New Livery Unveiled

First A330 aircraft sporting Cathay Dragon livery takes flight

➤ Kick-off Conferences
  Staff kept up to date on the latest developments at Dragonair and outlook for 2016

➤ New membership experience
  Marco Polo Club points-based system rolled out

➤ Nurturing local talents
  Dragonair’s long-standing Cadet Pilot Programme
It was a very proud and exciting moment for all of us at Dragonair as KA900 departed Hong Kong for Beijing on 5 April, sporting the brand new Cathay Dragon livery.

Using the iconic brushwing on the tails of Cathay Dragon and Cathay Pacific clearly shows that both airlines are part of the same family with shared values of premium service. In fact, this marks a new chapter not only for the Dragonair team but for the Cathay Pacific Group as a whole.

Over the years, our airline has been supporting the growth of the Group. As a measure of our contribution, I’d like to highlight the Group’s 2015 annual results. They showed a significantly improved performance, and I am pleased to say that Dragonair made a valuable contribution, thanks to our growth and network expansion over the year.

Under the new brand we will become more recognisable to the travelling public as a member of the Group, thus providing more opportunities for both airlines and making us even more competitive. Together, we can take advantage of Cathay’s global brand identity, while leveraging our strong regional network, especially with its extensive coverage of Mainland China cities and other key Asian destinations.

While we look forward to capturing these opportunities, there remain many challenges that we must face head on.

On the operations front, various teams are working hard to tackle issues such as air traffic control-related delays and congestion at our HKIA hub. The ongoing Ground Time Optimisation Project, aimed at improving the efficiency of our operations at HKIA, is already seeing good results. Taking a longer term look is the Operations Enhancement Project, which is examining how we can adjust from the slot planning stage to on-the-day aircraft rotation.

Looking ahead to the summer, forecasts say that we can expect between four and seven tropical cyclones to hit the city. I wish to remind all teams to be alert and ensure they are well prepared so that we continue to provide our customers with good service even in adverse weather conditions.

I’m sure you all will agree, however, that service excellence must always be uppermost in our minds, regardless of changes to our brand and challenges in the operating environment.

Algernon Yau
CEO

Performance Index

<table>
<thead>
<tr>
<th>Traffic/capacity (KA + CX)</th>
<th>Mar 2016</th>
<th>Vs Mar 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passengers carried</td>
<td>2,960,915</td>
<td>2.6%</td>
</tr>
<tr>
<td>Passenger load factor</td>
<td>83.9%</td>
<td>-3.4pt</td>
</tr>
<tr>
<td>Available seat km (ASKs)</td>
<td>12,291,864</td>
<td>5.2%</td>
</tr>
<tr>
<td>Freight carried (tonnes)</td>
<td>157,006</td>
<td>-0.4%</td>
</tr>
<tr>
<td>Cargo load factor</td>
<td>63.0%</td>
<td>-5.4pt</td>
</tr>
<tr>
<td>Available tonne km (ATKs)</td>
<td>2,583,276</td>
<td>4.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On-time performance</th>
<th>JAN-16</th>
<th>FEB-16</th>
<th>MAR-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td>59.8%</td>
<td>69.8%</td>
<td>65.8%</td>
</tr>
<tr>
<td>60%</td>
<td>within 15 mins</td>
<td>35.7%</td>
<td></td>
</tr>
<tr>
<td>50%</td>
<td>on-the-dot</td>
<td>34.2%</td>
<td></td>
</tr>
<tr>
<td>40%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Tackling Challenges Ahead**

Kick-Off Conferences bring staff up to date on the latest developments of the Group

The annual Kick-Off Conference provides an opportunity for staff to hear directly about the latest developments and issues affecting Dragonair from senior management. The 2016 event, attended by about 100 staff, was held on 1 March at the Multi-Purpose Hall in Dragonair House.

Among those reviewing the prospects and challenges for 2016 were General Manager Flying Peter Healey and General Manager Inflight Services Brian Yuen. The rebranding of Dragonair as Cathay Dragon was obviously the biggest news to be discussed, along with issues relating to disruption management, cockpit and cabin crew development as well as productivity improvement initiatives.

