



# Asia Pacific Media Briefs

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**July 2007**

## **1. REGIONAL**

**Scott Price named CEO of DHL Express Europe** – DHL announced that Scott Price had been named CEO of DHL Express – Europe with effect from 1 July 2007, and would report directly to John Mullen, Global CEO of DHL Express and Member of the Board of Management at Deutsche Post World Net, DHL's parent company. Previously, as CEO of DHL Express – Asia Pacific, Scott played a critical role in strengthening DHL's market leadership position in the highly-competitive and dynamic Asia Pacific region. Dan McHugh, Senior Vice President, Commercial – DHL Express Asia Pacific, has been appointed as the Acting CEO for Asia Pacific

**DHL celebrates 35 years in Singapore with new S\$9 million service center** – DHL announced the official opening of its S\$9 million eXpo Service Centre@Changi South to mark the company's 35 years in Singapore. DHL Express Singapore is expected to increase its cargo handling capacity to more than 10.5 million shipments by the year 2011 with the opening of the new service center, which handles more than 240,000 shipments per month - two times more than the average handling capacity of DHL Express' other centers in Singapore. Like all DHL Express facilities in Singapore, the eXpo Service Centre has been awarded a Transported Asset Protection Association (TAPA) Class A certification.

**DHL simplifies and streamlines international shipping with Airport to Door Express** – DHL announced the launch of Airport to Door Express, an offering which combines the ease-of-use and speed advantage of DHL's industry-leading service with the transportation requirements of importers under traditional shipping terms. The service is specially designed to meet the needs of customers who import from their overseas suppliers usually using Free Carrier (FCA) Incoterms (International Commercial Terms) that do not require door-to-door transport. This new service will be available in 13 countries covering over 50 key receiving centers in Asia Pacific.

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## **2. ASIA PACIFIC COUNTRY NEWS**

### CHINA

**DHL-Sinotrans aims to accelerate economic development in Yangtze River Delta region with latest investment in Taizhou** – DHL-Sinotrans announced the opening of its newest Taizhou branch office. With the new office, DHL aims to meet the ever-increasing demand for international express services both locally and within the Yangtze River Delta region. DHL-Sinotrans is the first international express company to establish a presence in Taizhou, with its domestic branches in China now totaling 74.

### HONG KONG

**DHL's commitment to people development recognized with major awards** – DHL announced that DHL Express Hong Kong had won the Best Training, Learning & Development Award at the 'Hong Kong HR Awards 2007', as well as the People Development Program of the Year Award at the '2006 Customer Relationship Excellence Awards' organized by the Asia Pacific Customer Service Consortium (APCSC). The APCSC also conferred the "Merit -



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Customer Service Team Leader of the Year (Contact Centre)” recognition on Ms Grace Yu, Customer Service Supervisor of DHL Express Hong Kong, for her outstanding leadership.

### INDONESIA

**DHL receives Indonesia’s Most Admired Companies (IMAC) Award for second consecutive year** – DHL was awarded the “Indonesia’s Most Admired Companies (IMAC) Award” in the ‘Courier’ category for a second consecutive year. The IMAC Awards was based on independent surveys conducted in Jakarta and Surabaya of 1,400 respondents including journalists, investors/stockholders and those in management positions. The key criteria were Quality, Performance, Responsibility and Attractiveness. In addition, DHL Indonesia was also awarded the 2007 Call Center Award for Service Excellence from Carre - The Center for Customer Satisfaction & Loyalty (CCSL), Indonesia.

### JAPAN

**DHL’s new ‘A.M.ERICA Campaign’ promotes speedy delivery between Japan and America** – DHL launched its ‘A.M.ERICA Campaign’ to raise awareness of the convenience and quality of the DHL services from Japan to America, including timely next-morning delivery to major U.S. cities. The campaign will be launched via newspapers, magazines, and the Internet, focusing on the catchphrase “A.M.ERICA” — a combination of “A.M.” and “America.” In a related promotion, customers stand to win a trip to this year’s National Basketball Association (NBA) All-Star Game in New Orleans.

**DHL Starts ULD Buildup Service at Kansai International Airport, Provides Faster, More Secure Transportation Solution** – DHL launched an air cargo buildup service by DHL Global Forwarding (DGF) at Kansai International Airport, enabling speedier delivery of cargo while reducing risk of damage or theft during transit. Until now, DGF’s ULD buildup (BUP) service was provided only at Narita Cargo Center, where DHL became the first foreign forwarder to receive buildup permission in 2005. DGF has since undertaken significant investments in equipment to ensure effective program implementation and has also submitted to inspections by airlines on matters essential to secure cargo transport.

