

# PERSPECTIVES



@ Singapore



## *Highlights*

CNY Loi Hei Sessions

41<sup>st</sup> AGM updates

Airfreight Development

Government Events

Upcoming Events



## *Chinese New Year Loi Hei Sessions with government agencies & key industry stakeholders*



The tradition of **Lo Hei** or **Lo Sheng** stems from the phrase's Cantonese **meaning** of 'tossing up good fortune' using Yu Sheng or Raw Fish Salad that symbolizes 'an abundance of wealth and long life'.

SAAA@Singapore Council Executive Board hosted various government agencies and top leadership industry stakeholders for Loi Hei Sessions at Tanah Merah Country Club on 24<sup>th</sup> February 2015.

On the occasion of the New Year and at Loi Hei Session, all of us extend to our community our warmest greetings, wishing you a happy New Year, good health, prosperity in your business, greater success and family happiness.



## Chinese New Year Loi Hei Sessions with government agencies & key industry stakeholders



A big toss to our industry , 年年有余,(abundance through the year), 大吉大利,(good luck and smooth sailing)招财进宝,(attract wealth and treasures)一本万利,(Make 10,000 times of profit with your capital)财源广进,(numerous sources of wealth)鸿运当头,(good luck is approaching)(青春常驻,(forever young),风生水起(progress at a fast pace),步步高升,(reaching a higher level with each step)金银满屋,(household filled with gold and silver.)生意兴隆,(prosperity for the business)甜甜蜜蜜,(may life always be sweet) and 满地黄金 (“floor full of gold”)

Toss with loud shouts of “Huat ah!” “Huat ah!” “Huat ah!”

## Government Events – WSH’s bizSAFE Convention 2015



More than 800 participants attended the opening of the seventh annual bizSAFE Convention this morning. Themed “A Safer and Healthier Workplace for Everyone”, the Convention hopes to encourage more companies, especially small and medium-sized enterprises (SMEs) to embark on workplace safety and health (WSH).



Held for the 7<sup>th</sup> consecutive year, the bizSAFE Convention celebrated the success of the programme and served as a premier platform for non-bizSAFE companies across the region to gather, learn and recognize on how bizSAFE can be an integral part of their business model. This year, the Convention focused extensively on Risk Management which is a crucial factor towards achieving better WSH outcomes. WSH professionals and service providers offered practical solutions and advice in ensuring a safe and healthy workplace. The Convention also featured the bizSAFE Awards which recognizes the efforts, devotion and commitment of the bizSAFE Partners, Enterprises and individual Champions for enabling a good WSH via the bizSAFE programme.



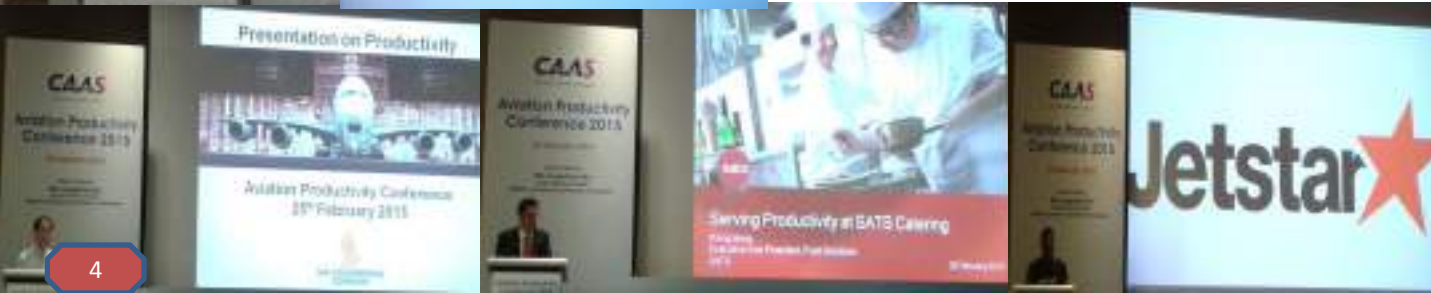
## Government Events – CAAS Aviation Productivity Conference 2015



CAAS’s inaugural Aviation Productivity Conference 2015 was conducted on 25 February. Besides the awards ceremony to companies and workers for their success in driving significant productivity operational gains, the conference also showcased best practices in raising productivity and idea sharing within aviation community.