“This is a special time when we can work to define the Cathay Dragon experience,” said Brian. “We look forward to keeping on enhancing both the internal and external customer experience.”

Other senior management sharing their views were Chief Operating Officer Rupert Hogg, General Manager Marketing, Loyalty Programme & CRM Julian Lyden, Manager Airline Planning Mandy Ng, General Manager Product Leslie Lu and General Manager HKIA Liza Ng.

Delays and hub challenges, and how to tackle them, was an area of particular concern. Staff heard that the major causes include late passengers, outer bay parking and an outdated Precision Time Schedule. However, the ongoing Ground Time Optimisation Project is already having an effect in reducing delays. The A350 deliveries and slot constraints at HKIA were also discussed.

At the end of the day, CEO Algernon Yau said: “I hope everyone took home a better understanding of the challenges and opportunities facing our team in 2016. Let us all look forward to another fruitful year at Dragonair – and, soon, Cathay Dragon.”

The China Kick-Off Conference, chaired by General Manager China Titus Diu, was held in Chengdu on 1-2 March, under the theme of “Change to Grow”. Regional staff heard that while the China network is growing, challenges must be faced, including declining visitors from the Mainland, severe air traffic controls within the country’s airspace and slowing economic growth.

“The rise of e-Commerce has brought speed and transparency to the passenger business and makes it more challenging for us to measure post-specific revenue performances,” said Titus. “As the China civil aviation market continues to expand, there will be increasing pressure on our airport operations. To maintain and enhance our competitive advantage in light of all these changes, we must adapt accordingly by having the right mindset, the right organisational structure and the right talent skill sets.”

**Hot Spots: Summer Services Rolled Out**

The summer schedule for Dragonair flights has already kicked in, with increased services announced for several destinations

Demand for Chengdu and Beijing is on the rise, resulting in services to the former being upgraded from five flights per week to daily, while four red-eye flights on the Beijing service have been upgraded from A320s to A330s every week. In addition, the two extra weekly flights to Shanghai implemented in winter are being continued. All these services have been operational since late March.

Chengdu is popular with tourists for its spicy food, teahouse culture, and for pandas, but is also a destination for business travellers.

From the beginning of May, passengers to Wenzhou will be enjoying an additional frequency of three more flights per week. This increased choice will provide greater flexibility and also help travellers enjoy enhanced connections with Cathay flights to international destinations.

Wuhan will see one extra flight per week from early May, while the resort island of Penang in Malaysia will get one more service every week in the holiday peak season from 27 June to 29 August. The Da Nang service will move from seven to eight flights a week from 30 June to 25 August.
New Livery Unveiled

The symbol of a bright future for Dragonair – B-HYQ proudly sports the new Cathay Dragon livery

The first Cathay Dragon livery A330-300 B-HYQ entered service on 5 April. It features new visuals in line with the rebranding, aligning Cathay Dragon more closely with Cathay Pacific.

Daniel Heung, Brand Design Manager, expands on the concept behind the new look: “Dragonair will adopt the Cathay name and brushwing, showing that Cathay Dragon and Cathay Pacific are a family with shared values of premium service,” he says. “The iconic Dragon logo, which will be featured next to the nose of every aircraft, will remain, but has been subtly updated with a deeper and richer red tone.”

B-HYQ was the first aircraft to undergo rebranding. The new look is the culmination of many months of planning and execution, as Alvin Yip, Senior Cabin Projects Engineer, explains. The process started with collaboration between the design house, Dragonair branding colleagues and the Engineering team, ending with the reveal of the new Cathay Dragon delivery at TAECO in Xiamen.

Steps along the way included colour matching with paint vendors for the new shade of red, engineering drawing and design documentation construction, technical review with Maintenance and Repair at TAECO to ensure smooth application, procurement of all supplies including paint masks and paint materials, and arrangement of aircraft ground slot to allow sufficient time and manpower support.