**DHL launches Japan’s First 3PL-Operated Clinical Trial Logistics Hub** – DHL has launched its DHL Exel Supply Chain’s Tokyo-based Clinical Trial Logistics Hub following the successful implementation of its first customer, a leading global pharmaceutical company. Located in Yashio, Shinagawa-ku, the DHL’s Clinical Trial Logistics Hub has been providing services since May 2007. The hub is the first of its kind in Japan to be operated by a Third Party Logistics (3PL) provider and is specifically designed to meet the logistical needs of pharmaceutical companies conducting clinical trials in Japan.

### MALAYSIA

**DHL rewards lucky winner with all-expense paid holiday to a choice of four Oriental destinations** – DHL announced the winner of the Orient Express contest, which was open to customers who sent any international shipment between 29 January and 30 April, to selected Orient destinations - China, Taiwan, Hong Kong and Japan. As part of DHL’s nationwide Orient Express campaign, the promotion gave customers a chance to win an unforgettable 4 days 3 nights holiday to any of the four destinations available in the DHL Orient Express package.



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**DHL expands retail footprint with new DHL SERVICEPOINT outlet in Menara TM** – DHL opened a *SERVICEPOINT* outlet in Menara TM, its headquarters in Malaysia. The outlet offers ‘*DHL Friends*’ - a special program tailored for tenants in Menara TM, with special offers on DHL ‘Express4You’ retail rates for international shipments (on freight charge only), as well as products for walk-in cash customers, such as DHL University Express (UE), Express Pallet (EP) and Domestic (DOM). The latest outlet in Menara TM adds to the four *SERVICEPOINT* outlets already operating in Malaysia.

### PHILIPPINES

**DHL appoints new National HR Manager** – DHL announced the appointment of Norberto Rances Dela Cruz Jr. as its new national Human Resources Manager, DHL Express Philippines. In his new role, Mr. Dela Cruz will oversee the day-to-day delivery of human resources services, employee relations, internal communication, and the promotion and implementation of DHL’s three-phased plan to become Employer of Choice (EOC).

**DHL launches “Family, Fun, and Freebies” promo** – DHL announced the launch of its “Family, Fun and Freebies” promo that enables customers who have made a single cash or credit card outbound shipment worth a minimum of US\$12 to win a Hong-Kong Disneyland Family Adventure for four or a number of instant prizes that include special DHL premium items. The “Family, Fun and Freebies” promo runs from July 1 to December 31, 2007.

### SINGAPORE

**Areena Ng of Bridge Learning crowned Singapore’s first ever Social Entrepreneurship Winner in DHL YES Awards 2007** – DHL announced that Ms Areena Ng was selected as Singapore’s first DHL Young Entrepreneurs for Sustainability (YES) Award winner. Ms. Ng will represent Singapore in the DHL YES Awards Regional Ceremony to be held in Singapore on 30 August 2007, together with national winners from other four Asia Pacific countries. She was selected for successfully establishing and running Bridge Learning, a one-stop centre for learning, behavioural, social-communication and emotional needs for children with learning disabilities, difficulties and whose abilities are in-between mainstream schools and special schools.

**DHL Express appoints Dennis Tan as Senior Vice President and Head of Global Express Controlling** – DHL announced that Dennis Tan, former Chief Financial Officer, DHL Express Singapore, has been appointed as Senior Vice President and Head of Global Express Controlling, DHL Express with effect from 12 July 2007. He now reports to Oliver Gritz, Chief Financial Officer, DHL Express and his areas of responsibility include Financial Reporting & Planning, Costing and Transfer Pricing, IT Controlling as well as the newly created positions for Marketing and Sales Controlling and Ground Operations Controlling.

### SRI LANKA

**DHL expands infrastructure in Sri Lanka with new express Centre in Nugegoda** – DHL Keells (Pvt) Ltd has inaugurated its newest Express Centre in the bustling town of Nugegoda. This facility will cater to the increasing demands of DHL’s retail customers in areas south of Colombo and beyond. The Nugegoda Express Centre adds to DHL’s expanding network, which includes Colombo, Kollupitiya, Ja-Ela, Mt. Lavinia, Biyagama, Kandy and Kurunegala, whilst offering a range of products and services such as Jumbo Box and Express Pallet targeted at retail customers.



