



▲ AA CEO Stanley Hui says the AA achieved remarkable results in fiscal 2010/2011 and set records for all performance indicators.
機管局行政總裁許漢忠表示，機管局在2010/2011財政年度錄得佳績，所有業績指標均創新高。

A record performance

The Airport Authority (AA) announced on 29 June 2011 that Hong Kong International Airport (HKIA) had set new financial and operational records in the financial year ended 31 March 2011. The most prominent financial figure was profit attributable to the equity shareholder which reached HK\$4,035 million for fiscal year 2010/2011, a jump of 41.9% from a year earlier. Other financial highlights included a rise of 17.4% in revenue to \$10,583 million and an increase of return on equity from 7.8% to 11.1%.

The AA declared a final dividend of \$3,100 million to the Hong Kong SAR Government. With this latest dividend, the AA will have paid the government a total of \$22.1 billion in terms of dividends and return of capital since fiscal year 2003/2004.

The AA also revealed record figures on the operational side. Passenger flow, cargo volume and flight movements had surged to 51.5 million passenger trips, 4.2 million tonnes and 316,000 movements over the past year, representing strong year-on-year growth of 9.7%, 16.5% and 12.9%, respectively.

AA CEO Stanley Hui said, "We achieved remarkable results in fiscal year 2010/2011 and set records for all performance indicators. This was largely buoyed by sustained economic growth in the Mainland and Hong Kong, a rebound in global trade and increased demand for aviation services. The surge in profit was mainly a

機管局業績刷新紀錄

機場管理局於2011年6月29日公布，香港國際機場在截至2011年3月31日止的財政年度內，財務業績及營運表現均刷新紀錄。當中最突出的是權益股東應佔溢利，按年躍升41.9%，在2010/2011年度達至40.35億港元。機管局全年收益上升17.4%至105.83億港元，股權收益亦由7.8%增至11.1%。

機管局向香港特區政府宣派末期股息共31億港元。這股息派發後，機管局自2003/2004財政年度起，以派發股息及償還股本的方式，合共向政府支付了221億港元。

在營運表現方面，客運量、貨運量及飛機起降量在過去一年均創新高，分別達到5 150萬人次、420萬公噸，以及316 000架次，按年強勁增長9.7%、16.5%及12.9%。

機管局行政總裁許漢忠表示：「我們在2010/2011財政年度錄得佳績，所有業績指標均創新高。業績理想主要因為內地及香港經濟持續增長、環球貿易復蘇，以及航空服務需求增加。此



Going as planned 按計劃進行 P.3

Roving exhibitions and public forums for the Hong Kong International Airport Master Plan 2030 launched as public consultations proceed at full steam.

機管局全力推動《香港國際機場2030規劃大綱》公眾諮詢，期間更舉辦多場巡迴展覽及公眾論壇。



Full support 全力支持 P.4

Public figures in agreement over airport's future development as laid down in Master Plan 2030.

公眾人士對《2030規劃大綱》所制定的機場未來發展表示認同。



Growing together 共同成長 P.8

Vivian Cheung, Deputy General Manager, Shanghai Hong Kong Airport Management Company Limited, relates how the partnership between Shanghai and Hong Kong has enhanced Shanghai Hongqiao Airport.

滬港機場管理(上海)有限公司常務副總經理張李佳蕙暢談如何通過滬港兩地合作，提升上海虹橋機場價值。



We have ended the 2010/11 fiscal year with outstanding results, setting new records for both financial and operational performances. We reported a 17% increase in revenue and a remarkable 42% jump in the profit attributable to the equity shareholder.

Traffic performance during the period also reached new heights, recording 51.5 million passenger trips, 4.2 million tonnes of cargo and 316,000 flight movements.

Of our net profit of HK\$4.0 billion, \$3.1 billion will be paid to the SAR Government as dividend. This will bring the total amount paid to the Government over the years to \$22.1 billion, inclusive of a \$6 billion return of capital. I hope you share our view that Hong Kong International Airport (HKIA) has made a reasonably good return on the \$37 billion the Government invested in building the airport.

To ensure that HKIA continues to meet future demand and achieves sustainable growth, we released the *HKIA Master Plan 2030 (MP2030)* in early June for a three-month consultation.

An airport's master plan is an important yet technical and complicated document. Since the future of the airport is closely linked to that of Hong Kong, we feel a strong responsibility to reach out to as many stakeholder groups as possible during this process. Over the past few weeks, we have dedicated our efforts to informing and explaining the many different aspects of *MP2030* to various stakeholders and the general public.

More than 100 meetings, briefings and forums have been held, allowing us to explain *MP2030* not only to the LegCo members, District Councillors, business partners, industries and professional groups, but also to workers unions, green NGOs, residents

and fishermen groups, think tanks, schools and the general public. During these meetings, attendees have been most helpful, sharing their views with us, making suggestions, and providing us with the opportunity to elaborate on areas that require clear and thorough explanation.

Before the completion of the three-month consultation on *MP2030* on 2 September, we will be meeting with more stakeholders to listen to their views and explain *MP2030*. Over 50 meetings have been scheduled for the remainder of the consultation period. Our efforts to promote understanding of *MP2030* won't stop after the three-month consultation period. We plan to continue to engage with our stakeholders particularly the green NGOs, residents, fishermen groups, schools and universities.

We are most grateful for all the views we have received and they will be incorporated in our next steps of action. Whether the decision is to maintain the two-runway system or to expand to a three-runway operation, such views will help us run a better airport to serve the people of Hong Kong, as well as travellers from around the world.

