

## Welcoming you to join the transport logistic fair with Schenker

Dear Customer,

We would like to introduce to you our professional services, which can successfully support your business and assist you in facing tomorrow's challenges.

Please visit us at:  
**transport logistic trade fair  
 Shanghai New International  
 Expo Centre  
 Booth E2-103/204  
 17 – 19 June 2008**

For registration, kindly refer to:  
<http://www.transportlogistic-china.com> (Visitor Center).

A confirmation letter with bar code will be sent to you via email. Please print this confirmation out and bring it with you to the transport logistic onsite pre-registration counter to collect your entrance badge.

We would like to take this opportunity to thank you for your continuous support and cooperation and look forward to welcoming you at our booth.

Yours sincerely,

Mr. Karl-Heinz Emberger  
 MD North and Central China

# Schenker's participation in the SEMICON China 2008



Schenker team at the SEMICON China.

On Monday, 17 March 2008, Semicon specialists from Asia Pacific, among them colleagues from China, Hong Kong, Singapore, Korea, Japan and Philippines, met for the 3<sup>rd</sup> Semicon APAC conference in Shanghai to discuss the latest industry developments, new products, and customers. At the conference the new Solar vertical market was introduced as part of the Semicon vertical market.

The meeting was followed by Schenker's participation in the 20<sup>th</sup> SEMICON China, the premier semiconductor industry trade show in China, which took place from 18-20 March at the Shanghai New International Expo Center in Pudong.

The fair attracted more than 30,000 visitors and over 1,200 exhibitors from around the world. Schenker Asia Pacific showed its expertise in this key market for the 3<sup>rd</sup> time with an own booth in order to create a communication platform for its semiconductor customers and to attract new potential clients. A dedicated team of Schenker colleagues from APAC, EMEA, and the US presented Schenker's competence in this industry. Besides exhibiting at the trade show, a VIP event for customers and business partners was organized in Binjiang One, a Western style restaurant in Pudong. The restaurant offered a breathtaking view of Shanghai's Bund area and the relaxed atmosphere provided the opportunity for further discussions, to strengthen relationship with existing customers, and to get in touch with potential future clients.

Matthias Giger, Regional Manager for Schenker's Competence Centre Semicon, said: "Thanks to the great team effort, the SEMICON has again been a big success for Schenker and the team is looking forward to the next SEMICON."



Schenker Booth

## Special project: Double-decker bus to Australia

Earlier this year, Schenker Hong Kong was awarded a special project for bus manufacturer Alexander Dennis - the transport of a 19 ton double-decker bus from Hong Kong to Australia.

Here in Hong Kong, we all see or use Alexander Dennis busses daily, but at this moment, they do not supply any to Australia. The company wants to change this and has been working with the Australian Government to take one of their newest and most environmentally friendly busses on a one month promotional tour of Australia, showing the bus to potential customers and highlighting its environmental credentials.

The project was spearheaded by UK Trade Lane Manager Robbie Wood with the help of William Ng and Sam Lee of the Schenker Hong Kong projects team.

On Monday morning, 17 March, the bus arrived at Tuen Mun pier to be loaded onto a Ro/Ro barge and then wait for the instructions of the ocean vessel to bring the barge alongside for loading. "This task should have taken a few hours, but as is the norm with large project cargo loading, timing cannot be guaranteed. In the end, with the attention on loading the high value piece of cargo safely, the task actually lasted two full days until Tuesday (night) at 1 pm. Meanwhile, Sam and I had the rare opportunity of sleeping inside a double-decker bus mid Hong Kong harbour with a very close up view of our wonderful harbour at night!", commented Robbie.

The bus is now on tour in Australia and is due to return in mid May.

