

# OCTOBER 2014

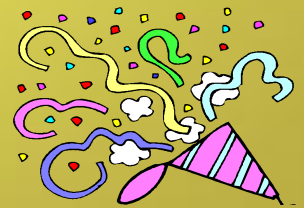
**THIS YEAR, 2014 MARKS the 65th anniversary of the People's Republic of China.**

**Known as "National Day," the commemoration kicks off that is called "Golden Week"**



Chinese nationals boarding trains during the Golden Week

*Golden Week or Golden Weeks in China are a pair of biannual holidays lasting for seven days. With a huge migrant population that work far away from their family workers use these holidays as an opportunity to travel home. This results in a mass movement of people. Over 100 million people hit the roads, rails and airports in these holidays often resulting in transport chaos. For most Chinese workers these are the only holidays they receive.*

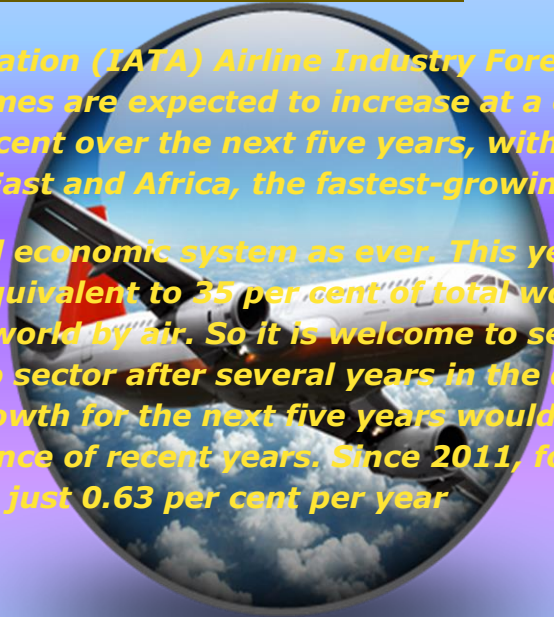


# PREMIERE ERA NEWSLETTER

## INTERNATIONAL FREIGHT TIPPED TO RISE 4.1 PERCENT FOR 5 YEARS

*The International Air Transport Association (IATA) Airline Industry Forecast 2014-2018 shows international freight volumes are expected to increase at a compound annual growth rate (CAGR) of 4.1 per cent over the next five years, with emerging economies, particularly in the Middle East and Africa, the fastest-growing market*

*Air cargo remains as vital to the global economic system as ever. This year, more than US\$6.8 trillion worth of goods, equivalent to 35 per cent of total world trade by value, will be transported around the world by air. So it is welcome to see a forecast for a return to growth for the air cargo sector after several years in the doldrums. An average of more than four per cent growth for the next five years would be a marked improvement on the performance of recent years. Since 2011, for example, growth in freight tonnes has averaged just 0.63 per cent per year*



### **LONG BEACH SEPT UP 7.3% to 629,771 TEU, LA up 9% to 775,113 TEU**

THE Port of Long Beach has posted a 7.3 per cent year-on-year increase in September container throughput to 629,771 TEU, its best September since 2007, the port's peak year, say port authorities.

Imports were up 10.2 per cent year on year in September to 339,343 TEU while exports declined 12.1 per cent to 118,412 TEU. Empties increased 19.1 per cent to 172,016 TEU.

Holiday merchandise drove volumes. Year to date, container cargo was up 1.7 per cent.

The adjacent Port of Los Angeles last week posted a nine per cent year-on-year increase in container volume to 775,113 TEU in September, its best month since August 2006.

Year-to-date LA volumes were up 7.8 per cent to 6.3 million TEU. September exports increased 0.2 per cent 150,679 TEU while empties were also up 12.2 per cent during the same period.



# HI TECH GADGETS ALWAYS ON THE EDGE



Handphone has become the new technology of today's lifestyle. As a proof, children as young as 7 years old are already using handphones. Thinking back at a decade ago, handphones are still bulky and expensive and they are only used by some people such as businessman and the rich. Today, handphones are largely used by most of us. It has been the primary needs of our daily life. In this rapidly changing world, technology is growing and handphones are getting affordably cheap.

There are a lot of important usages we can get from handphone. Let's take a look at some of its positive effects. As its primary usage, of course, it is use as a way of communication. We can communicate anywhere we want as long as it has signal. For example, in Indonesia there are a lot of people working in other countries; handphones enable them to communicate with their family, especially for people living in the countryside. Short Message System which is also known as SMS is very popular among the youngsters. This is because SMS is much cheaper than making a call, thus makes them able to communicate without fearing of spending too much expenses. Multimedia Message System which is also known as MMS is very useful because we can send photos or pictures easily. Handphone can also be called as our personal secretary. It is already embedded with a lot of business applications such as calendar, reminder, calculator, notes, Microsoft office, and now it already supports Wi-Fi so that we can access to email, messenger and browse the web everywhere we want. These effects increase our society's interaction and economic growth, and easy internet connection network brings us closer to what are happenings in the world around us. Another purpose is, it can be used as a source of entertainment such as game applications, radio FM and music player. We are no longer required to bring walkman and other game consoles, thus affect our moods as a tranquilizer to relax.

