

# SDA enjoys bumper year

By Ju Chuanjiang and Wang Qian

This year has turned out to be a very memorable one for the Shandong Aviation Group Co Ltd (SDA).

On October 11, SDA was awarded the Meritorious Service Medal by Shandong for its excellent performance throughout the province's "60 years' 60 brands" local government initiative. The honor was given in recognition of the company's "sincere, enthusiastic and true-hearted service" throughout its 15-year operating history.

Similar success awaited at the 2009 World Brand Summit, where the world Brand Lab announced the "Top 500 Most Valuable Brands in China". SDA was placed high on the list and ranked 160th overall. Meanwhile, its competitive strengths saw it rated as fourth among all global airline companies by the prestigious international journal, Aviation Monthly and Space Technology.

According to interim statements, during the first six months of the year SDA has conveyed a total of 3.514 million passengers, an increase of 13.5 percent year on year. It has achieved an operating income of 2.34 billion yuan, with

net profit of 113 million yuan - a 91.87 percent increase on 2008.

Zhang Xingfu, secretary of the Party Committee of SDA, said: "Despite the impact of the global financial crisis, the company has still made a number of impressive achievements, mainly due to its own dramatic efforts in establishing its brand."

"The company's successful development of its brand and its subsequent economic benefits have been derived from its excellent service, innovative management and advanced operational philosophy."

Currently, SDA has a fleet of 46 different kinds of planes. In total, it now has some 220 air lines servicing more than 60 cities across the Chinese mainland. It also flies to Taiwan and to a number of overseas destinations, including Singapore and Korea.

"The company has gradually established a marketing platform of 'focus on Shandong, face the nation and fly to the world'. This has allowed us to develop in a unique fashion," said Zhang.

During the winter weather problems early last year, many SDA planes were trapped by heavy snow. One of them was a passenger plane that was confined to the ground for 48

hours, however, none of the passengers complained about the company due to its timely and proper response. When the Sichuan earthquake occurred last year, SDA was the first operator to send planes with relief supplies to the quake-stricken areas.

Zhang said: "Opportunities are always there for those who are ready. It is very fortunate that the company had successfully foreseen the global financial crisis and adopted over 300 effective preparatory measures, including cutting down expenditure and increasing income."

Indeed, for SDA, the financial crisis appears not as an obstacle, but rather as its largest challenge and opportunity to date.

On March 24, the Xiamen Branch of SDA was established. This saw 19 new routes opened up, linking the cities of Jinan, Hangzhou and Taipei. By September, the Xiamen Branch has delivered 460,000 passengers, accounting for six percent of the city's total throughput. Additionally, on April 23, SDA was awarded credit of six billion yuan, considerably boosting its potential for economic development.

SDA has been striving to constantly research and develop new products. Following

the success of its previously-launched monthly tickets, on September 17 limited-edition annual tickets went on sale for China's 11th National Games. As a unique new product, the annual ticket proved a hit as soon as it came onto the market.

Meanwhile, the company has built up strategic cooperation relationships with many tourism organizations, including the Shandong Travel Bureau and the Xiamen Travel Bureau.

On August 22, its first advertiser-liveried plane - "Hospitable Shandong-Jinan" - went into service on routes linking Taipei, Seoul and Beijing. Undoubtedly, "Hospitable Shandong-Jinan" will become a brilliant ambassador for Shandong, through promoting the city's image, tourism and air transportation, Zhang believes.

SDA has now signed an agreement to lease two more Boeing 737-800 aircrafts with RBS Aviation Capital Group as of October 14.

Zhang said: "We are committed to innovation in terms of strategic policy, our commercial model and organizational structure. All of these efforts have brought the company huge competitive advantages and made us increasingly strong step by step."



The Shandong Aviation Group Co Ltd not only provides transportation services for passengers but has also undertaken assignments to air-freight a number of Games-related goods, including a series of torches, for China's National Games to ensure a successful outcome for the event.

## Best ever service promised for Games-bound fliers

By Zhao Ruixue

A more pleasant and comfortable traveling experience is the avowed intention of the Shandong Aviation Group Co Ltd (SDA), especially for those passengers flying to watch the 11th National Games.

On these specially-designated flights, passengers will not only experience a flavor of the cultural atmosphere of the games, but also a uniquely high quality of service provided by specially selected SDA crew members.

Zhang Xingfu, secretary of the Party Committee of SDA, said: "We aim to ensure this National Games is fault-free in terms of air transportation. This is our top priority."

The company is also seeking to raise its profile throughout the country whilst publicizing the games. During the course of the event, SDA has

100 daily flights operating between Jinan and other cities across China.

To date, some 430 flights have provided exclusive services for the 11th National Games.

Statistics from SDA show the company has transported some 2,820 athletes, with its on-schedule rate standing at 96 percent.

SDA signed up with the organizing committee of the 11th National Games as the event's cooperative partner last April. The company has now donated 28.6 million yuan to the Games.

When asked why SDA is putting such a great effort into servicing the Games, Zhang is unequivocal in his response, saying: "It is our duty to supply the best possible service for the 11th National Games."

The National Games Aircraft - China's first plane to be named after the national

games - made its maiden flight from Jinan on March 14, the beginning of its mission to publicize Shandong and the 11th National Games.

