

QATAR AIRWAYS CARGO REVEALS STRATEGY TO BECOME A MAJOR PLAYER

News / Airlines



Qatar Airways Chief Officer Cargo, Mr. Ulrich Ogiermann made several important announcements at a press conference attended by both Chinese and international industry media on the opening day of Air Cargo China 2016 in Shanghai.

Mr. Ogiermann revealed that the world's third largest international cargo carrier plans to become a major player in three new markets: Transpacific, Australia and South America in the next nine months. This major enhancement of the carrier's network is made possible by the constant growth of its fleet, which now includes nine Boeing 777F, eight Airbus 3330F and two Boeing 747F aircraft, as well as the opening of its new European hub in Luxembourg. The cargo carrier projects that its pure cargo fleet will grow to 22 aircraft by 2017 and from 1 July, the carrier will double its flights into and out of Luxembourg providing better connectivity for its customers. He also announced that Qatar Airways Cargo will add Halifax (Canada) and New York (JFK) to its freighter network in July 2016.

In a further announcement, Mr. Ogiermann officially launched QR Live, a new addition to the cargo carrier's portfolio of air freight solutions.

Mr. Ulrich Ogiermann said: "We are glad to be participating yet again at this important event. China is a major market for Qatar Airways Cargo where we currently operate freighters to

Guangzhou, Shanghai and Hong Kong as well as wide-body flights to Beijing, Chengdu, Chongqing, Guangzhou, Hangzhou, Shanghai and Hong Kong.

“Last year, we succeeded in becoming the world’s third largest international cargo carrier, but there are still areas we have not yet targeted to their full potential. In 2017, we will target areas such as Transpacific, Australia and South America – do not be surprised if you see us becoming a strong player in all these markets in the next nine months. Our expansion into these markets has been made possible thanks to our continuing fleet growth – we will receive three new aircraft by March 2017 – and by the launch of our new European hub in Luxembourg.”

Mr. Ogiermann added: “The new solution QR Live provides stress-free and comfortable transportation of horses, pets, exotic animals and livestock from origin to the final destination. In cases where transit in Doha is required, our state-of-the-art cargo terminal at Hamad International Airport has a fully-equipped live animal facility and a team of experienced ground and animal handling staff to provide round-the-clock care for live animals. We ensure the animals receive special care and treatment all the way, on the ground as well as in the air. As a committed member of IATA, we comply with the Live Animal Regulations, which set out strict guidelines regarding the welfare of animals during transportation.”

The spacious 4,200 square metre air-conditioned live animal facility at Qatar Airways Cargo’s hub in Doha is designed with special features including: large holding areas for horses, eight stalls for horses (300cm x 300cm each), a 24/7 dedicated expert animal health care service, 300-square metre paddock, rubber pavers for soft walk area, hydraulic loading and unloading docks as well as hydraulic workstations.

It is of the utmost priority that the cargo carrier ensures that the well-being of live animals is upheld during transportation in compliance with IATA’s Live Animal Regulations. Pets, exotic animals and livestock carried on board Qatar Airways Cargo flights transiting through the live animal facilities in Doha are provided with adequate and appropriate welfare arrangements such as temperature control, ventilation, feeding, container type, species mixing and veterinary care. A dedicated email address for live animal shipment enquiries qrlive@qatarairways.com.qa has also been introduced.

The cargo carrier already has a dedicated equine product, offering professional care, red-carpet treatment and world-class service for the transportation of thoroughbreds. With a modern fleet of Boeing 777, Airbus A330 and Boeing 747 freighters offering controlled temperature zones, a network of more than 150 destinations, comfortable and spacious horse stalls and seats for grooms on board the freighters, the service guarantees the care, comfort and safety of its equine guests.

The airline recently signed the United for Wildlife Transport Industry Declaration at Buckingham Palace in the presence of HRH The Duke of Cambridge and The Rt. Hon. the Lord Hague of Richmond. The declaration, which is supported by the International Air Transport Association, commits the participating airlines to increase passenger, customer, client, and staff awareness about the nature, scale, and consequences of illegal wildlife trade. It will also develop mechanisms to enable the transport sector to receive and share timely information about the transport of suspected illegal wildlife and their products, including methods of transportation, key routes, ports and other locations.

Qatar Airways Cargo also unveiled its first double-decker stand during Air Cargo China 2016, one of the most important transport and logistics exhibitions in Asia. The stand features signature elements such as an interactive global route network display and premium lounges. Mr. Ogiermann and Mr. Peter Penseel, Senior Vice President Cargo Sales and Network Planning,

hosted dignitaries, officials, customers and visitors at the brand new stand for business meetings.

The management team along with key media and VIPs inaugurated the new stand with an official ribbon-cutting ceremony and a traditional lion dance on the opening day of the exhibition in Shanghai.

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