Heartiest congratulations to SAAA’s members, namely SATS, Schenker and Changi Airport Group as winners of CAAAS’s Process Innovation Challenge 2 (PIC2) winners!



## Government News

### *Immigration & Checkpoint Authority*

#### **Do not tailgate when exiting the Red Channel at CAC Checkpoint**

There have been many incidents of cargo vehicles damaging the drop-arm barriers at the exit of the Red Channel at CAC Checkpoint. Our investigations revealed that the main cause of these accidents is attributed to vehicles tailgating the front vehicle exiting the Red Channel. As the drop-arm barrier system is meant for the exit of one vehicle at any one time, the tailgating vehicle may hit the drop-arm barrier when it returns to its default “down” position after the exit of the front vehicle.

To avoid such accidents, drivers should wait for their turn behind the yellow box and proceed forward only after the front vehicle has exited the Red Channel, and the drop-arm barrier returned to its default “down” position. We seek the cooperation of drivers to refrain from tailgating as any damage to the drop-arm barriers may result in the responsible party bearing the costs of replacement and also causing unnecessary delay to cargo clearance at CAC Checkpoint.



Source: Immigration & Checkpoints Authority (ICA)

### *Competition Commission of Singapore (CCS)*

The Competition Commission of Singapore (CCS) is a statutory body that administers and enforces competition law. CCS has the power to investigate and adjudicate anti-competitive activities to foster a fair and vibrant business environment where everyone enjoys an equal opportunity to succeed by being able to compete on equal footing. The Competition applies to all commercial entities that are doing business in Singapore, including those owned by or linked to the government.

There are three types of anti-competitive activities which are prohibited under the act.

- **Section 34 prohibition (anti-competitive agreements):** prohibits agreements, decisions or concerted practices that prevent, restrict or distort competition in Singapore. Examples include agreements between competitors to fix prices, rig bids, limit outputs or share markets (a.k.a. cartels). More information can be found online at <http://bit.ly/anti-competitiveagreements>.
- **Section 47 prohibition (abuse of dominance):** prohibits dominant firms from abusing their market power in ways that harm competition and work against longer-term economic efficiency, such as exclusionary behaviour towards competitors. More information can be found online at <http://bit.ly/abuseofdominance>.
- **Section 54 prohibition (mergers):** prohibits mergers and acquisitions that substantially lessen competition and have no off-setting economic efficiencies. More information can be found online at <http://bit.ly/mergersandacquisitions>.

Source: Competition Commission of Singapore (CCS)



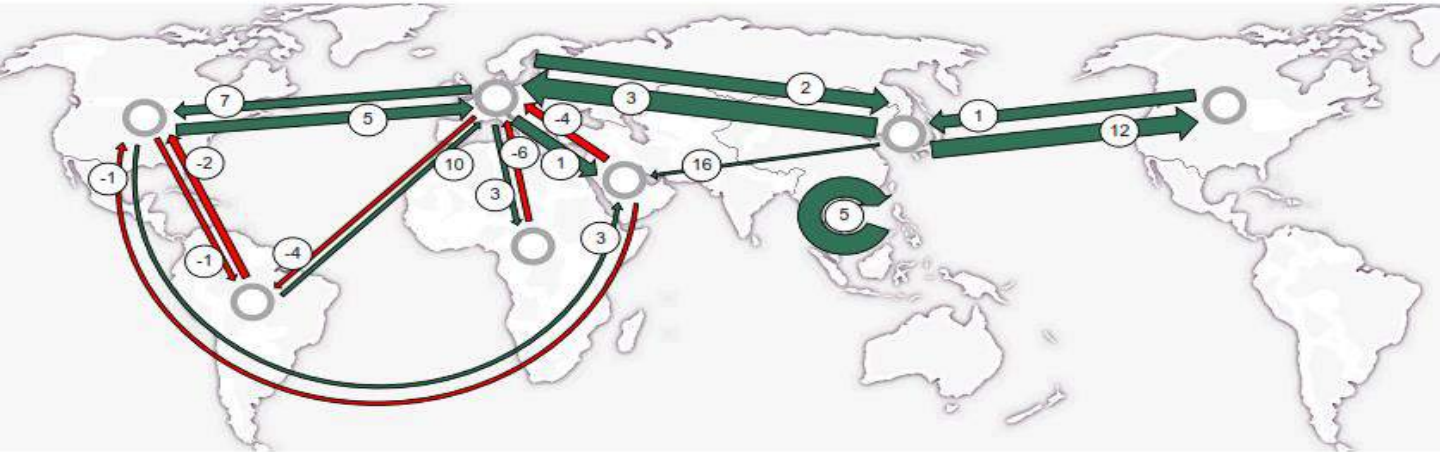
# Airfreight Performance Statistics for 2014