The Social Sciences Research Centre of the University of Hong Kong has been appointed to the important task of independently compiling, analysing and reporting on views expressed during the consultation phase. The report will be made public in the last quarter of the year and our Board will make a recommendation to the Government on the direction of HKIA's future growth.

We are committed to operating one of the world's finest airports and strengthening Hong Kong's status as a leading aviation hub. We will continue working closely with all stakeholders while contributing to the long-term betterment of Hong Kong.

Stanley Hui Hon-chung
Chief Executive Officer

香港國際機場在2010/11財政年度錄得佳績，財務業績及營運表現均刷新紀錄，全年收益上升17%，權益股東應佔溢利亦躍升42%。期內航空交通量再創新高，客運量、貨運量及飛機起降量分別達到5 150萬人次、420萬公噸及316 000架次。

機場管理局的年度淨溢利達40億港元，其中31億港元將撥作股息，派發給香港特區政府。派發股息後，機管局多年來向政府合共支付的金額將達221億港元，包括償還股本60億港元。我想大家也同意，香港國際機場已為政府當年投資興建機場的370億港元，取得理想的回報。

為確保機場繼續滿足未來需求及實現可持續發展，我們於6月初公布了《香港國際機場2030規劃大綱》，並就此展開三個月的公眾諮詢。

機場規劃大綱是一份內容複雜的重要技術文件。機場的未來與香港的發展息息相關，因此，我們有責任在諮詢過程中，盡量接觸更多的持份組別。於過去數周，我們全力向各界持份者及公眾人士介紹《2030規劃大綱》，講解當中不同的範疇。

我們先後舉行了超過100場會議、簡報會及公眾論壇介紹《2030規劃大綱》，對象除有立法會議員、區議員、業務夥伴、業界人士及專業團體外，亦包括工會、非政府環保組織、居民及漁民團體、智囊組織、學校及公眾人士。在這些聚會上，參加者都踴躍發表意見，提出建議，讓我們有機會更清楚地解釋不同範疇。

為期三個月的《2030規劃大綱》公眾諮詢將於9月2日結束，在此之前，我們將與更多持份者會面，聽取他們的意見，並進一步闡述《2030規劃大綱》的要點。在餘下的諮詢期內，我們已計劃再舉行逾50場會議。即使諮詢期結束後，我們仍會努力闡述《2030規劃大綱》，繼續與持份者緊密溝通，尤其是非政府環保組織、居民及漁民團體、學校、大學等。

機管局衷心感謝各界提出寶貴意見，我們會因應這些意見，開展下一步行動。無論最終決定是維持現有雙跑道系統，還是擴建成為三跑道系統，這些意見都有助我們令機場盡善盡美，為香港市民以至世界各地旅客，提供更佳的機場服務。

此外，我們委託了香港大學社會科學研究中心，就諮詢期間收集所得的意見進行獨立整理、分析及報告。有關報告將於今年第四季公布，屆時機管局董事會亦會就機場的未來發展方針向政府提出建議。

我們一直致力成為全球最佳機場之一，鞏固香港作為主要航空樞紐的地位。機管局會繼續與所有持份者緊密合作，為香港謀求長遠福祉。

行政總裁許漢忠

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result of record revenue, effective cost management and productivity gains."

To address the airport's long-term needs, the AA had released the *HKIA Master Plan 2030* in early June and put forward two airport development options for a three-month public consultation. Hui added, "It is important to recognise that infrastructure such as HKIA plays a critical supporting role for Hong Kong. Aviation, including the airport, underpins the four pillars of the Hong Kong economy: financial services, trading and logistics, tourism, and producer and professional services. Infrastructure development will provide benefits to Hong Kong for generations to come."

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外，全年收益刷新紀錄，加上有效管理成本，以及為資源增值，亦帶動溢利大幅上升。」

為應付機場長遠發展的需要，機管局於6月初公布了《香港國際機場2030規劃大綱》，提出兩個機場發展方案徵詢公眾意見，為期三個月。許漢忠又說：「我們須知，基礎設施對於香港的發展舉足輕重，香港國際機場就是其中一環。機場是香港航空業的一員，與業內其他成員共同支援香港四大經濟支柱行業，當中包括金融業、貿易及物流業、旅遊業，以及工商業支援及專業服務業。基建發展讓香港世世代代都能受惠。」



Reaching out

Following the launch of the three-month public consultation on the *HKIA Master Plan 2030*, the AA kicked off a roving exhibition of the development blueprints at various local venues including the Hong Kong Convention and Exhibition Centre, Citywalk in Tsuen Wan and InnoCentre in Kowloon Tong, which is open to the public until 2 September 2011.

Visitors can learn more about the proposed airport expansion plans, as well as the related factors including air traffic demand forecasts, development options, potential economic benefits, estimated costs and environmental considerations. Along with text and imagery are two interactive models that illustrate the envisaged airport layout under the two-runway and three-runway development options, such as the required apron, terminal and other aviation facilities to ensure efficient operations and high-quality service.

In addition to hosting exhibitions, the AA is carrying out a series of

engagement activities including an industry seminar, three public forums and close to 70 briefings and meetings for various stakeholder groups, as part of the *HKIA Master Plan 2030* consultation exercise. The three public forums were held on 11 June, 19 June and 2 July 2011 respectively, each receiving over 200 participants from the aviation-related industry and the public. Guest speakers including Hong Kong Shippers' Council Chairman Willy Lin, Travel Industry Council Chairman Michael Wu, and Board of Airline Representatives Vice Chairman Joe Ng expressed their views on the airport's future development.