Alvin highlights a couple of challenges that the team encountered. “Unexpectedly low temperatures in Xiamen in early spring made the painting process challenging. In addition, as this was the first time for livery application to the Dragonair A330 fleet, plenty of adjustments were needed,” he says. “Numerous trial tests were required to achieve the best results because of the gradient effect on the dragon logo.”

Perhaps no one is more thrilled to see the new livery than CEO Algernon Yau. “This is a very significant step in our journey,” he says. “The new Cathay Dragon livery marks the beginning of a new era for our airline and our Group. From now on, travellers around the world will have a better understanding that Cathay and Cathay Dragon are one family when they come across the new livery. I believe that we have an incredible future ahead of us, building on our award-winning service excellence, and that we will fly even higher.”

He expressed his satisfaction with a job well done on the livery project: “My heartfelt thanks go to all colleagues who have worked so hard to realise this new design.”

The first flight operated by B-HYQ with a new look was bound for Beijing. To celebrate the new livery, the airline ran a social media competition for a week, inviting photo entries of the new aircraft design.

For the rest of the fleet, the A320 new livery repaint is scheduled to start in June, the next A330 will be painted in September, and the A321s from 2017.
**Dreams Ready for Takeoff**

A record 40 young people embark on pursuing their passion for aviation in the latest DACP

A record number of participants were welcomed to the 11th edition of the Dragonair Aviation Certificate Programme (DACP), which kicked off with an inauguration ceremony in mid-March. A total of 40 young people, chosen from nearly 500 applicants, are enrolled on the programme, which will run for nine months and immerse them in all aspects of the aviation industry. This year, for the first time, seven participants have come through the Scout Association of Hong Kong, which joins the Hong Kong Air Cadet Corps as co-organiser alongside Dragonair. This new partnership opens the programme up to a wider group of talents and provides additional resources, such as aviation theory training and access to a training centre with full-motion simulators.

Among the participants is Man Ka-ki, an operating theatre nurse, who is determined to pursue his aviation dream. “Most of my aviation experience is focused on flying, but through DACP I can broaden my horizons in the industry,” he says. “A commercial flight requires the collaboration of a team of professionals, and I am eager to learn every part of the aviation world.”

A crucial aspect of DACP is the mentorship offered by Dragonair staff. Captain Les Gordon is one of the pilot mentors, who has supported the programme for 11 years. “I have been very fortunate in my aviation career,” he says. “At age 12 I felt a passion for flying and I continue to enjoy it 34 years after getting my licence.”

He is happy to share his enthusiasm and knowledge; one of his most memorable occasions came when he discovered that his co-pilot for a flight was a former mentee!

“I invited my mentee over to dinner this year and I provided him with books on technical aspects, as well as interview techniques and leadership principles. I’m looking forward to catching up again soon,” says Les.

**ISPY Participants Sparkle**

Dragonair team triumphs at prestigious ISPY awards designed to enhance performance of inflight sales

The Inflight Sales Person of the Year (ISPY) 2016 took place in London in late January – and the Dragonair team were honoured with three awards at the event that trains and assesses participating teams for teamwork and competency in various areas of duty-free sales.

Flight Purser Jenny Cheung was named bronze medallist in the Overall Inflight Sales Person of the Year Award, while Jenny and Flight Attendant Kaman Kwok were gold medallists in the Sales as a Service PA Team Award, and Flight Attendants Jun Yoshikawa and Henry Yu picked up the silver medal in the Emotionally Intelligent Team Award.

Inflight Sales Manager Irene Chan says that the judges were impressed by the Dragonair crew’s interpersonal skills. “They make a connection with the passenger; they show enthusiasm and cheerfulness,” she said. “Also important was their polished and confident delivery, with excellent product knowledge.”

The event brought together 62 individuals from 28 airlines – and this aspect was very important to all four Dragonair members.