## Air cargo market showing strong growth in 2014

Intra-Asia and the air cargo markets across the Pacific and Atlantic have been the key drivers of growth in 2014; imports into North America have in particular grown strongly

Air trade growth Jan-Nov 2013-2014

%<sup>1</sup>



Global air trade growth Jan-Nov 2014: 3.6%

Source: Seabury

## IATA YOY Performance Statistics for 2014 vs 2013

Year on Year Comparison	Dec 2014 vs. Dec 2013			2014 vs. 2013		
	FTK	AFTK	FLF	FTK	AFTK	FLF
Africa	12.0%	0.7%	35.2%	6.8%	1.3%	32.1%
Asia/Pacific	6.2%	5.6%	58.7%	5.4%	5.5%	58.7%
Europe	2.4%	4.4%	49.5%	2.1%	3.1%	48.1%
Latin America	-5.6%	-2.0%	43.8%	0.5%	-1.4%	44.7%
Middle East	11.3%	16.5%	44.3%	11.1%	11.3%	44.9%
North America	1.7%	-0.1%	41.0%	2.7%	-0.9%	40.2%
<b>International</b>	<b>5.1%</b>	<b>5.6%</b>	<b>49.8%</b>	<b>4.8%</b>	<b>4.2%</b>	<b>49.2%</b>
Africa	12.2%	-0.6%	33.8%	6.7%	0.9%	30.7%
Asia/Pacific	5.9%	6.1%	55.6%	5.4%	5.7%	55.4%
Europe	2.3%	3.9%	48.6%	2.0%	3.0%	46.9%
Latin America	-4.5%	-1.7%	41.6%	0.1%	0.3%	41.8%
Middle East	11.3%	16.3%	43.9%	11.0%	11.1%	44.5%
North America	2.8%	-0.8%	36.2%	2.4%	-0.5%	35.3%
<b>Total Market</b>	<b>4.9%</b>	<b>4.6%</b>	<b>46.4%</b>	<b>4.5%</b>	<b>3.7%</b>	<b>45.7%</b>

FTK: Freight-Tonne-Kilometers; AFTK: Available Freight Tonne Kilometers; FLF: Freight Load Factor; All Figures are expressed in % change Year on Year except FLF which are the load factors for the specific month.

Source: IATA

# GLIMPSE OF AIRFREIGHT PERFORMANCE FROM SINGAPORE

**Top 5 Export Destinations (Yr 2014)**

Rank	Country	Tonnage 2014	Tonnage 2013	% of Changi's Tonnage	YoY % Δ
1 (1) -	Hong Kong	50,996	51,505	10.9%	-1.0%
2 (2) -	United States	47,970	49,224	10.2%	-2.5%
3 (3) -	China	46,456	46,606	9.9%	-0.3%
4 (4) -	Australia	35,435	33,079	7.6%	+7.1%
5 (7) ▲	Japan	27,423	23,974	5.9%	+14.4%

**Top 5 Import Origins (Yr 2014)**

Rank	Country	Tonnage 2014	Tonnage 2013	% of Changi's Tonnage	YoY % Δ
1 (1) -	United States	90,073	89,718	14.1%	+0.4%
2 (2) -	Hong Kong	65,057	67,566	10.2%	-3.7%
3 (3) -	China	62,610	57,934	9.8%	+8.1%
4 (4) -	Australia	50,083	43,981	7.9%	+13.9%
5 (6)	Japan	35,404	33,632	5.6%	+5.3%