AA CEO Stanley Hui said he hoped for active participation from both the public and stakeholders, saying "the airport is part of the fabric of Hong Kong's economic growth and overall competitiveness. As it is expected to reach its capacity at around 2020, we need to decide very soon what should be done to maintain its competitiveness."

廣泛接觸公眾

機管局就《香港國際機場2030規劃大綱》展開為期三個月的公眾諮詢，先後在香港會議展覽中心、荃灣荃新天地及九龍塘創新中心等多個場地舉行巡迴展覽，介紹機場發展藍圖。展覽開放予公眾參觀，直至2011年9月2日。

參觀人士可透過展覽，進一步了解建議的機場擴建計劃，以及相關考慮因素，當中包括航空需求預測、發展方案內容、可能帶來的經濟貢獻、預計成本及環境考慮因素。展覽內容豐富、圖文並茂，並設有兩個互動模型，展示雙跑道及三跑道發展方案的機場布局，例如兩個方案各自所需的停機坪、客運大樓及其他航空輔助設施，以確保機場有效運作，提供優質服務。

除了巡迴展覽外，機管局亦在《2030規劃大綱》諮詢期間舉辦一系列讓公眾參與的活動，包括業界座談會、三場公眾論壇，以及近70場持份者簡報會及會議。機管局已分別於2011年6月11日、6月19日及7月2日舉行三場公眾論壇，每場均吸引逾200名航空業界人士及市民大眾參與。出席論壇的嘉賓包括香港付貨人委員會主席林宣武、香港旅遊業議會主席胡兆英及香港航空公司代表協會副主席吳祖獻，他們都就機場的未來發展表達了意見。

機管局行政總裁許漢忠期望公眾人士及機場持份者積極參與諮詢活動，他說：「機場是香港經濟發展與整體競爭力的重要一環。由於預計機場容量於2020年前後飽和，所以我們必須盡快決定如何維持機場的競爭力。」



▲ The second public forum is held at L'hotel Nina et Convention Centre at Tsuen Wan.
第二個公眾論壇在荃灣如心海景酒店暨會議中心舉行。



▲ Roving exhibition at Terminal 2 of HKIA.
位於香港國際機場二號客運大樓的巡迴展覽。



▲ Visitors can learn more about the proposed airport expansion plans through the interactive models inside the exhibition booth.
參觀人士可透過展覽攤位內的互動模型，進一步了解建議的機場擴建計劃。



▲ Roving exhibition at Citywalk in Tsuen Wan.
位於荃灣荃新天地的巡迴展覽。

Sir David Akers-Jones

Chairman, Business and Professionals Federation of Hong Kong

鍾逸傑爵士

香港工商專業聯會主席

Hong Kong is an international trade, finance and business centre, we must maintain all aspects of this if we are to survive.

香港是國際貿易、金融及商業中心，如果要持續發展，我們必須保持這些優勢。



Yip Wing-sie

Music Director, Hong Kong Sinfonietta

葉詠詩

香港小交響樂團音樂總監

If our airport can keep pace with the development of society, it will enable artists to travel overseas more freely, giving us more opportunities to exchange ideas with artists overseas.

如果我們的機場能與社會的發展同步，能幫助我們藝術家可以更加自由，有更多機會到外國與更多不同的藝術家交流。



Yusuf Alireza

Co-President, Asia, Head of the Securities Division, Asia Pacific, Goldman Sachs

夏利誠

高盛亞洲聯席總裁及亞洲證券部主管

If because of capacity constraints... there is no doubt in my mind that will negatively impact the efficiency of our business, our ability to centralise a significant portion of our regional business in Hong Kong, and by definition will have an impact on the future development of Hong Kong as a city.

機場如果容量不足..... 這無疑會對業務效率帶來負面影響，令我們難以將大部分區域業務集中於香港，而且必定會影響香港日後的發展。



Professor Michael Enright

Director, Enright, Scott & Associates Ltd

If we look at Hong Kong's position as a business centre for the Pearl River Delta, for China, for Asia and for the rest of the world, it would be impossible to even conceive of Hong Kong of being at the level it is today without a very strong aviation sector and without an excellent airport.

以香港作為珠江三角洲、中國、亞洲，以至全球商業中心的地位來看，如果沒有發展蓬勃的航空業和設施完善的機場，我們根本不可能想像香港會有今天的成就。



Professor Liu Pak-wai

Professor of Economics, The Chinese University of Hong Kong

廖柏偉教授

香港中文大學經濟學講座教授

... this also has related consequences for the public. For example, fresh foods and products rely on the airport's service and air transportation. If capacity is saturated, supply will be affected.

..... 這亦與市民息息相關，因為我們平時可以享用一些較新鮮的食物、產品等，都須要由機場服務，由航空業運輸。如果機場飽和，這類型的供應亦會受到影響。



Richie Jen

Actor and singer

任賢齊

演員、歌手

I believe the challenge for Hong Kong people and the airport is they really need to build a third runway quickly to handle increasing air traffic demand.

我想目前香港的朋友及香港機場面臨的挑戰就是非常需要快速的興建第三跑道，解決客運、貨運和空中流量的問題。



Alexandre Muller

Managing Director for Asia-Pacific, TV5MONDE

Hong Kong airport has been one of the very important factors for us to choose Hong Kong as the destination. Everything is so great, honestly for me, it is probably one of the best airports in the world.