**New Emporium shopping experience**

Staff can now purchase products featured in Emporium at the new sales shop located in Dragonair House. Also named Emporium, the shop opened its doors to staff customers on 6 April in the presence of close to 50 staff and senior management. A vending machine selling travel essentials and beauty products has also been installed for staff who need to grab and go.
On Course to a Career in Flying

Training pilots to become an integral part of the Dragonair team is a vital aspect of business. Let’s check in with the latest batch of cadets as they prepare to complete their programme in Hamilton, New Zealand.

The Dragonair Cadet Pilot Programme marks its 30th anniversary this year. It began in 1986 with seven cadets in the UK. Today, 14 aspiring pilots are undergoing training at world-renowned flight training organisations in Auckland, New Zealand, and Adelaide, Australia.

Cadet pilots undergo ab initio flying training with the goal of obtaining a Commercial Pilot’s Licence (CPL) or Multi-Crew Pilot’s Licence (MPL), facilitated by CTC Aviation Training, in Hamilton, or Flight Training Adelaide respectively. Both courses focus on gaining the foundation flying skills required for any pilot through single-engine and double-engine aircraft flying, as well as flight simulator training.

At the end of around 60 weeks of training at the flight training school and in the UK, graduates take part in three months of ground/simulator training, followed by a similar period of line training with Training Captains. Both the CPL and MPL are fully convertible to an Airline Transport Pilot Licence after achieving the required minimum flying experience.

The Adelaide facility is familiar to most people at Dragonair, but in fact the airline’s cadets have also been undergoing training at CTC Aviation in Hamilton since 2012.

CTC was founded in the UK in 1992, establishing a base in New Zealand in 2003. The Hamilton centre has 51 flight instructors and seven ground instructors, a fleet of 38 aircraft and two fixed-base simulators. The third batch of six Dragonair cadets – namely Nicholas Chiang, Will Chow, Steven Ho, Henry Wong, Isaac Wong and Henry Yip – is currently undergoing training, and they are expected to complete the course in June. They will then shift to the UK for the Airline Qualification Course and Upset Prevention & Recovery Training.

“CTC specialises in training pilots for commercial airlines,” says Peter Stockwell, Chief Operating Officer – Ab Initio Training (NZ) at CTC Aviation Training. “We are one of the biggest flight training schools in the region. Hamilton has more open air space in geography and provides a good supply of training instructors locally.”

Apart from the technical skills, CTC focuses on the all-round development of the cadets. “Living in the school’s accommodation, which is a university-like environment, is part of the training where the cadets need to manage themselves, be organised, and develop leadership.”

Compared with cadets from other airlines, Peter notes that Dragonair cadets are particularly strong in studies. “They are very mature, motivated and highly committed, achieving outstanding results across the examinations,” he says.

The next batch of cadet pilots, comprising four males and two females, will commence their flight training at CTC in mid-May.
During training at Hamilton, all cadets are required to stay at the CTC Accommodation Centre. This experience helps to support the development of team skills and fosters mutual support, social interaction, camaraderie and leadership.

The studio rooms each contain a single bed, study desk, bathroom with toilet and shower, kitchenette, TV, wardrobe and Wi-Fi. Shared facilities include a fully appointed kitchen, large lounge with flatscreen TV, laundry, outdoor BBQ area and gym facilities.

Voice of Experience

Captain Marvin Leung was one of the first Dragonair cadet pilots. After the cadet training, he operated B737-200s as a First Officer in 1992, moving on to Tri-Stars and then the first A330 of the Dragonair fleet. He later undertook the A320 command course, and was promoted to Captain in 1998, operating A320s for around 17 years. He is now on the A330s.

“Dragonair cadet pilot training has been a world-class course over the years,” says Marvin. “The major difference between then and now is the learning environment. We used to focus on day-to-day manual aircraft handling, while the focus has shifted to flight-deck management nowadays. Also, there is much more information available today – we didn’t have Wi-Fi or the internet in the old days!”

For Marvin, the most enjoyable aspect of training was meeting people from around the world. “The training was actually an adventure to me – unlike now, when the cadets already know what to expect throughout the programme.”

