broadcasters, press agents, sponsors and suppliers", said Dr. Thomas Lieb, Member of the Management Board of Schenker AG.

The appointment of Schenker China Ltd as the Official Freight Forwarding and Customs Clearance Supplier by BOCOG mirrors the company's participation in the Athens 2004 Olympic Games and Torino 2006 Winter Olympic Games. Since 2003 Schenker has been the Official Supplier to the International Olympic Committee (IOC) for freight forwarding and customs clearance for the Olympic Games.

Schenker Saudi Arabia would like to introduce you to our GSE staff responsible for the Beijing Olympic 2008 in China:-

 <p><b>Matthew Clarke</b> Project Director</p>	 <p><b>Wendy Chng</b> Communications Manager</p>	 <p><b>Jane Xu</b> Sales Manager</p>
 <p><b>Gao Jong</b> Logistics Manager</p>	 <p><b>Chen Wei</b> Human Resource Manager</p>	 <p><b>Peter Richter</b> Venues Manager (Com/Non-Com)</p>
 <p><b>Julia Bierwirth</b> Soccer Competence Center Project Manager</p>	 <p><b>James Longcroft</b> Operation Manager (Olympic)</p>	 <p><b>Customer Service Manager</b> Vicky Wu</p>
		

Schenker has an extensive experience in providing logistics services for the large international sporting events including the Munich 1972 Olympic Games, Sydney 2000 Olympic Games, Salt Lake City 2002 Olympic Winter Games, and Manchester 2002 Commonwealth Games. Schenker recognizes that the Olympic Games demand detailed planning to ensure the services meet the criteria of the respective Organizing Committee and its customers.

The Global Sports Events group is responsible for providing streamlined services to all our various customer groups such as ATHOC, TOROC, and BOCOG and customers within the Olympic Family, and other major sports events organizers and service providers.

The group is led by Mr. Matthew Clarke, responsible for Global functions, and then there are the following managers for the regions of:

Asia Pacific - Sabine Schlosser, based in Sydney, Australia

Americas - Peter Schweizer, based in New York, USA

Europe/Middle East/Africa - Anja Schweickert, based in Germany.

## Schenker links Dubai, Hahn and Toledo with new round-trip service

*Halfway round the world in sixteen hours • Particularly for customers in the electronics, automotive, mechanical engineering and garment industries*

The first Boeing 747-400F on a round-trip flight from Dubai to Toledo, Ohio (USA) via Frankfurt/Hahn airport landed at Hahn on 3 June at 06:30 h. The new airfreight service from Schenker is specially tailored to the needs of customers in the electronics, automotive, mechanical engineering and garment industries.

An Emirates Sky Cargo aircraft now departs Dubai International Airport every Saturday at 23:30 h local time, heading for Germany with 110 tones of cargo on board. Six hours later, the cargo for European destinations is received by Schenker employees at Hahn, and the aircraft is loaded with additional shipments for the US market. The cargo aircraft will land in Toledo eight hours later. There the largest and highest-capacity hub of the combined Schenker and BAX organizations for the US market feeds the shipments into the American distribution network. On the return flight, the aircraft arrives in Hahn again in the early morning and in Dubai in the afternoon.



Airport by Schenker

"Based on the good experience we had with our direct flight between Hahn and Toledo last year, and on the new orders we have won, in part thanks to the BAX integration, we are now offering our customers a single-source link between Asia, Europe and America", says Dr. Thomas C. Lieb, member of the Board of Schenker AG for global air and ocean freight operations.

The new flight is closely tied to an intermodal logistics service provided by Schenker on the main routes between Asia and Europe:

Emirates Sky cargo is loaded at Frankfurt/Hahn

SCHENKER **skybridge** combines the economical rates for ocean freight from Asia via Dubai with the speed of air freight. Compared with ocean freight alone, this cuts transit time by up to 50 percent, at a cost that is up to 50 percent less than with air freight alone. Schenker also provides a similar service from Asia to Vancouver for the American market.

## Handling Project cargo in Saudi Arabia

By: Imran A Khan, Corporate Marketing

started transporting the autoclaves one by one. Three autoclaves were transported from Yanbu to the capital city of Riyadh and the other three were transported to the commercial city Jeddah.

Coordinator *Abdul Lateef, Sales and Marketing Executive*



Since oil prices are soaring in the global market, more and more cash is flowing into Saudi Arabia. The richest country in the Middle East is experiencing the biggest construction boom. With the government's massive plan for economic development, the country is now a home to the five massive mega city projects and state-of-the-art oil exploration and refining facilities. And not only that, government plans to build hundreds of schools and hospitals all around the Kingdom in the coming years.

There are hundreds of projects going on in all parts of the Kingdom. This is a sign for a quick surge in demand for projects logistics in the country.

Schenker started its operations in the Kingdom of Saudi Arabia in the year 1975 and took part in the construction of King Abdul Aziz International Airport. Since then Schenker Saudi Arabia has grown with steady pace and has developed a strong market position.