我們選擇香港作為據點，香港機場是其中一個主要原因。我認為這裏一切都很完善，無疑是全球最佳機場之一。

Joe Ng

Deputy Director, Board of Airline Representatives in Hong Kong

吳祖猷

香港航空公司代表協會副主席

The development of Hong Kong International Airport (HKIA) is very important to airlines. It affects our decisions on adding new flights and destinations.



香港國際機場未來的發展對我們航空公司來說扮演著很重要的角色。航空公司會否增加航班或航點，都會根據機場發展來做。

Michael W. Schriver

Group President, Stores and Business Department, DFS Group

徐偉華

店舖營運及業務發展集團總裁
DFS Group

When you look at the growth of tourism which we experienced directly here in the downtown business, we are going to need more service in order to allow customers to travel here directly. There are still markets where the direct service is not significant enough, still more demand.



大家見到旅遊業增長，從我們在香港市區的業務可見一斑，因此我們需要更多航空服務讓旅客能直飛香港。仍有不少市場，尚未有足夠的直航服務，需求仍然很大。

James Tien

Chairman, Hong Kong Tourism Board

田北俊

香港旅遊發展局主席

As Chairman of the Tourism Board, I fully support the *HKIA Master Plan 2030*... in the long run, this is very important for the development of Hong Kong's tourism industry and maintaining Hong Kong's status as a world-class tourism destination.



作為旅發局主席，我全力支持《香港國際機場2030規劃大綱》.....長遠來說，對香港旅遊業的整體發展以及維持香港作為世界級旅遊城市的地位是非常之重要。

Victor Wong

President, AIESEC Hong Kong

黃德泰

AIESEC Hong Kong會長

Hong Kong's success depends not only on our infrastructure, but also in our attitude, and how we earn the trust of the global community. People trust us not only because we have done well, they also trust our ability to plan for the future.



其實香港的成功，除了因為我們基建好之外，亦都是一種態度，以及我們如何得到國際社會對我們的信任。能得到這種信任的原因，不單止因為我們做好今天的準備，更因為我們懂得為未來打算，為未來的需要作出規劃。

Anthony Wu, GBS, JP

Chairman, Bauhinia Foundation Research Centre, Chairman, Hong Kong General Chamber of Commerce

胡定旭, GBS, 太平紳士

智經研究中心主席、
香港總商會主席

I think economic development, social development and environmental protection are not mutually exclusive. As long as these issues can be openly, rationally and impartially discussed, I am confident we can come to a solution.



我覺得經濟發展、社會的發展以及保育方面，三方面並不矛盾。只要社會上大家很公開、很理性、很客觀地去討論，我覺得一定能找尋到答案。

Again at the top

Hong Kong International Airport (HKIA) has once again claimed first place in the World's Ten Best Airports Award, based upon results from a survey carried out by the World Air Stewardess Association (WASA). The survey, in its second year, selected outstanding airports according to statistics from the aviation industry, expert opinion and questionnaires from about 10,000 passengers worldwide. HKIA was again praised for its facilities, business management and safety performance. Meanwhile, Cathay Pacific topped the list in both the "World's Ten Best Smile Service Award" and "Asia's Ten Most Competitive Airlines" categories.

In addition, HKIA was recently voted by Hong Kong people as one of the ten most representative architectural structures in Hong Kong. The poll, named the Hong Kong Iconic Building Voting Competition, was co-organised by the Hong Kong Institute of Architects and the Internet Professional Association.

蟬聯「十佳機場」榜首

世界航空小姐協會進行的問卷調查結果顯示，香港國際機場再度名列「世界十佳機場」排行榜首位。這是協會進行的第二屆年度研究調查，按照航空業界數據、專家意見，以及約萬名世界各地旅客的問卷調查結果，評選出表現優秀的機場。憑藉卓越的設施、業務管理及安全表現，香港國際機場再次獲

得嘉許。國泰航空亦在「世界十佳微笑服務航空公司」及「亞洲最具競爭力航空公司排行榜」中獲得第一名。

此外，香港國際機場最近亦在香港建築師學會與互聯網專業協會合辦的「最具香港代表性建築物選舉」中，獲公眾投票選為十大最具香港代表性建築物之一。



Peer perspective 機場同業交流



▲ Stanley Hui, CEO of the AA (front row, middle), met the delegation from Yunnan Airport led by Zhou Kai, Communist Party Committee Secretary (front row, third from left), in May 2011. As Yunnan Airport is currently planning their new airport, the AA shared its airport relocation experience on moving from Kai Tak to Chek Lap Kok. 於2011年5月，機管局行政總裁許漢忠（前排中）與由雲南機場集團黨委書記周凱（前排左三）率領的代表團會面。雲南機場集團現正為轄下的新機場進行規劃工作，機管局與他們分享了當年將機場由啟德搬遷至赤鱗角的經驗。

► Stanley Hui, CEO of the Airport Authority (AA) (second from right) welcomed the CAAC and Yantai Government delegation led by Zhao Qiang, Deputy Mayor of Yantai (left), Qin Zhanggao, Director General, Department of Airport, CAAC (second from left), and Song Zhenguo, Chinese People's Political Consultative Conference Deputy Chairman for Yantai (right) that visited HKIA on 16 May 2011.

The delegation drew lessons from HKIA's airport planning, infrastructure investment, franchise and retail management for preparation of the new Yantai airport.