His advice to aspiring pilots is to fully utilise the extensive resources at Dragonair and Cathay. “Make use of them to enrich your knowledge,” he says. “Also, keep your interest level up, as flying in a cockpit is not always as exciting as it may seem. Always keep three words in mind – efficiency, safety and comfort: these are what we are tasked to deliver as a pilot.”
A New Chapter for Marco Polo Club

The new programme for Marco Polo Club members was introduced on 15 April, providing new ways to earn status and rewards.

In view of the fast-evolving trends in travel, the change to the Marco Polo Club programme involves the introduction of a points-based system to better reflect the contribution of individual members. In addition, a range of new, flexible, family-friendly and giftable benefits has been added, along with lowering the joining age to 12.

Apart from managing the implementation of the changes, the team is also working hard to ensure all internal staff, especially the airline’s frontline staff and cabin crew, are well-equipped to answer queries from members and also to redirect them to the appropriate channels for more detailed information.

“Much of the speculation from members at the beginning was that we were going to take away some of the tier benefits,” explains Elaine Lee, Manager Loyalty Marketing. “But in fact we have retained all popular benefits of the club, including unlimited Business Class lounge access for Silver members and above – it’s actually rare to find that as a second-tier benefit in other airline loyalty programmes.”

New webpages and online functionalities are now available for members. “These new initiatives will help members understand the details about our new club benefits and club points system. New pages are also added within their online account for them to claim their new mid-tier benefits,” says Elaine.

As part of the new scheme, and to follow the rollout of the Cathay Pacific and Cathay Dragon design ethos, work on the rebranding of the Marco Polo Club is underway. Membership cards with a new design will be sent to members in phases, according to the start of the membership year.

Elaine emphasises that the changes will deliver a better membership experience. “It also allows us to provide better recognition to our members, which ties into the ongoing enhancements to our lounges worldwide. It’s all designed to help them travel well.”

Pioneering Co-branded Card Brings Faster Ways to Earn Miles

The first Asia Miles co-branded credit card was launched in Hong Kong in March. The Standard Chartered Asia Miles MasterCard is the only credit card that enables cardholders to earn miles directly from everyday spending, as well as from using banking services without the need to convert reward points.

Stephen S. Y. Wong, CEO Asia Miles, said: “The Standard Chartered Asia Miles MasterCard is a significant milestone and firmly positions Asia Miles as a rewards programme that connects with members’ everyday life.”

Members will earn 1 mile for every HK$4 spent on dining, online and overseas spending and HK$6 for other local spending. They can also earn miles through everyday purchases such as those from convenience stores, supermarkets, coffee shops and bakeries using contactless payment methods.

New cardholders will enjoy a special welcome offer of 1 mile for every HK$0.5 spent in the first two months. To find out more, scan the QR code:
The annual Airports Conference and Airport Awards, bringing together more than 200 airport leaders from around the Group network, was staged in March. Innovation, improvement and advancement are the way forward for airports where technology is key to enhancing service excellence and operational efficiency.

The evening session was devoted to the Airport Awards – and there was much rejoicing among the Dragonair contingent as Hyderabad was named Best Airport 2015. The Airports Awards recognised both operational excellence and service delivery based on customer feedback, including special recognitions by nomination.

Kolkata was awarded 4th place for their outstanding airport performance while Dhaka, Kathmandu, Denpasar, Xiamen and Airport Services Manager Huong Nguyen from Hanoi were commended for their commitment, dedication and resilience in the face of unforeseen challenges. HKIA also received praise for leading the Ground Time Optimisation lean project.

CEO Algernon Yau offered his congratulations to the winning Dragonair teams: “It is good to see their hard work recognised in this way – and I’d like to extend my thanks to all our airport staff for the hard work they do in ensuring our passengers enjoy a smooth service.”

Airports in the Spotlight

The Hyderbad team receives the award for Best Airport 2015 at the Airports Conference.

Smart Service

The ongoing Future Airports Experience programme is designed to enhance the customer experience and enable a Life Well Travelled through “High tech, high touch”.

