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November 2008

Airbus delivers first A380 to Emirates Airline

Emirates Airline has taken delivery of its first Airbus A380 aircraft in ceremony with over 500 guests in Hamburg, Germany.

The first customer A380 powered by Engine Alliance engines, was presented to Chairman and Chief Executive Emirates Airline and Group, Sheikh Ahmed Bin Saeed Al-Maktoum and to Emirates President, Tim Clark by Tom Enders, Airbus President and CEO and John Leahy, Airbus Chief Operating Officer, Customers. Also present was James Moravec, Engine Alliance President and Bruce Hughes, former Engine Alliance President.

“Emirates were quick to recognise the potential of Airbus’ all new A380 design, with its large double-deck capacity and excellent operating economics.

It will be one of the pillars of Emirates’ future,” said Sheikh Ahmed. “With its very low fuel burn and quietness, the A380 also sets new standards in environmental performance. It will definitely help air transportation and Emirates grow, while reducing the impact on the environment,” he added.

“Fulfilling the A380 dream has required vision, innovation, a lot of courage and determination. Emirates shared in this vision early on and today the result is the world’s most modern, innovative and eco-efficient aircraft ever built.

The A380 is changing the way people travel. Airbus is proud of all the engineers, staff and customers such as Emirates who have made the A380 a magnificent reality,” said Tom Enders.

Emirates are the largest customer for the A380 with 58 aircraft on order. Four Engine Alliance GP7200 engines delivering up to 72,000 lbs of thrust each will power the aircraft, with a resultant overall fuel efficiency of only three

litres of fuel per passenger per 100 kilometres.

The A380 will take-off for the United Arab Emirates on July 29, arriving at Dubai International Airport in the afternoon. Emirates' first A380 commercial service is on August 1st between Dubai and New York, USA. Currently Emirates Airline has 50 Airbus aircraft in its fleet.



Air New Zealand starts Auckland-Beijing service

AIR New Zealand's has launched its first non-stop service between Auckland and Beijing, using Boeing 777-200ER aircraft. Air New Zealand services from Auckland to Beijing operate twice a week on Wednesdays and Fridays with the return flights operating on Thursdays and Saturdays. The flight departs Auckland at 21.20 hrs.

The service will increase to three flights a week later in December, a company statement said. Air New Zealand group general manager International Airline Ed Sims said: "Our Shanghai service has been very successful, and we're looking forward to Beijing building to a similar level. It expands on our increasingly close relationship with China, providing us and the whole of the New Zealand tourism industry the chance to take a slice of the Chinese market."

Shippers charge US Customs of playing politics with Chinese quotas

In a time of dying textile quotas, US Customs and Border Protection (CBP) has declared that it has seized more than 1,000 containers of Chinese apparel, allegedly trans-shipped

illegally in 2006 and 2007. "This is politics, pure and simple," protested Laura Jones, executive director US Association of Importers of Textiles and Apparel (USA-ITA).

"CBP is under pressure from the US textile industry to prove that it is protecting them. With quotas set to end in less than six months, CBP has to justify rummaging through foreign factories and seizing shipments since 2006." But US Customs commissioner Ralph Basham said he is "committed to enforcing trade agreements," and "will continue to pursue importers who make false declarations to circumvent quotas.

"US Customs says that more than 900 individual importations containing more than four million dozen units of apparel were falsely declared as products of other countries when they actually originated in China, reported American Shipper. Not so, said Ms Jones. "Some quotas will show higher 'fill rates,' but the adjustments do not result in any quota levels being overfilled. The total value of the charges is US\$80 million, a small sum given that apparel imports during those two years totalled \$145 billion.

"What we don't know is how much of this is sloppy paperwork by foreign factories and how much is the result of smuggling or misrepresentation of origin. But either way we know the numbers involved are insignificant.

Legitimate trade will be unaffected," she said. Happy was Matt Priest, chairman of the Committee for the Implementation of Textile Agreements, who said: "I am pleased that CBP has taken strong measures to detect and cease illegal textile transshipments.

Also pleased was Scott Quesenberry, Special Textile Negotiator for the Office of the US Trade Representative. "We applaud CBP's efforts to ensure the integrity of our agreement with China. Customs enforcement measures are a vital component of our trade policy regime."



Maersk Line celebrates 80th birthday and looks back at “200-TEU” ship

THE first Maersk vessel to launch its liner shipping service was the *Leise Maersk*, which set sail on July, 12, 1928 from Baltimore on the US east coast en route to the Far East via the Panama Canal. She was carrying 3,600 tonnes of cargo, equivalent to 200 TEU, and her cargo mainly comprised Ford car parts and general cargo. She reached Japan 59 days later and the Philippines after 72 days, and on her homebound voyage, she carried sugar, silk, and oil products.

In 1973, Maersk Line ordered its first dedicated container vessels and in 1975, the *Adrian Maersk*, with a 1,400-TEU capacity, undertook Maersk Line's first containerised sailing.

In fact, on the original Panama route of 47 years before. By 2006, the carrier had inaugurated for the second time the world's largest containership, the *Emma Maersk* with a carrying capacity of more than 11,000 TEU, or 65 times bigger than the *Leise Maersk*.

Today, 80 years after it all began, Maersk Line has the largest container shipping fleet in the world. "We will continue to pursue a balanced and sustainable approach towards our business, trade in general, and long-term economic growth," a company statement said



China's tourism industry expects no slump after Olympic Games

Ambitious exhibitors at the Beijing International Tourism Expo (BITE 2008) are promoting their products and competing for tourists, betting on a continuously booming tourism market after the 2008 Olympic Games in China.

The three-day BITE 2008 kicked off on Thursday, coinciding with the 50-day countdown for the 2008 Games. It has attracted more than 700 tourism industry players from home and abroad, the most popular since the annual expo started in 2004.

Some industry experts have repeated that the 2008 Games would be a great opportunity for China's tourism industry. Every player in the sector wants to share a piece of the Olympic cake and no one could afford to skip it, they said.

However, others worried about an industry slump after the Games, as had happened to some previous Olympics hosts.

A short-term industry lull right after the Games is expected, as tourists tried to avoid the travel peak from the Games, Yu Hong, an official with China Youth Travel Service, said recently.

"We are optimistic about the country's tourism industry in the post-Olympic era," Yu said, expecting the downturn to end after September when people started to spend their saved holidays.

Olympic Games has a lasting impact on the tourism industry of the host country, and the benefits would come after the Games, said Ken Kelling, communications director of Visit London, the official visitor organisation for the host city of 2012 Olympic Games.

According to a forecast released by Visit London Thursday, the tourism industry in London is set to gain 2 billion pounds from the 2012 Games with half of the benefit delivered between 2012 and 2017.

China is still unfamiliar to many foreigners and the Olympic Games would be a great chance to showcase the country's culture and development, said Cristina Lambiase, an officer with the Italian Government Tourist Board.

The country would be more attractive to foreign tourists when they know more about it, she said.

The country is expected to become the world's largest tourism destination by 2015. Its tourism earnings hit 1.09 trillion yuan (155.7 billion yuan) in 2007, up 22.6 percent year on year.



Clive Thomas -

All At C.T.Freight

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