於2011年5月16日，機場管理局行政總裁許漢忠（右二）歡迎中國民用航空局及煙台市政府代表團到訪香港國際機場。這個代表團由煙台市常務副市長趙強（左）、中國民用航空局機場司司長覃章高（左二）及煙台市政协副主席宋振國（右）率領，他們就新煙台機場的準備工作，向香港國際機場了解有關機場規劃、基建投資、特許經營及零售管理的經驗。



► Stanley Hui, CEO of the AA (front row, third from right), and Howard Eng, Executive Director, Airport Operations of the AA (front row, second from left), welcomed a delegation from Taoyuan International Airport led by their CEO Samuel Lin (front row, third from left) in May 2011. The AA shared experience on the airport signage system management through presentations, workshops and site visits.

於2011年5月，桃園國際機場總經理林鵬良（前排左三）率領代表團訪問香港國際機場，並獲機管局行政總裁許漢忠（前排右三）及機場運行執行總監伍翹楚（前排左二）親自迎接。機管局安排了簡報會、工作坊及設施參觀活動，與代表團交流機場指示標誌系統的管理經驗。





▲ Participants come from eight organisations and companies at the airport island.
參加者分別來自機場島上八家機構及公司。

Environmental studies

The AA worked with WWF-Hong Kong to organise the green education programme "Climate Change and the Nature" for airport staff and their families, held at the WWF-Hong Kong Island House Conservation Studies Centre at Tai Po on 18 June 2011. The centre is managed by WWF-Hong Kong and houses over 100 plant species.

The programme attracted around 40 participants, including parents and children, who spent a fun-filled Saturday learning about the importance of monument conservation and plant biodiversity. After the event, they knew more about appreciating and treasuring the environment, through games, a tour and a DIY activity using recycled and natural materials.

學習環保知識

於 2011年6月18日，機管局與世界自然基金會香港分會合辦名為「氣候變化與大自然」的環保教育活動，讓機場員工與親友暢遊元洲仔自然環境保護研究中心。該中心由世界自然基金會香港分會管理，培植了逾百種植物。

這次活動約有40人出席，不少家長攜同子女參加，一起認識保育文化遺產及生物多樣化的重要性，度過了愉快的周末。除了遊戲及導賞活動外，參加者還有機會利用回收再造和自然物料，製作環保小手工，從而學習如何欣賞及愛護自然環境。



Green-gineers

Members from The Hong Kong Institution of Engineers learned more about environmental management at HKIA during a visit on 13 May 2011. They were given a briefing and visited carbon-reduction facilities and equipment at the airport, such as the Fixed Ground Power (FGP) and Pre-conditioned Air (PCA) systems, as well as electric cars running on the apron.

FGP and PCA are environmentally friendly systems adopted by HKIA. They are installed at the parking stands to provide energy for the aircraft's internal lighting, air conditioning and associated electronic equipment.

工程師機場環保行

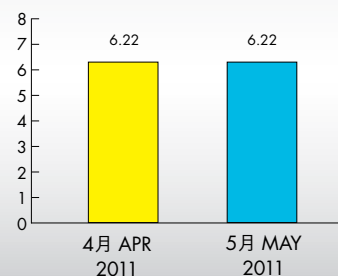
香港工程師學會的成員於2011年5月13日到訪香港國際機場，了解機場的環境管理工作。他們除了聽取簡報外，亦參觀了機場的減碳設施及設備，例如固定地面供電及預調空氣系統，以及在停機坪行駛的電動車輛。

香港國際機場採用多項環保設施，當中包括固定地面供電及預調空氣系統。這些系統設置於停機位，為機上的照明、空調及電子儀器供應能源。



Monthly safety performance 每月安全表現

Injury rate (per million passengers)
受傷比率 (每百萬旅客)



Shanghai and Hong Kong tell a tale of two cities 滬港合作 共譜雙城故事

In 2009, the Airport Authority (AA) and Shanghai Airport Authority together set up the Shanghai Hong Kong Airport Management Company Limited (the Management Company) to manage the Hongqiao International Airport's two terminals, east transportation centre and retail business, as well as taking part in the opening of its then-new Terminal 2. This collaborative opportunity between Hong Kong and Shanghai allowed Vivian Cheung, Deputy General Manager of the Management Company and her team to play a crucial role in this tale of two cities.

於2009年，香港機場管理局與上海機場（集團）有限公司（上海機場集團）合資成立滬港機場管理（上海）有限公司（滬港公司），負責管理虹橋國際機場的兩座航站樓、東交通中心及零售業務，並參與新二號航站樓通航的籌備工作。在這個港滬合作的雙城故事中，滬港公司常務副總經理張李佳慧及她的團隊擔當着重要的角色。



What was it like to take up a managing position at Hongqiao Airport?

Hongqiao Airport is an airport with a long history that plays a pivotal role in the linkage between Shanghai and other provinces. When my team and I first arrived at Hongqiao, the construction process was in its final phase and naturally I was concerned about the progress. Luckily, the construction proceeded stably, plus Hongqiao Airport already had a set of prepared plans to put into action.

Hongqiao Airport's traffic volume has always been ranked amongst the top in China, while its new Terminal 2's design and development have set a learning example for other airports. In what other ways do you think the Management Company can add value to Hongqiao Airport?

The Management Company has not only helped prepare the launch of the new Terminal 2, but also strengthened the competitiveness of Hongqiao Airport, bringing it on par with other world-class airports. The Hong Kong team has a wealth of experience in operating and managing airports. Through exchanging

experience in various areas, we used the opening of Hong Kong International Airport (HKIA) as reference and carried out measures to prepare for the terminal launch. For example, we carried out a great number of test runs on various facilities and systems, especially the flight information display system and baggage handling system. We set up contingency plans and prepared adequate food and bottled water. In the future we will go further by bringing out the best of the cultures of Hong Kong and Shanghai, and ascertaining a management system that best suits Hongqiao Airport.