1 April saw the official launch of Self Service Bag Drop at HKIA. Four machines at Dragonair counters in Aisle H have commenced operation where, for selected routes, passengers are able to check in their baggage themselves. “Queuing time at the check-in counters can be reduced and customers can have more control over their journey,” says Lance Kwong, Airports Project Manager – Customer Enablement.

News

08

Airports in the Spotlight

The annual Airports Conference and Airport Awards, bringing together more than 200 airport leaders from around the Group network, was staged in March. Innovation, improvement and advancement are the way forward for airports where technology is key to enhancing service excellence and operational efficiency.

The evening session was devoted to the Airport Awards – and there was much rejoicing among the Dragonair contingent as Hyderabad was named Best Airport 2015. The Airports Awards recognised both operational excellence and service delivery based on customer feedback, including special recognitions by nomination.

Kolkata was awarded 4th place for their outstanding airport performance while Dhaka, Kathmandu, Denpasar, Xiamen and Airport Services Manager Huong Nguyen from Hanoi were commended for their commitment, dedication and resilience in the face of unforeseen challenges. HKIA also received praise for leading the Ground Time Optimisation lean project.

CEO Algernon Yau offered his congratulations to the winning Dragonair teams: “It is good to see their hard work recognised in this way – and I’d like to extend my thanks to all our airport staff for the hard work they do in ensuring our passengers enjoy a smooth service.”

Doing Beijing in Style

Here’s a great opportunity to enjoy Beijing in style! EAST, Beijing is a business hotel, but it’s also full of life, with plenty to enjoy for leisure travellers, too. It’s located at the INDIGO development in the Jingtai district, and is convenient for the airport. INDIGO is home to a trendsetting shopping mall, with over 200 stores, and a host of restaurants and entertainment venues. Central Beijing and the Sanlitun retail and restaurant district are just 15 minutes away by taxi.

EAST itself has four F&B outlets: Feast (Food by EAST) is a bustling café with an international menu, Hagaki serves up modern Japanese cuisine, Domain serves cakes and fresh coffee 24 hours, while Xian is a night-time venue with live music, food & drinks, dancing and entertainment. The well-equipped fitness centre includes a heated indoor pool, jacuzzi, sauna and steam room. The ambience at EAST is enhanced and enlivened by artworks from around China.

Know Your Airline!

1. Which aircraft is the first to carry the new Cathay Dragon livery?

2. How many Dragonair cadets are currently under training in Hamilton, New Zealand?

3. Name one of the four Dragonair ISPY winners.

4. When did the new Marco Polo Club programme commence?

Email kacd.common@dragonair.com with the correct answers before 20 May 2016 and you get the chance to win this wonderful prize! All answers can be found in this issue of Dragonews. Open to staff with Dragonair email accounts only.

Congratulations to Customer Services Officer Cindy Zhou, winner of the quiz in the last issue of Dragonews!
CCU **Rural Retreat**

The Kolkata team celebrated Service Straight from the Heart in the serene setting of the countryside during the annual team outing. It was a day of good food, fun and team-building activities. They even shared their SSFTH pledges on a real tree in the woods. Arup Kumar Nag, Junior Customer Service Assistant, said that living SSFTH meant to him “giving my best to put a smile on the customers’ faces and solving their worries”.

---

CKG **Sporting Goal Achieved!**

The Dragonair football team played a friendly match against Chongqing Airport Group Company in February – a great way to build connections between the companies. It was a competitive game, but at the final whistle both teams shook hands, demonstrating their sportsmanship and love of the game.

---

OKA **Farewell Yoshika-san**

Abe Yoshika’s last flight as a Dragonair cabin crew took place on 30 January, after almost 21 years of service. She will be missed by her fellow colleagues as well as the ground handling agent staff – there were plenty of people on hand to bid her farewell at Okinawa and wish her all the best in her new life.