## Freighter Connectivity



## CAG's KEY FOCUS FOR 2015

5 key cargo segments identified which are high yield to airlines and require special handling capabilities which can add value to Changi as a cargo hub



Cargo Segments	Tonnage 2014	Tonnage 2013	YoY Δ %
Pharmaceutical	15,636	15,517	+0.8%
Perishables	223,160	225,526	-1.0%
Aerospace	6,616	6,749	-2.1%
Live Animals	13,519	14,464	-6.5%
Express Cargo	163,215	177,141	-8.0%





## SAAA@Singapore 41<sup>st</sup> AGM on 4<sup>th</sup> December 2014

SAAA@Singapore 41<sup>st</sup> Annual General Meeting commenced sharp at 1400 hours on 4<sup>th</sup> December 2014, upon noting that there was a quorum. There were 26 Ordinary Members, 8 proxies. From the Associate Membership category, 8 Associate Members, 1 proxy attended the meeting.

During the meeting, there were questions on the floor on the updates on cargo incentive scheme from Changi Airport Group and the plans by SAAA@Singapore for 2015.

In response on SAAA's plans, SAAA@Singapore is going to organize more industry outreach sessions, instead of the current annual forum, possibly to look into two forum sessions in a year with relevant government authorities and related stakeholders, fostering stronger strategic partnership collaborations across industries, seeking to tap on incentive support provided by various authorities for projects to be undertaken by association and increasing our current scope of training courses to elevate industry standards and demands expected of industry.



In lieu of the exciting challenges ahead, Chairman, Mr Steven Lee, had also urged all members to continue rendering full support to association, be it in participation of activities or events organized, feedback to council on industry matters, or better still, voluntary participation to undertake role as an active member or even a council member, where each and every one of us can do our little part to uplift our logistics industry, thereby creating more vibrancy and zest.

41<sup>st</sup> Annual General Meeting closed on a highlight with a positive acknowledgement from Mr Wilson Chua of UT Airways, thanking Chairman and SAAA@Singapore's Executive Council Members for their great leadership and dedication for the past years in steering the industry.





# Members Congratulatory News Update

## SATS Coolport Award Ceremony

SATS Coolport is the world's first to receive the IATA Centre of Excellence for Independent Validators (CEIV) award in Pharmaceutical handling on 21<sup>st</sup> November 2014. Additionally, 80 staff from SATS Coolport, who are the world's first batch of students to successfully complete the IATA Diploma in Pharmaceutical Handling, received their convocation certificates on the same day.

Mr Conrad Clifford, Regional Vice President, Asia Pacific of IATA presented the CEIV award in Pharmaceutical handling to SATS PCEO, Mr Alex Hungate.



## Other Congratulatory News

### Achievement

SAAA@Singapore and SAAA Cargo Services Pte Ltd are proud to announce that we have been awarded with bizSafe Level 3 certification from Workplace Safety and Health Council since 17<sup>th</sup> Dec 2014.

Through leadership by example, we aim to be an exemplary role model to our forwarding community towards bizSafe Excellence.



Jan – Feb 2015



NIHAL FREIGHT FORWARDERS PTE LTD  
Member of Regulated Air Cargo Agent Regime (RCAR)

Sep – Dec 2014



EAM GLOBAL LOGISTICS PTE LTD



SAAA@Singapore News

New Members on Board

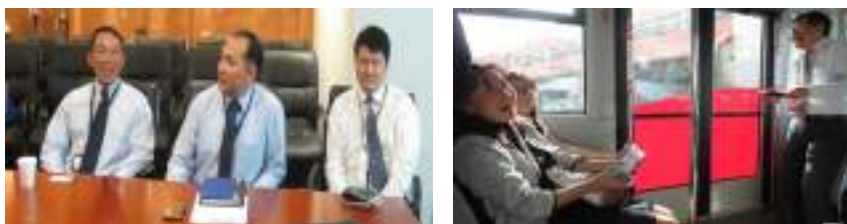
## *Past SAAA@Singapore Events – Hosted reception to Guangdong Transport Bureau 广东省交通运输厅*

On 28<sup>th</sup> January 2015, SAAA@Singapore, together with Changi Airport Group , SATS and Singapore Airlines were proud to host a big delegation team from Guangdong Transport Authority, led by Ms CHEN Huizhen, deputy director of port division. The delegation comprised of 14 senior officials from respective transport bureaus and logistics companies in Guangdong Province. Objective of their visit was to learn about the air cargo and the logistics and transport services, and have an exchange of views thereafter for future cooperation.



