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## **Increasing frequency and choice between Europe and Hong Kong thanks to joint business agreement among Swiss WorldCargo, Cathay Pacific Cargo and Lufthansa Cargo**

**Cathay Pacific Cargo and Lufthansa Cargo welcomed Swiss WorldCargo into their joint business agreement (JBA) at the end of May, boosting frequencies and booking options for customers between Hong Kong and Europe. Cargo customers are offered increased capacity, more destinations and more direct flights thanks to the extended agreement.**

Following the entry of Swiss WorldCargo into the joint business agreement, customers' freight needs between Europe and Hong Kong are met by routings to 90 destinations via Swiss WorldCargo's Zurich hub and a higher

frequency of service. SWISS already operates two flights weekly from Hong Kong to Zurich.

'The agreement creates a new transit gateway from Zurich to access regional destinations across Switzerland and continental Europe,' says Cathay Pacific's Head of Cargo Revenue Management Tim Wong.

Additionally, the collaboration guarantees increased flexibility and ensures time savings, thanks to a combination of all three partners' feeder and intercontinental network, optimised scheduling of flights, co-location of handling / Move Under One Roof (MuOR), as well as shorter transaction times with one point for delivery and collection.

The cargo handling for all three partners in Hong Kong will be based at the Cathay Pacific Cargo Terminal, where customers will experience a harmonised handling service out of Hong Kong.

Under the expanded joint business agreement, Cathay Pacific Cargo, Lufthansa Cargo, and Swiss WorldCargo will work closely together on network planning and sales, IT and ground handling. Initially, the airlines will cooperate on traffic from Hong Kong to Zurich and Frankfurt.



(From left) Frank Yau, Head of Cargo Sales, Hong Kong & GBA at Cathay Pacific Airways; Kenny Leung, Head of Cargo, Hong Kong & Taiwan at Swiss WorldCargo; and Jorga Ahlborn, Senior Director, South China, Hong Kong & Taiwan at Lufthansa Cargo AG

Plans to include Swiss WorldCargo's access to all flights to other European gateways are set for later this year, and shipments from Europe to Hong Kong will be announced in due course.

Cargo customers can already access the entire joint network via the booking systems of all three partners. Kenny Leung, Head of Cargo, Hong Kong & Taiwan for Swiss WorldCargo, explains how this increases flexibility for customers:

'Customers can book either one of the joint venture carriers using one master air waybill and one booking platform. It will definitely make their lives easier,' he says.

The joint business agreement will result in improved customer service, as a direct consequence of the easy access to the joint network via all three partners' booking channels ("one-stop-shop") and harmonised processes, additionally to more service recovery options.

The trilateral arrangement marks another win for the three airlines' customers, according to Jorga Ahlborn, Senior Director Sales & Operations for Lufthansa Cargo:

'The past five years have shown that together, Lufthansa Cargo and Cathay Pacific Cargo have been able to offer the best air freight offer from Hong Kong to Europe to our customers – and this will now become even more attractive.'



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