Your team has brought HKIA's passenger experience initiatives, such as the Airport Ambassadors Scheme, to Hongqiao to much acclaim. What is the key to those successful measures?

As always has been at HKIA, the Management Company also focuses on traveller experience, which means improving airport ambience to create an enjoyable experience for passengers. This actually ties in with Shanghai Airport Authority's mission of making Hongqiao

the "most humanised airport" in China. In addition to Airport Ambassadors who help passengers to feel at ease at the airport, we have also brought to Terminal 2 a number of renowned retail brands and enhanced terminal interiors to make it more comfortable and appealing.

Given the different historical and cultural backgrounds between Hong Kong and Shanghai, do you find any difficulty in working in Shanghai?

There are admittedly some cultural differences between the two cities, but both the Hong Kong and Shanghai teams had worked very hard together for the launching of the new terminal. Over time, we found that our Shanghai colleagues are very caring and friendly. For example, when a Hong Kong colleague was sick from the cold weather, colleagues from Hongqiao immediately provided medicine and gave their blessings. After work, we would find time to get together. Now we have overcome the cultural barrier and talk about anything. The more we share with each other, the more commonalities we can find among ourselves and the more we know how to respect and trust each other.



▲ Hongqiao Airport holds a food tasting event for passengers to enjoy the variety of dining choices provided by the airport.
虹橋機場舉辦美食節，讓旅客體驗機場內提供的豐富環球美食。



▲ The Airport Ambassador Scheme is brought to Hongqiao Airport, which is much welcomed by passengers.
機場大使計劃被成功引入虹橋機場，獲得了旅客的一致好評。



▲ A launching ceremony was held in March 2010 to celebrate the commission of the new Terminal 2 and east transportation centre of Hongqiao Airport.
虹橋機場二號航站樓及東交通中心啟用的慶祝儀式於2010年3月舉行。

當初對於要到虹橋機場擔任管理工作，心情怎麼樣？

虹橋機場歷史悠久，是上海與各省市聯繫的關鍵脈門。我與香港團隊最初來到虹橋機場時，正值建設工程踏入衝刺階段，心情當然有點忐忑。幸好工程進度穩定，而且虹橋機場已有一套開航準備方案，只待雙方團隊合力開展。

虹橋機場的航空交通量在內地一直名列前茅，而新二號航站樓的設計及發展規劃，更成為其他機場的研習目標。您認為滬港公司的參與，可為虹橋增加甚麼價值？

滬港公司不但在新二號航站樓通航準備中發揮作用，更協助虹橋機場提升競爭力和晉身世界級機場之列。香港團隊擁有豐富的機場營運及管理經驗。我們通過多方面的交流，並借鑒香港國際機場開航時的經驗，從而推行多項通航準備措施。舉例說，我們反覆測試各項設施和系統，尤其是航班資料顯示系統和行李處理系統；制定應變計劃；以及儲備足夠乾糧與瓶裝水。日後我們會進一步融合兩地文化的優點，制訂出最適合虹橋機場的管理模式。

你們將香港國際機場的旅客體驗管理，例如機場大使計劃，帶到了虹橋，並獲得一致好評。這些措施得以成功，關鍵是甚麼？

與香港機場一樣，滬港公司非常注重旅客體驗管理，即注重營造環境為旅客締造難忘的體驗。這與上海機場集團的目標不謀而合，因為集團一直希望打造虹橋機場成為「最具人性化機場」。我們除了推出機場大使計劃，為旅客提供協助及解答查詢，令旅客感到賓至如歸，還為二號航站樓引入一線零售品牌，並提升航站樓內部設計，令環境更舒適怡人。

滬港兩地在歷史及文化上均有不少差異，您在上海工作時有遇到困難嗎？

兩地的文化誠然有差異，但滬港團隊同心協力，共同為新航站樓開航而拼搏。上海同事熱情友善，也讓我們感動不已，若有香港同事因天氣寒冷而病倒，虹橋的同事會立即送來藥物和問候。我們也會在工餘時間聚會，暢談兩地的工作和生活。我們漸漸找到雙方文化的共通點，並建立起一個互相敬重和信任的滬港團隊。



▲ The Hong Kong and Shanghai teams enhanced terminal interiors to make it more comfortable and appealing.
香港與上海的團隊合作提升航站樓的內部設計，令環境更舒適怡人。



▲ Vivian Cheung, Deputy General Manager, Shanghai Hong Kong Airport Management Company Limited (second from left), accompanies Board Members and CEO of the AA to visit the new Terminal 2 of Hongqiao Airport.
滬港機場管理（上海）有限公司常務副總經理張李佳蕙（左二）陪同機管局董事會成員及行政總裁參觀虹橋機場二號航站樓。

Meet the mascots

Cute mascots are greeting travellers at the Arrivals Hall at the airport during the summer as part of the Hong Kong Summer Spectacular Campaign 2011 held by Hong Kong Tourism Board. Two mascots from Ocean Park – Whiskers the sea lion and Redd the red panda – as well as famed local mascots McDull and Ah Fai are around to greet and pose with passengers from all around the world.

The campaign runs from 17 June to 31 August 2011, and aims to promote Hong Kong as a preferred destination for summer vacations by organising exciting events and seasonal sales. If you want to meet the mascots, check out the table on the right!