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### TAIWAN

**DHL expands Chinese Taipei Baseball Association sponsorship to help unearth Taiwan's next baseball stars** – DHL announced an expansion of its sponsorship of the Chinese Taipei Avocational Baseball Team where it will provide international express services during the team's trips to tournaments in Holland and Italy this summer. DHL has been the exclusive logistics sponsor of the Chinese Taipei Baseball Team since the 2004 Olympics and will deliver several hundred kilos of baseball equipment and medical supplies for the games in Holland and Italy.

### THAILAND

**Online Shipment Tracking via Windows Live Messenger by DHL** – DHL launched its 'DHL Track via Windows Live Messenger', an online service that allows tracking of shipments through Thailand's most popular instant message (IM) service. The new initiative was developed by DHL Express Thailand in cooperation with MSN Thailand to provide increased accessibility, flexibility and ease of use for DHL customers in Thailand. This service is the latest chapter in the DHL Innovation initiative, a strategy to provide customers with increased accessibility, flexibility and ease of use when interacting utilizing DHL services.

**DHL rewards winning customers of "DHL Big Surprise!" campaign** – DHL presented a Honda Jazz, worth 680,000 baht, and four Honda Phantom motorcycles, worth baht 85,000 each, to the winning companies of the final lucky draw of the 'DHL Big Surprise!' campaign. The 10 million-baht campaign ran from January to April 2007.

**DHL Express receives TAPA certification for all facilities in Thailand** – DHL announced that all DHL Express facilities in Thailand have obtained Transported Asset Protection Association (TAPA) 'Class A' certification. The facilities in Thailand recently certified include the DHL Express Bangkok Hub at Suvarnabhumi International Airport, and all seven Service Centers nationwide. DHL Express is the only company awarded TAPA 'Class A' certification for all its facilities in Thailand,

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### 3. INTERNATIONAL

**DHL is exclusive logistics partner for Plácido Domingo AROUND THE WORLD TOUR** – As exclusive logistics partner for the Plácido Domingo AROUND THE WORLD TOUR, DHL Express is teaming up with the star tenor to bring great performances to cities on all five continents where it will run logistics support to and from 20 tour cities over the course of the next 2 years. DHL in-country teams will be on hand to guarantee the safe and on-time arrival of the tour's precious cargo - everything from stage equipment, to costumes, to musical scores - at some of the world's most historic concert venues.

**DHL expands in Columbus, Ohio** – DHL announced the opening of a new \$2.1 million service center facility to meet the growing needs of customers in Columbus, Ohio and surrounding communities. The new 54,000-sq.-ft. state-of-the-art service center combines a 5,500-sq-ft facility 45 miles east of Columbus and a 20,000-sq.-ft facility near Port Columbus International Airport into one larger operation, serving local package pickup and delivery operations in the area. This new facility was built to allow individual letters and packages to flow directly onto and off vehicles from a conveyor belt system – a new "loose-load" operation that will enable greater operational efficiencies.



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**DHL launches New York overnight express to Europe** – DHL has introduced the most competitive service available for urgent next day documents from New York City to nine business major centers across Europe at no additional cost. Customers in financial services, banking, insurance, advertising, publishing, or other industries where document delivery is critical can now enlist this new service. The next day delivery trip begins with the pickup of urgent material by courier for transfer to the DHL helicopter pad in New York City. Shipments are then flown by helicopter directly to John F. Kennedy (JFK) airport where they move on flights bound for Europe.

**DHL introduces climate-neutral parcels across Germany** – DHL has introduced the environmentally friendly Pluspäckchen GoGreen which will be sold in all Deutsche Post retail outlets in Germany beginning in August 2007. The parcel is a combination of recycled packaging materials and a postal fee that includes climate-neutral shipping within Germany. All CO 2 emissions created by these shipments will be calculated and offset through environmental-protection measures. DHL is the first and only supplier of CO 2 neutral packages and parcels for business and private customers across Germany.

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For global press announcements, please log on to <http://www.dhl.com>. A dedicated website containing all DHL's recent Asia Pacific regional press releases is available. You can access this site directly at <http://press.ap.dhl.com> or contact:

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Display of registered company names and registration numbers according to Section 144(1A) of the Singapore Companies Act:

DHL Express (Singapore) Pte Ltd - Reg no.: 197700524Z  
DHL Exel Supply Chain (Singapore) Pte Ltd – Reg no.: 199805868N  
DHL Global Forwarding (Singapore) Pte Ltd - Reg no.: 197000723M  
DHL Global Forwarding Management (Asia Pacific) Pte Ltd - Reg no.: 199408226H