---

HGH **Reigniting SSFTH**

Hangzhou embraced the campaign with enthusiasm with the aim of bringing SSFTH to life in everyday operations. The team utilised Yammer to personalise the campaign. Team members shared their heart messages and quotes through poster-style photo collages.
**FOC Star Performers**

It’s been a busy couple of months for the Fuzhou team, who reignited Service Straight from the Heart together with the launch of the monthly GHA Service Star Awards. Three awards were handed out for “Best Greeting and Smile”, “Best Efficiency” and “Best Grooming”, based on a combination of performance and voting by nomination. For the SSFTH celebrations, team members wrote what SSFTH meant to them on heart-shaped cards and placed their messages on the decorative tree.

**SHA e-Cargo Honour**

In January, IATA hosted the Shanghai e-Cargo Working Group Annual Meeting, where the Cathay Pacific and Dragonair Shanghai Cargo Services team were named as one of the “Top 3 e-Cargo Airlines”. Cargo Services Manager China Ricky Jiang, alongside Cargo Services Manager Tony Bei and Cargo Services Supervisor Ellen Liu, received the trophy on behalf of the Shanghai Cargo Services Team. This is recognition of the work done in 2015 in relation to the e-AWB rollout. The number of cut-off agents and percentage of e-AWB acceptance has increased constantly, and in December 2015 the proportion of acceptance exceeded the 80% threshold – an impressive leap and a great milestone along the way to the target of 100% e-AWB handling.

**WUH Inspiring Success**

The theme of Wuhan’s Service Straight from the Heart gathering in January was “Enabling life well travelled”. Team members wrote their thoughts on the heart-shaped cards and exchanged ideas. The Staff of the Year 2015 award was presented to Zhang Xiang who shared “I Live Service Straight from the Heart by... being attentive to detail and making it count.” He received two round-trip Economy tickets to and from Wuhan on Dragonair.

What’s on Yammer

Here’s a quick round-up of the favourite recent posts and photos on Yammer from Dragonair and Cathay team members!

What better way to celebrate spring in Tokyo than to enjoy lunch under the cherry blossom? That’s exactly what Jennifer Zheng, Assistant to General Manager Japan, and her team did!

“Daddy – look!” Marketing & Sales Supervisor Fred Guan’s daughter was very excited to see a Dragonair aircraft take off from Wenzhou airport.

Systems Analyst Raunak Kothari was intrigued by the thousands of LED roses that created the romantic Light Rose Garden around Valentine’s Day in Tamar Park, Hong Kong.
Fresh Recruitment Initiatives

Following on from the launch of the new careers website earlier in the year, two more initiatives are about to come online aimed at enhancing the recruitment process and the experience of new recruits at Cathay Pacific.

The new Recruitment Centre for ground staff is set to open in late April/early May at Cathay City. It will offer a more enticing and appealing arena for those considering a career at the airline.

The other initiative is the development of “onboarding”, which is the process of bringing successful new recruits into the airline. It embraces a more personalised approach to the way new employees are welcomed, to better prepare them for their new role, help them understand more about the Group and give a sense of pride about working for the airline. Elements will include a smartphone app, welcome gifts, a buddy system, monthly orientation days and an orientation day for new outpost staff.

Reaching for Their Dreams

More than 300 young people were sworn into the latest I Can Fly programme on 13 March. The five-month youth education programme is designed to instil in youngsters a love of aviation and a sense of serving the community.

The youngsters will enjoy a series of trips to different areas of the airport, where they get the opportunity to ask questions of the professionals who work there. There will also be a chance for them to travel overseas to explore more about the aviation industry.

More than 70 pilots, cabin crew and staff volunteers will lead the visits and teach at the ground training school, while some former participants will help out throughout the programme.

A350’s Successful Maiden Flight

Cathay Pacific’s first A350-900 completed its maiden flight recently. The six-hour test flight, which verified handling, performance and system operation, was conducted by an Airbus flight-test team in the skies over Toulouse in France.

The aircraft is now back in the Airbus factory for installation of Business Class seats, and will later return to the flight line for completion of the flight test schedule. Cathay’s own delivery team will then perform a series of quality inspections, compliance checks and a customer acceptance test flight for issuance of the Hong Kong Certificate of Airworthiness.

The A350, which will carry the registration B-LRA, will be delivered to Cathay in late May.