卡通人物迎旅客

這個暑假，多位趣致可愛的卡通人物在機場接機大堂，歡迎旅客到港。這是香港旅遊發展局舉辦的「2011香港夏日盛會」活動之一，來自海洋公園的吉祥物「威威獅令」及「小紅熊」，還有家傳戶曉的本地卡通人物麥兜及阿輝都會現身機場，迎接世界各地的旅客，與他們拍照留念。

這個盛會於2011年6月17日至8月31日期間舉行，呈獻連串繽紛盛事之餘，也推出夏季大減價與優惠，希望吸引更多旅客來港歡度暑假。如果你想與這些卡通人物見面，敬請留意右邊時間！

Mascots 卡通人物	Date 日期	Time 時間
Whiskers the sea lion and Redd the red panda from Ocean Park 海洋公園吉祥物「威威獅令」及「小紅熊」	22 to 24 July 7月22日至24日	11:00am to 7:00pm 上午11時至晚上7時
McDull and Ah Fai 麥兜及阿輝	22 to 24, 29 to 31 July, 5 to 7, 12 to 14, 19 to 21, 26 to 28 August 7月22日至24日、29日至31日、8月5日至7日、12日至14日、19日至21日、26日至28日	8:00am to 2:00pm 上午8時至下午2時



▲ McDull (left), Redd the red panda (middle) and Ah Fai (right) greet and pose with passengers at the airport terminals during the summer holiday.
麥兜（左）、小紅熊（中）及阿輝（右）於暑假期間在機場客運大樓迎接旅客，並與他們拍照留念。

Second year of learning service

The series of Hong Kong International Airport (HKIA) customer service seminars, launched last year as part of the Customer Service Excellence Programme, is currently in its second year with six new topics that aim to foster a strong service culture in the airport. The first six sessions held last year covered the basics of customer service, and attracted over 1,200 members from more than 100 companies and organisations within the airport community.

Building on last year's foundations, this year's topics will be more in-depth, providing participants with practical skills on how to work together to excel in customer service and create a strong team. The seventh session of the series, titled "Building an Excellent Service Team", was held on 16 and 23 June 2011. Participants learned how both frontline and supervisory staff can work together to set up a team's service vision, including how to develop synergy within organisations as different personalities and skills come together.

繼續認識待客之道

機管局於去年推出一系列顧客服務講座。踏入第二年，我們將繼續舉辦講座，並推出六個新主題，務求進一步推動機場的顧客服務文化。這些講座是優質顧客服務計劃的一環。首六個講座已於去年圓滿舉行，內容涵蓋顧客服務的基本知識，共有超過1,200名人員參加，他們分別來自機場同業逾百家公司及機構。

今年的主題會以去年的講座內容為基礎，更深入地介紹實用技巧，指導參加者如何透過合作，提供卓越的顧客服務，並且建立強大的團隊。這個系列的第七講已於2011年6月16日及23日舉行，主題為「卓越團隊·顧客讚許」，讓參加者認識前線員工及管理人員如何同心協力，為團隊制定服務目標，包括如何因應員工的不同性格和技能，在機構內發揮協同效益。

Session 講座	Topic 主題	Schedule 日期
7 第七講	Building an Excellent Service Team 卓越團隊·顧客讚許	16 and 23 June 2011 2011年6月16日及23日
8 第八講	Commitment to Earn Service Excellence 投入承擔·服務超凡	August 2011 2011年8月
9 第九講	Everyone can be a Role Model 模範本無種·人人可成才	October 2011 2011年10月
10 第十講	Creation of a Happy Workforce 快樂工作·喜悅人生	December 2011 2011年12月
11 第十一講	Continuous Service Improvement 改善無止境·服務恆久遠	February 2012 2012年2月
12 第十二講	Brand Leadership Qualities 品牌佔高地·領導講質地	April 2012 2012年4月



Super comfort at Korean Air

Korean Air has begun deploying the A380 aircraft in passenger flights between Hong Kong and Seoul starting June 2011, making it the third airline at HKIA to offer superjumbo

service. The other two airlines are Singapore Airlines and Emirates Airlines, who employ the A380 in daily trips between Hong Kong and Singapore, and Hong Kong and Dubai respectively.

大韓航空提供更舒適服務

大韓航空由2011年6月起採用A380型飛機，營運往來香港及首爾的客運航班，成為第三家在香港國際機場以這款超級珍寶客機提供服務的航空公司，其餘兩家為新加坡航空及阿聯酋航空，分別以A380型飛機營運往來香港與新加坡，以及香港與杜拜的每日航班服務。



Sound and professional law guardians

Members of the Hong Kong Police Force stationed at the Airport District have been commended twice in a month for their efforts in solving two theft cases.

On 30 May 2011, the owner of a logistics company presented a flag and a thank you letter to police officers – mobile phones worth \$900,000 had been stolen from his company in February and the police solved the case in just two days, arresting the thieves and recovering all the stolen goods. The owner was thankful for the officers' outstanding performance and professionalism.

On 9 June 2011, police officers at the Airport District were praised again and another flag was presented from a delivery company who reported in May last year that their electronic products had frequently been stolen. The officers were commended for their hard work and professional manner in bringing the thieves to justice and recovering stolen goods worth around \$50,000.