The 11th Games' emblems, slogans and mascot can be seen throughout the colorfully painted National Games Plane. The past months have seen the plane flying across China hundreds of times, bringing the spirit of the national games to each of its destinations.

Besides transporting passengers, the company has also undertaken assignments to transport a number of Games-related goods. Transferring the 160 torches of the National Torch Relay to some 30 cities across China is one of the most high profile missions that the company has ever accepted. The assignment has now been completed successfully, thanks to the company's commitment to the games' success.



With an outstanding turnover in the first six months of the year, the Shandong Aviation Group predicts continued further growth.

## High-speed rail route set to arrive on time following Shanghai link-up

By Chen Jialu

The construction of the Beijing-Shanghai high-speed rail link, China's longest express rail route, has entered into its crucial final stage, with its bottleneck section in Shanghai's Jiading county's Anting town successfully linked-up late last month.

Some 1,000 workers from the China Communications Construction Company (CCCC) Fourth Harbor Engineering Co Ltd, one of the leading builders of the railway construction project, worked 24 hours a day, seven days a week on a rotational basis to ensure the process met its deadline. The

overall project is due for completion in 2011, in time to begin operations in 2012.

High-speed rail travel, largely the preserve of countries such as Japan and France until the 1990s, is now sweeping across China. China's hi-speed network will be nearly as large as that of the rest of the world's put together when the 1,300 km Beijing to Shanghai line is completed.

With an investment of 220.9 billion yuan (\$31.6 billion), the route, linking China's two most populous regions, is the single most expensive construction project in China since 1949.

CCCC is one of the six contractors involved in Beijing-Shanghai Express Rail project,

with a contract worth some 13.7 billion yuan. The company is responsible for the construction of a section running from Shanghai to Changzhou, Jiangsu province, with a length of 153 km.

Commenting on the challenges facing the company, Zhao Zhongchen, project manager of CCCC's Fourth Harbor Engineering Co, said: "The schedule is so tight, and there are so many technical difficulties we have to overcome. Workers are divided into 3 groups to work 24 hours to maintain the required pace of the construction process."

The recently linked up section spans a 108 m long arched bridge and runs above a highway in Shanghai's Hongqiao district.

Cars speed through the arch on which workers are hazardously welding. Along the bridge, a long eye-catching poster, styled like a military slogan, urges ever harder and faster work.

The tracks in the Yangtze-River Delta have to go through difficult terrain, interspersed with rivers and canal networks, according to Hu Wei, the technical director of project construction.

To simplify the logistic of providing raw materials, a supporting column production facility has been built in Shanghai's Jiading county, close to the rail construction site.

"Because we require very high technical standards for

the materials' structure and design, we have to maintain tight control over the production process. The contractor and the Ministry of Railway conduct frequent inspection of our plant," said Liang Shaojie, the head of the supporting column factory, one of six such installations opened as part of CCCC's Beijing Shanghai Express rail construction project.

Liang said: "All the delicate positionings are made by machines instead of by hand in order to avoid even slight measuring errors."

To insure compliance with safety issues, the company organizes a series of safety training classes for construc-

tion workers every month.

Hu said: "The Beijing-Shanghai high-speed railway is a high-profile project that has attracted attention from across the world and any serious accidents would damage its reputation."

Construction work on the Beijing-Shanghai high-speed railway, which will have a running speed of 350 km per hour once completed, began in April 2008.

The 1,318-km-long railway line will cut the journey time between China's capital and its eastern financial hub in half, reducing it to just five hours. It will also have a one-way transport capacity of 80 million passengers and more than 100

million tonnes of cargo annually, according to the Ministry of Railways (MOR).

The line will cross Beijing, Tianjin, Hebei, Shandong, Anhui, Jiangsu before reaching Shanghai. It connects two major economic zones - Bohai Bay and the Yangtze River Delta.

One fourth of the country's population live in these two economically prosperous regions, with the local GDP accounting for 40 percent of the national total.

The Beijing-Shanghai High-Speed Railway Co Ltd was set up in December 2007 to take charge of the construction and has a registered capital of 115 billion yuan.

# Green solutions

As climate change becomes the biggest challenge of the 21st century, the necessity for worldwide cooperation in tackling climate change has become a global consensus.

At the end of this year, the UN Climate Change Summit will be held in Copenhagen, Denmark, during which an agreement is expected to be reached between participating countries on how to cope with climate change and reduce greenhouse gas emissions after the year of 2012.

When the time comes, Copenhagen will become the focus of media attention and the environmental protection issue will once again become a hot topic.

During the event, China Daily will launch a Green Solutions special to cover China's unremitting efforts to build a sustainable economy.

Chinese and foreign enterprises committed to doing their part in environmental protection are welcome to join us for inserting advertisements in the Green Solutions Special and sharing their success stories with our readers.

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气候变化问题被认为是“21世纪人类最大的挑战”，全球合作抵御气候变化的共同行动已成为共识。

2009年年底，联合国气候变化峰会在丹麦哥本哈根召开，各国有可能就2012年后世界应对气候变化和减排温室气体达成协议。

今年岁末的哥本哈根将成为世界的聚焦点，而环保话题将再次成为社会关注的核心热点。

在峰会期间，《中国日报》将推出一期名为《绿动中国》的专刊，向世界展示中国社会各组成部分为建设“可持续发展国家”而付出的不懈努力。

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