

## Schenker opens new Warehouse for the Olympic Games

With less than 200 days to go, the dedicated project team in Beijing proceeds to build up to full operational mode in preparation for the 2008 Beijing Olympic Games. The latest milestone in this development is the establishment of the 'Olympics Warehouse', a facility dedicated to cater to the specific needs and service requirements of various customer groups. The state-of-the-art warehouse is located within the Beijing Airport Logistics Park and its close vicinity to the BOCOG marshalling yard proves to be an advantage for the security screening process of Olympic cargo.

### A quick glance at the key facts:

- indoor area of 13,500 square meters
- 10,000 square meters outdoor hardstand area
- sprinkler system and ventilation system inside the warehouse
- Temperature-controlled area.
- 24 hrs security staff surveillance

For more details, please send an email to:

[olympics.bjs@schenker.com](mailto:olympics.bjs@schenker.com)

## New Brand Architecture

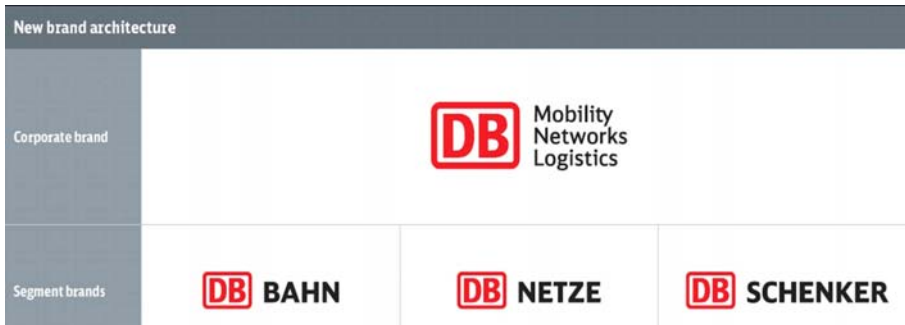
New brand strategy of Deutsche Bahn AG effective December 2007

Schenker's mother company Deutsche Bahn AG has reorganized its brand architecture. As of December, DB Bahn will be the official brand for all passenger mobility services. DB Netze is the new brand for the infrastructure and services divisions. DB Schenker stands for worldwide transport and logistics. The new brands support the group's strategy of international expansion and networking and present a simple, clear and uniform face to the public. These brands are based on the successful brand management and positioning of recent years. Hartmut Mehdorn, CEO of DB AG, explains: "DB Group today is a leading passenger and logistics company. The new brands help us create a powerful and consistent

image that our customers, partners and employees understand. Through the new brands, the 230,000 employees in over 150 countries will identify more strongly with DB Group." In the medium term, the strong new brands are expected to boost the group's brand value. The group's organizational structure will remain unchanged.

The group brand will be a combination of the familiar DB symbol and the title "DB - Mobility, Networks, Logistics". Independent brands increase the importance of each division. Long-distance, regional and urban transportation will be represented by the DB Bahn brand, effective immediately. This will highlight the group's strategic focus on integrated mobility. The division brand

DB Netze represents the interplay of infrastructure and services for sustainable mobility systems. This division develops and operates a comprehensive range of mobility, energy, data and service networks. Schenker and Railion will now operate as DB Schenker. The brand combines our worldwide expertise in integrated logistics with our success as Europe's largest rail freight provider. All the services offered by Intermodal will be marketed under the DB brand accompanied by the word "Intermodal". This means that operators, forwarders and carriers can continue to benefit from the neutrality offered by Intermodal. All wagonload traffic done for other forwarding customers will also use the DB brand.



## Schenker wins the Best Practice Award 2007 – in Supply Chain Management category

Schenker has won the "Best Practice Award 2007" in the category of Supply Chain Management, organised annually by the Best Practice Management Group. These Awards recognize the creative, adaptive, flexible and innovative measures Hong Kong companies have taken to boost value for their customers and to improve the performance of their businesses. The Award covers 12 categories and in 2007, there have been 10 companies winning, among them

Schenker International (HK) Ltd. Mr. Michael Tung - Director Logistics South China, shared some of Schenker's experiences and best practices in Supply Chain Management. He also noted that one of Schenker China's success factors lies in embracing a set of Core Values, which cultivates the atmosphere of team work, customer focus, passion, integrity, and continuous improvement among staff and management.



Terrance Tsang, General Manager - Logistics Business Development, South China; Mr. Michael Tung, Director - Logistics, South China; Mr. Kelvin Chiu, Senior Manager - Risk Management & EHS, South China on stage during the Best Practice Award 2007

## Gong Xi Fa Cai! Happy New Year of the Golden Rat!

Schenker China would like to thank its customers for their ongoing support in 2007.

Your trust in Schenker's products and services contributed substantially to our overall success and we are looking forward to renewing this partnership in 2008.

We wish you and your families a very happy and prosperous Year 2008 of the Golden Rat!