▲ The owner of the logistics company presents a flag to Raymond Siu, District Commander, Airport District (middle), Terence Lee, Detective Chief Inspector of Police (seventh from left), Hayden Yuen, Detective Inspector of Police (sixth from right) and other police officers.
機場警區指揮官蕭澤頤高級警司(中)、刑事總督察李建華(左七)、偵緝督察阮成熙(右六)及機場警區刑事情報及支援組人員獲案中物流公司東主頒贈錦旗致謝。



▲ A representative from the delivery company (seventh from right) presents a flag to Queenie Wong, Deputy District Commander (middle), Terence Lee, Detective Chief Inspector of Police (sixth from left), Hayden Yuen, Detective Inspector of Police (fifth from left) and other police officers.
機場警區指揮官黃少卿署理高級警司(中)、刑事總督察李建華(左六)、偵緝督察阮成熙(左五)及機場警區刑事情報及支援組人員接受案中快遞公司的代表(右七)頒贈錦旗。

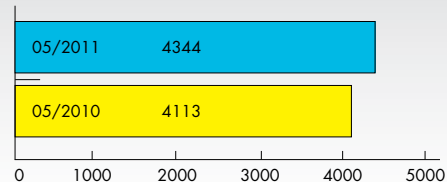
專業精神 維護法紀

駐守機場警區的警務人員勇破兩宗偷竊案件，月內兩度獲得嘉許。
於2011年5月30日，一名物流公司東主向警員致送紀念旗及感謝函。
案件發生於今年2月，這家物流公司被偷去價值90萬港元的手提電話，警方於兩天內迅速破案，成功拘捕賊人及起回所有失物。物流公司東主對警員的優秀及專業表現深表感激。

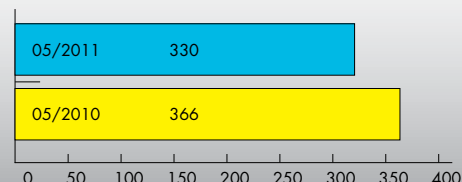
於2011年6月9日，機場警區警員再次獲得表揚，一家速遞公司向他們送贈紀念旗，以示嘉許。去年5月，這家公司的電子產品屢被偷竊。警員憑着努力不懈及專業認真的態度，最終將賊人繩之於法，並成功起回價值約5萬港元的失物。

Monthly throughput 每月客貨運量

Passenger traffic
客運量 ('000 passengers 千人次)



Cargo traffic
貨運量 ('000 tonnes 千公噸)



Budding photographers

To give staff a chance to put their photography skills to use, the Airport Authority Staff Club (AASC) co-organised a snapshot workshop with the Hong Kong Society of Digital Photography on 28 May 2011 at the Metro Art Gallery. Over 50 employees and their friends attended the workshop, which included a section on theories and skills, followed by a snapshot competition.

Winning entries are currently being showcased in the Intranet's AASC albums, so be sure to log in to see which colleagues have an eye for photography!

提升攝影技巧

為了讓員工發揮攝影技巧，機場管理局職員康樂會與香港數碼攝影學會於2011年5月28日合辦「獵影技巧工作坊」，共有超過50名員工與親友參加。這個工作坊在「MAG都市視藝空間」舉行，內容包括教授攝影理論及技巧，其後還舉辦了獵影比賽。

優勝作品已上載至內聯網的機管局職員康樂會相片集。大家不妨登入相片集，欣賞同事的精采照片！



▲ Over 50 employees and their friends attend the snapshot workshop.
超過50名員工與親友參加了攝影工作坊。



▲ The workshop includes a section on theories and skills, followed by a snapshot competition.
工作坊內容包括教授攝影理論及技巧，其後還舉辦了獵影比賽。



▲ The workshop gives participants a chance to put their photography skills to use.
工作坊讓參加者發揮攝影技巧。



▲ The winning photo in the snapshot competition shows the art gallery building from a different angle.
獵影比賽的優勝作品以另一個角度展現藝術中心的面貌。

Special Offers 優惠特區

Think small, win BIG 細心想，贏大獎！

For a chance to win a cash coupon worth HK\$100 to spend at Terminal 1 and 2, answer the question below! Five winners will be selected to receive the prize. Send your answer to hkianews@hkaairport.com on or before 29 July 2011.

答對問題，贏取現金券100港元，讓你在一號及二號客運大樓消費！請於2011年7月29日或之前，將正確答案發送至hkianews@hkaairport.com，五名幸運兒將有機會獲得獎品。

Answer of Issue 6, 2011:

2011年第6期答案：

Hong Kong Convention & Exhibition Centre, Wan Chai
灣仔香港會議展覽中心
Citywalk, Tsuen Wan
荃灣荃新天地
InnoCentre, Kowloon Tong
九龍塘創新中心
Hong Kong International Airport
香港國際機場

Winners of Issue 6, 2011

2011年第6期得獎名單

Stella Chan

Celia Lau

Kay Kam

陳舒

劉文英

甘綺琪

Ethan Wan

Gloria Lok

尹國柱

駱艷姬

QUESTION 問題

The Hong Kong International Airport Master Plan 2030 along with two airport development options were released recently, kicking off a three-month public consultation. What are the starting and ending dates of the public consultation?

最近機管局公布了《香港國際機場2030規劃大綱》及兩個機場發展方案，並展開三個月的公眾諮詢。請問公眾諮詢是在哪一天開始及結束？



Have a great idea for *hkia News*?
Contact us via hkianews@hkaairport.com
and tell us what you're thinking!

若你對《翱翔天地》有任何意見，歡迎隨時與我們聯絡，電郵地址為 hkianews@hkaairport.com

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