



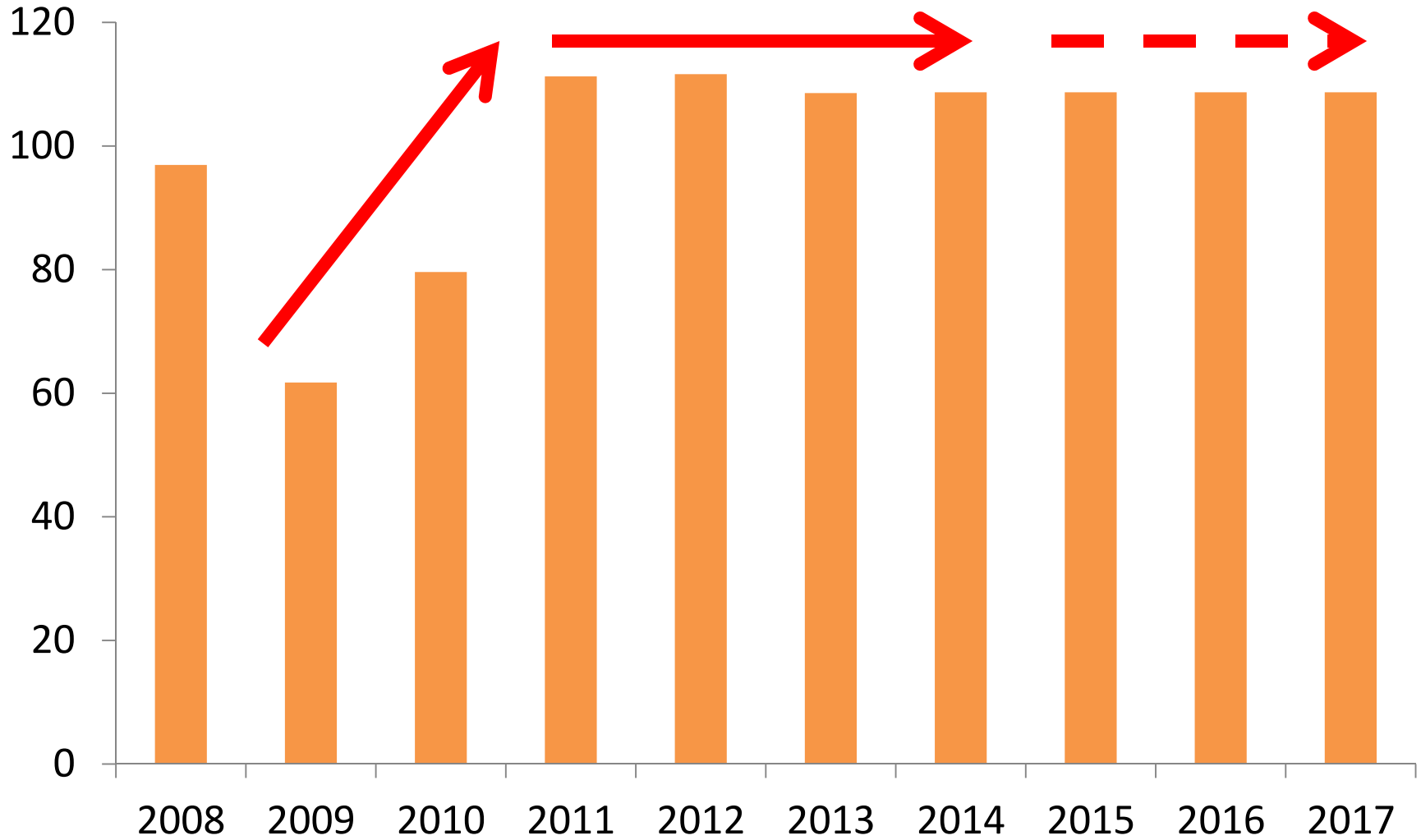
# AIR CARGO

## SOME KEY QUESTIONS

*JAMES WOODROW*  
*CATHAY PACIFIC*

# SUSTAINED HIGH OIL PRICE

Brent Price 2008- present - outlook  
USD





old  
inefficient  
fuel guzzler

modern  
bigger  
more efficient





don't forget about the bellies





worldwide~2000  
Wide Body Aircraft  
on order  
from Boeing and Airbus





Belly + Freighter model  