Handling project cargo is one of the specialties of Schenker. One recent example came when Schenker handled 6 Autoclaves coming from Hamburg port of Germany to the King Fahd Industrial port, Yanbu. It was not an ordinary job, with each valve with 39 meters of length and around 100 tons of weight, the job required special planning.



When the autoclaves reached to both cities, our job was still not done. Schenker arranged the off-loading of the claws and their placement on the final foundation. Schenker used two 250 ton cranes for off load and placing the claws on the final foundation. In the end, we received an appreciation letter from customer for the best cargo handling and professional logistics services.

## **'Peace be on you' in the global village**

*By: Imran A Khan, Corporate Marketing Coordinator, Schenker Saudi Arabia*



"Good Morning!", "Assalam O Alikum" (Peace be on you)", "Salam!(Peace)", Guten Morgen! (Good Morning), "Subha Al-Khair (Good Morning)" we start our day by giving ear to these greetings in different languages from different people. We are coming to one country for different objectives but with one common objective to serve one multinational organization.

It is not over yet, you sign up on your computer and begin receiving your Email, many of your 50,000 colleagues in more than 100 countries and many customers would have communicated with you for different work related issues. You might find a message from New York office received when you already had called that your day and burning something on treadmill, a message can be from Hamburg demanding something very urgent, China which already started day when you were asleep and many more.

One thing is important to notice; the people that communicate with each other in a truly global organization represent different cultures, education and background. They have their own unique ways to communicate with you and presenting their point of view.

My point of emphasis is how important it has become to realize that in order to survive in today's world we have to be of global stature and have an attitude in us that is acceptable all around the world. It is about realizing the pleasure in getting accepted in totally unique situations and achieving what you want in the end. Nothing else feels so good when you know that people are comfortable in communicating with you and you play a central role in big issues. It does not come without having this adaptability in you.

The first 39 meter Autoclave placed on the site



*Under 45 degrees, Abdul Lateef did not forget to supervise the project*

"We did all to achieve the best results for our customers." Says Abdul Lateef, Sales and Marketing Executive in Schenker Riyadh.

When the autoclaves arrived at the Yanbu port, Schenker arranged to clear the cargo in only 2 days, comparing to 5-6 days that are required incase of duty exempted cargo on the Saudi Ports. Schenker arranged its trailers ready inside the port to offload the autoclaves from vessel to the trailers. According to the rules of Ministry of Transport of Saudi Arabia, it is not allowed to transport heavy material within the country at once. Therefore, we stored the autoclaves in Schenker's yard on port and

**Cont...**

We say in order to have a pleasure of a feel of complete living; you need to be open and receptive to what exist in other cultures.

It can be striking sometimes but the rewards have proven to be great, especially in today's world.

You are hired by a German with his expectations with you, you have Middle eastern and south Asian colleagues sitting next to you the whole day, you have an Italian colleagues visiting you from Italian office, you have an American customer who will meet you in afternoon. There are so many interactions with people from different parts of the world.

When at the end of day, you can call it a great day, you were able to achieve your objectives from all those multicultural interactions and everyone liked you. You feel complete and look forward for the next challenging day.

In today business life, it is very important to have a global personality. Don't forget cultural taboos that can really halt your harmonious process of communication with people from other lands and cultures. Respecting other culture and abstaining yourself from committing anything that is considered unacceptable in different parts of the world is very important.

In conclusion, a feeling of getting into different cultures, interacting with people from different parts of the world and achieving your objectives gives a great feeling of a "Global Man" to you. And why not, distances are shrinking day by day and we are living our lives in a truly global village, so "Peace be on you" in this new world.

## **Welcoming New Employees into our Schenker Family**

**Mr. Mohammed Abdul Malik** has joined Schenker Saudi Arabia as National Manager for Industrial Projects. Mr. Malik will be based in Jeddah branch office and will focus with his expertise to cover the vast industrial projects market of Saudi Arabia.

Mr. Malik brings with him a vast 18 years experience in the Global freight forwarding industry in U.A.E and Saudi Arabia. He has previously served a German Freight forwarding company for eight years. His last assignment was with Stalco Shipping and Freight Forwarding as Manager, Freight Forwarding and Logistics, handling Projects and general cargo, Air/Ocean and NVOCC.

**Mr. Muad M. Al-Juhani** joined Schenker Corporate Office as National Manager for Administration and HR. Mr. Al-Juhani is a graduate in German Language from King Saud University. He has also completed a Test of German as a foreign language from the University of Mannheim. Prior to joining Schenker, he worked in German Saudi liaison office for economic affairs as trainee for two months.



**Mr. Ashraf Ali** joined Schenker in the corporate office in Finance department as Accountant. Mr. Ali holds a Bachelor of Commerce degree from India and has over 5 years experience in Accountancy and Finance.

**Mr. Saif Uddin Abrar** joined Schenker as an Accountant in the corporate office. Mr. Abrar brings with him a four year post graduate



experience in different organizations in Riyadh, Saudi Arabia. He holds a Bachelor degree in commerce from India.

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