The overseas delegation team sharing was held at SATS Conference room, with presentations made by SAAA@Singapore, Changi Airport Group (CAG), SATS and Ms Chen. The group was then given a site tour both at AFT5 and T6 and Coolport, graciously hosted by SATS.

It was a indeed a great sharing session for all parties! We certainly look forward to more such working collaborations and sharing best practices across borders!



Some light-hearted and fun moments with SIA team and Guangdong Delegation team.



Group Photo with Guangdong Transport Bureau



## Past Events – Joint Event with SCCCI Tap on Proven Technologies to Optimise your Logistics Operations

This technology outreach session, theme “ Tap on Proven Technologies to optimize your Logistics Operations” was co-organized by SAAA@Singapore, together with SCCCI on 22<sup>nd</sup> January 2015.

Topics covered included warehouse and resource optimization, streamlining of business operations, innovation and integration of air cargo and logistics supply chain and tapping on government assistance schemes to raise productivity. Outreach session was well attended by 30 participants.



## ITE Student Industrial Attachment 2015 – ITE College East

### Networking Event for ITE College East Student Industrial Attachment 2015

SAAA@Singapore is creating a networking platform for members to tap on student internship attachment (IA) programs. One of which was the latest with ITE College East, where members were invited to attend the briefing on 11<sup>th</sup> February 2015.

1<sup>st</sup> batch of students would be available from Apr – Sep'15 and 2<sup>nd</sup> batch of students from Oct'15 – Mar'16.

Members are encouraged to tap on this program to attract new talent into industry and overcome manpower shortage.



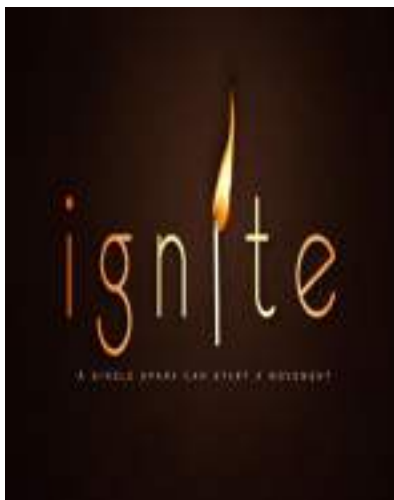
## Aviation Developments – Attracting Young Talent



### Creating a sustainable pipeline of aviation professionals

CAAS's Launch of Mobile Exhibition Bus, "Heart of Aviation Explorer" on 16<sup>th</sup> February 2015 seeks to reach out to students from secondary to tertiary levels to provide a better appreciation of Singapore aviation and ignite the youth's interest in the wide range of careers in aviation.

### IGNITE Movement



#### A single spark can start a movement

We are constantly experiencing manpower crunch to meet the growing demands of the industry, It is with the same aligned concern that SAAA@Singapore is taking a lead and launch this IGNITE movement to start engaging students at tertiary levels to attract them to our industry.

Come March 13, Ms Pauline Tok ( Executive Director) will be conducting a talk to Temasek Polytechnic's graduating student cohort of Diploma in Logistics & Operations Management.

This will be SAAA@Singapore's first step towards our IGNITE movement towards reaching out to younger workforce community to ensure sustainability in our industry.



Bringing education to life  
and life to education



# Upcoming Events



Mar

Over 30 teams, with about 15 companies had registered their interest in this highly-anticipated fun event!

