

Official Freight Forwarder for BIRTV 2006

For 20 years, BIRTV has developed into the most influential broadcasting equipment exhibition in Beijing. From August 23–26, 2006 more than 400 exhibitors from China and abroad were expected to demonstrate the latest innovations of the broadcasting industry in 11 halls with a total exhibition area of 48.000 sqm. With the safety of sensitive High Tech Equipment at stake, the need for an experienced logistics services provider became first priority. The Organization Committee appointed Schenker Beijing Fairs & Exhibitions to be the "Official Freight Forwarder". Our team successfully processed all exhibits to be displayed at 35 booths within a short timeframe and assisted in having a smooth Grand Opening on August 23rd, thus adding to the overall success of BIRTV 2006.



Schenker tests RFID tags

Recently Schenker put into service 10 containers equipped with RFID (Radio Frequency Identification) technology at the port of Hamburg, to be used in a shuttle service between Hamburg and Hong Kong. The new security equipment is being commissioned in a pilot run program to test out its suitability for global freight transport. Also being tested is the container's electronic seal which documents any opening and closing of the container.

Schenker Qingdao sets sail

The host city for sailing regatta of the 2008 Beijing Olympic Games tests the venue

Ever since Beijing had been awarded the 2008 Olympic Games and the subsequent decision to conduct the Sailing Events in Qingdao, this municipality has seen remarkable growth. The new Port Terminal, third largest in China, opened in 2002 and Qingdao Airport inaugurated its new facility in September 2004. Many world-renowned manufacturers, among them Haier, export their goods from Qingdao to be globally distributed and the continuous development has encouraged others to emerge. In order to meet the increasing demand for a global logistics provider, Schenker Qingdao today boasts a team of 28 persons, positioning itself for double digit growth in the next years. The CNC 2006 Qingdao International Sailing Regatta serves as an opportunity for Schenker to showcase their existing capabilities by contributing logistics services. The Sailing Centre will cover a total area of 450.000 sqm

and is comprised of the harbour and an off-shore section as well as other affiliated facilities. The Regatta is the first of two events being held ahead of the Beijing 2008 Olympic Games to test the facilities and from August 19th- 31st 2006, it will feature sailors from 41 countries and regions to compete at their best on the water.

SCHENKER *globalsports-events* offices worldwide and in Qingdao have been responsible for the handling of sea freight, customs clearance, local transportation, craning and placing up to thirty 4'-containers into the venue. For two months, four

Schenker employees have been working fulltime on-site, liaising with the Organizing Committee, Sponsors and Sailing Federation to ensure a smooth and successful opening ceremony. Looking forward not only to the upcoming Sailing events, Schenker also wishes to establish a long term association with the Sailing Community and to develop strong ties with the tourism and manufacturing trade industries in Shandong Province.

For more information on Schenker Qingdao, please do not hesitate to contact: Maggie.Xu@schenker.com



Schenker DB Logistics displayed as one of the top eight supporters of the event

Schenker – building bridges between China and India

In 2005, India and China established the Strategic Cooperative Partnership for Peace and Prosperity, marking a new era of bilateral relations. Both economies yield high growth rates and bilateral trade is expected to reach USD 20 billion in 2006 (versus USD 18.7 billion in 2005). With India's vicinity to important Indian Ocean trade routes and China ranking as its third largest trade partner, the need for enhanced logistics services became apparent.

China and India offer various business opportunities which can be best exploited with good access to their local

markets and a contact person, who is capable of combining the synergies at hand. Therefore Schenker appointed Prodip Borkakoty Trade Lane Manager - India to further develop business opportunities in both countries. He facilitates a continuous exchange of information, liaises with Schenker's clients and advises of country specific rules and regulations to ensure a smooth cargo flow.

For further information and inquiries regarding trade between China and India, please send an Email to: Prodip.Borkakoty@schenker.com

Did you know?

Quick Facts about India

- India has a population of nearly 1.1 billion and achieved 7.6% GDP growth in 2005, significantly expanding manufacturing

- The main industries are: textiles, chemicals, food processing, steel, transportation equipment, mining, machinery & software

- India's Transport System is based on:

- 334 Airports
 - 63.230 km Railways
 - 3.851.440 km Roadways
 - 14.5000 km Waterways
- Main Sea Ports: Chennai, Kolkata, Mumbai & New Mangalore