Besides of its positive effects, there are also negative effects .It can influences the moral of the people. Some people are concerned that internet could be exploited for serious crimes. It also can be use as a way of cheating; there are some cases where students are using their handphones to cheat by sending SMS to some friends, another case is, teachers and students find it rather disruptive as it distracts the concentration of other pupils when they are using phones during lessons and starts to ring. This negative effect wasted teachers' time by scolding pupils and slowed the class progression. The other effect is that it can give some negative effect for our health, due to its radiation that is emitted while using handphones. This might affect our health issue as it expose us with more radiation and extensive exposure of radiation leads us to injuries that damages our tissues and cells in the body. It can also be use as a way of communication at the wrong hands, for example criminal communicates to other criminals to break the law by doing criminal acts. These dishonorable acts bring great effects in our society.

# SINGPOST TO INVEST US\$142.6 MILLION IN E-COMMERCE HUB

TO cater to SingPost's expanding e-commerce logistics business the company plans to invest S\$182 million (US\$142.6 million) to develop a 553,000-square foot regional e-commerce logistics hub in Singapore.

Construction of hub in Tampines LogisPark is expected to be completed by the end January 2016 and fully operational in the second half of 2016.

The three-storey e-commerce logistics hub is expected to house a fully-automated parcel sorting facility on the ground floor, with two modern warehousing floors above, reports the UK's Transport Intelligence.

The facility will also comprise an adjoining eight-storey office block to house the company's local and regional logistics operations, namely, Quantum Solutions, Singapore Parcel and Lock+Store.

The hub will serve South East Asia and act as a connecting point to the rest of Asia.

This hub is also an integral part of SingPost Group's strategy as the expansion of our e-commerce logistics business and capitalise on the fast-growing e-commerce market here in Singapore and the region.

"With this critical infrastructure in place, it will radically transform our full range of e-commerce logistics capabilities, across warehousing, fulfilment, sorting and delivery



## Gothenburg looks on the bright side of regulations and mega alliances

*WHILE many in shipping see low-sulphur fuel mandates and the advent of mega alliances as challenging if not problematic, not so Sweden's major Port of Gothenburg.*

*That's because Gothenburg sees shipping alliances bringing needed direct calls with good import volumes just as it sees the new January 1 United Nations fuel rules in the English Channel, the Baltic and North Sea bringing a flood of exports.*

*This will drive the sea trade to road and rail cross country from the Baltic side of Sweden to the Atlantic side where the Port of Gothenburg is sitting pretty when the fuel rule goes live on January 1.*

*As for imports, positive view of shipping alliances is derived that they can act as intermediaries to channel cargo to Gothenburg in quantities that justify direct calls.*

*This differs from the usual scenario of a multiplicity of sales team working for a multiplicity of shipping lines putting what little they collectively collected for Sweden on a multiplicity of ships in such small quantities that it only justifies feeder services from a northern range transshipment port to Gothenburg.*

*Gothenburg volume to and from China takes 35.7 per cent of total imports to Sweden and 12 per cent of total exports from Sweden.*

*Sweden is the world third biggest exporter of pulp and paper pulp and lumber right after Canada and the US.*

# 5 WAYS TO DESTRESS YOURSELF AT WORK

**Move around:** Get up and walk away from your desk — get some coffee or water, make copies. Walk around a lot, and at lunch be sure to get out of the office and take a quick stroll.

Stand up some of the time you're on the phone. And if you have a cordless model, walk around. This gives your body a chance to use different sets of muscles and interrupts any build up of tension.

**Soothe yourself with sound:** If you can orchestrate it, listening to calming music at your work site can unruffled your feathers. A radio, tape or CD player, and some appropriate music can be very relaxing. Classical music, especially Bach and Mozart, works nicely. If these composers are too highbrow, try one of the "lite" radio stations. Just keep the volume down, or use a headset.

**Organize your desk:** How can a neater desk reduce stress? Well, because the source of many types of stress comes from a feeling of being out of control, of being overwhelmed. When your work area looks like a battlefield, you feel the tension growing. And when you can't find that report you need, your stress level soars even higher. By organizing your files and piles, you get a sense (perhaps mistakenly) that there is some order in all the chaos.

**Stretch and reach for the sky:** For many of you, your days are characterized by long periods of sitting at a desk or stuck in a cramped work area, punctuated only by trips to the coffee or copy machine. Other folks are on their feet all day. In either case, stretching is a great way of releasing any tension that has accumulated in your muscles.

**Lighten up:** The right lighting in your workspace can reduce eyestrain and make your environment a more pleasant place to work. Go for soft and indirect lighting. Just make sure you have enough light.



**HAVE  
FUN  
TRYING  
!!!**