Apr

Block this event! More details to share on this outreach session in April to address your concerns



## SAAA@Singapore Members' Appreciation Night



May

Watch this space! Express your interest in our invitation to SAAA@Singapore Members' Appreciation Night in May. More details to follow shortly

## Upcoming Industry Events & Training Schedule



### 2015 Industry Calendar of Events

Date	Industry Event
Mar 10-12	IATA World Cargo Symposium, Shanghai
Mar 17 – 18	Retail Congress Asia Pacific 2015
Mar 19-20	Last Mile Fulfilment Asia
Mar 23-26	Myanmar Civil Aviation Dev Conference 2015 ,
Apr 16-25	10 <sup>th</sup> Singapore Maritime Week 2015
Apr 21-23	Sea Asia 2015
Jun 23-25	SCM Logistics & Manufacturing World 2015

\*Information are deemed accurate at time of print and may still subject to changes .

### SAAA Training Programs Schedule for 2015

Training	March	April	May	June
DG Regulations Initial Course	2 <sup>nd</sup> – 6 <sup>th</sup>	20 <sup>th</sup> – 24 <sup>th</sup>	11 <sup>th</sup> – 15 <sup>th</sup>	15 <sup>th</sup> -19 <sup>th</sup>
DG Refresher Course	9 <sup>th</sup> – 10 <sup>th</sup>	1 <sup>st</sup> – 2 <sup>nd</sup>	7 <sup>th</sup> – 8 <sup>th</sup>	11 <sup>th</sup> – 12 <sup>th</sup>
Customer Service/Sales Course	17 <sup>th</sup> – 18 <sup>th</sup>	-	20 <sup>th</sup> – 21 <sup>st</sup>	-
Air Law : Overview of Warsaw Convention & Protocols and Montreal Convention	19 <sup>th</sup>	-	22 <sup>nd</sup>	-
Airfreight Forwarders Basic Course	24 <sup>th</sup> – 26 <sup>th</sup>	-	26 <sup>th</sup> – 28 <sup>th</sup>	-
WSQ Operate Forklift ( 3 Days) (With LTA class 3 or equivalent driving licence)	9 <sup>th</sup> – 11 <sup>th</sup> 11 <sup>th</sup> – 13 <sup>th</sup> 16 <sup>th</sup> – 18 <sup>th</sup> 23 <sup>rd</sup> – 25 <sup>th</sup> 25 <sup>th</sup> – 27 <sup>th</sup>	13 <sup>th</sup> - 15 <sup>th</sup> 20 <sup>th</sup> – 22 <sup>nd</sup> 22 <sup>nd</sup> – 24 <sup>th</sup> 27 <sup>th</sup> – 29 <sup>th</sup>	11 <sup>th</sup> – 13 <sup>th</sup> 13 <sup>th</sup> -15 <sup>th</sup> 18 <sup>th</sup> – 20 <sup>th</sup> 25 <sup>th</sup> – 27 <sup>th</sup>	15 <sup>th</sup> – 17 <sup>th</sup> 22 <sup>nd</sup> – 24 <sup>th</sup> 29 <sup>th</sup> – 1 <sup>st</sup> July
WSQ Operate Forklift ( 5 Days) (Without LTA Class 3 or equivalent driving licence)	2 <sup>nd</sup> – 6 <sup>th</sup>	6 <sup>th</sup> – 10 <sup>th</sup>	4 <sup>th</sup> – 8 <sup>th</sup>	8 <sup>th</sup> - 12 <sup>th</sup>
BizSafe for CEO	-	2 <sup>nd</sup>	-	2 <sup>nd</sup>

FOR MORE INFORMATION ON TRAINING MATTERS

Pls contact our colleague, Peggy at 6545 5006 or  
admin@saaa.org.sg

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Fax: 65 6542 6820



# Voices

“ CAG is in the midst of engaging AXS to come into Changi Airfreight Centre. With the implementation of mobile Old Chang Kee , it could be a good opportunity to re-engage the banks again.”

Christopher Kwa, Manager, Changi Airport Group

“There was water ponding issue CAB E again since the last resolution. More regular checks should be maintained to prevent similar occurrences.”

Richard Tan, Director, Finance & Operations, Merstar International,  
SAAA@Singapore’s honorary treasurer



### Feedback Welcome

We sincerely welcome feedback from members on how we can improve the needs of our community. Pls feel free to drop us an email at [saaasin@saaa.org.sg](mailto:saaasin@saaa.org.sg).



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