needs a very good HUB

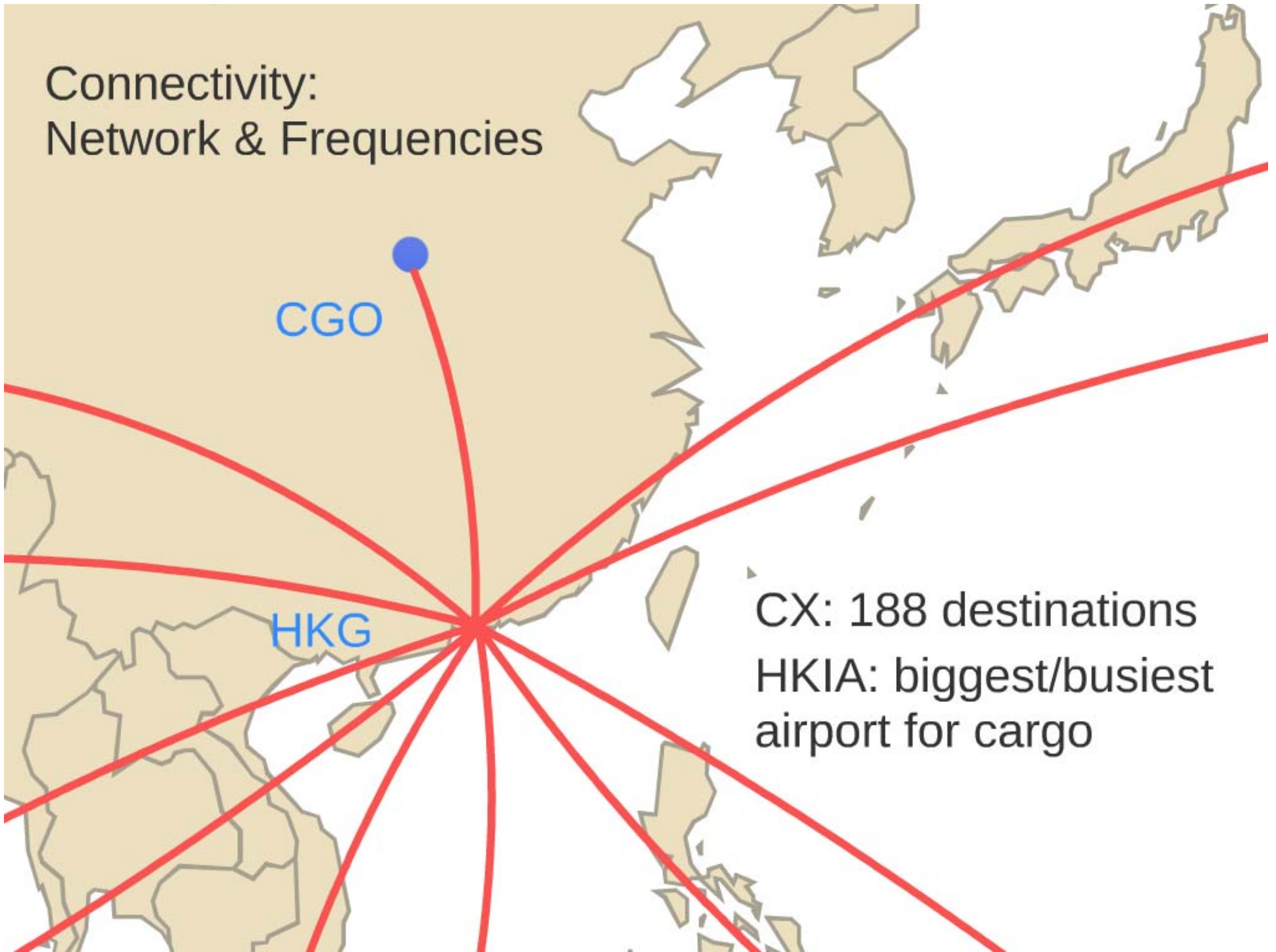


Connectivity:  
Network & Frequencies

CGO

HKG

CX: 188 destinations  
HKIA: biggest/busiest  
airport for cargo





# CATHAY PACIFIC CARGO TERMINAL





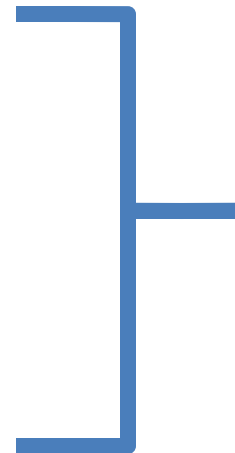
# E-FREIGHT



Start with E-AWB

Catch up with Integrators

Through whole supply chain



Improved  
Communication

Improved  
Security



THANK YOU