



Forum

Winter 2004

“Where East Meets West”

With the advent of globalisation, the mystical Far East suddenly doesn't seem all that mysterious anymore. When you consider some of the most promising places to start doing business, the markets of Asia rank right up there together with the rest of the world's top economies. With Japan as the biggest economy in the region, South Korea as a star performer, Singapore as a major financial centre and China's rising importance as a key player in international trade, UPS is pleased to let you know that the Orient is no longer as far away as you think.

An Asian air network second to none

Having first established its operations in the Asia-Pacific region in 1988, UPS now offers its services in over 40 countries and territories in this region, with a highly developed air network that stretches from Seoul to Sidney. Flights leave Europe daily to give a two-day transit time to key locations in the Philippines, Taiwan, and Singapore. Tokyo and Osaka, the two primary commercial areas in Japan, are also only two days of transit time away. Within the region, our air hub in the Philippines puts UPS within four hours of every major city in Asia. Plus our direct flight to Hong Kong ensures that we can enhance service to even more parts of China, one of the fastest growing areas in the Asia Pacific region. Since 2001, UPS has had daily direct connections between China and the USA – becoming the first air express carrier providing non-stop service between the two nations.

China as the rising star

With the gradual introduction of market-style reforms from the late 1970s onwards, decades of rapid economic growth have led China to seize its well-deserved place on the economic stage. In recent years, China, the biggest and also the world's fastest growing economy in Asia, has stood out continuously as one of the most promising areas to do business with. Major multinational companies have now moved operations to the country, making China an important business destination for many shippers, with 11 cities accounting for about 75% of the country's imports and exports.



With this in mind, UPS aims to help all our customers take advantage of increased business opportunities in this emerging market.

Traditionally important commercial cities like Shanghai and Beijing now enjoy a two-day time in transit for letters and documents and for Beijing, a similar time of two days for shipments requiring customs clearance. What's more, the increasingly important industrial cities along the Pearl River Delta like Guangzhou and Shenzhen will also have similar transit times of two days for letters, documents and packages. Another area of growing importance, the Bo Hai Bay area, also sees significant time in transit improvement to major cities like Tianjin and Qingdao.

While this shows you can get your goods there fast, it also means that you can

expect equally fast transit times for imports. The Asia Pacific Region has developed a strong reputation across a broad spectrum of manufacturing industries.

With UPS, you can manage the despatch or receipt of your goods and orders consistently and reliably. No need for stock piling or empty shelves.

Unmatched technological prowess

In addition to improved delivery times, UPS's wide range of technological tools can help you provide your customers outstanding customer service. When you need to send your colleague across the ocean an important contract, or deliver crucial spare parts to your customer in Hong Kong, the wide portfolio of UPS services ensures that you have the option to balance speed with economy, depending on the urgency of the situation. Better than that, picture their reaction when they receive an email at the same time you process their shipment, informing them of the shipment's unique tracking number so they can track it on its way – while you sleep easy in a different time zone. Shipping on www.ups.com or with UPS WorldShip™ offers these small touches, free of charge and simple to trigger, just so you and your client can enjoy total peace of mind.

The opportunities in the Far East have never been greater and with the twelve largest economies in Asia providing over a quarter of the world's GDP, UPS has the right infrastructure to help you turn these opportunities into business successes. For more information on making your company an Asian dragon in the region, please visit www.ups.com for more details.



Inside Story

Service Enhancements
Read about the latest enhancements and changes to our service portfolio. See page 2.

Porsche
New coats for a new season. See page 2.

Customer Case Study
Read how UPS helps top lingerie firm Aubade dress its customers on page 3.

Asia Focus
Review the options and make shipping to Asia easier. Pages 1 and 4.

Service Portfolio

Service Changes and Enhancements

Extended Express Plus coverage

UPS Express Plus – our service providing delivery at the start of the next business day – has been significantly expanded and is available to even more destinations right across the EU. With a 09:00am delivery commitment, guaranteed or your money back, it is an ideal service for those last minute or urgent requests. You can guarantee that UPS has more early morning destinations covered, across the EU, than anyone else.

Expanded Express Saver options

UPS Express Saver is now also available nationally to customers in Denmark, Finland, Ireland and Sweden. Perfect for occasions when you have less time constraints, but still need a next day delivery across the country as well as the EU.

New additional services available for shipping to and from Greece

UPS now offers a range of new services options for customers across the EU shipping to and from Greece. From January 2004, customers have been able to opt for the UPS Express Saver and UPS Standard services as well as the existing UPS Express service. More choice enabling you to balance speed and economy.

Return Services now available for Norwegian and Swiss markets

Need your goods to come back as easily as they go out? The wide variety of UPS Return Services, which include pre-printed return labels, email label options and more, are now also available to and from Norway and Switzerland in addition to all EU markets except Greece and Luxemburg.

Service Update

Faster service to and from China

Reaching China a day faster is now possible with UPS. Thanks to changes in our international flight schedule, UPS transports your packages quicker to Guangzhou, Jinan, Qingdao, Shenzhen, Taian and Tianjin.

City	Time-In-Transit	
	documents.	packages
Beijing	2 days	2 days
Tianjin	3 days	3 days
Qingdao	3 days	3 days
Dalian	4 days	4 days
Shanghai	2 days	3 days
Hangzhou	3 days	3 days
Suzhou	3 days	3 days
Ningbo	3 days	3 days
Nanjing	3 days	3 days
Shenzhen	2 days	2 days
Guangzhou	2 days	2 days



NOTE: UPS Transit times are based on centrally located postal codes and low value items. Please visit www.ups.com to get the exact time in transit to your destination postal code.



New Coats for a New Season!

Combining speed with precision, the UPS Porsche Junior Drivers compete in races across Europe in the German Porsche Carrera Cup and the International Porsche Michelin Super Cup. The two Porsche cars have been repainted in a new design reflecting UPS's new logo and brand identity.



UPS Global Volunteer Week

October 20th 2003 saw the start of UPS's first-ever Global Volunteer Week, an international service programme started with the spirit of promoting volunteerism amongst all UPS employees worldwide.

Across Europe, UPS employees volunteered over 700 hours to help build an animal shelter, distribute books to underprivileged children, collect food for a food bank as well as cleaning and painting a day care centre.

All over the world, our employees devoted their weekend to building schools, planting trees, distributing food to the homeless and coordinating a blood drive.

UPS Chairman and CEO Mike Eskew also joined in, helping 60 fellow UPS employees construct a computer lab for a primary school in China's Hebei Province. UPS will be donating the computers and will provide ongoing computer training for the school's teachers.

Nigel Goodson, HR Director, UPS, commented "The UPS Global Volunteer Day has offered us the chance to become involved in a wide variety of projects and represents UPS's commitment to the communities it operates in, all around the world. We are very pleased to have been able to help out in a variety of areas and are proud of our employees for donating their spare time to make the day such a success."



Case Study

Delivery – as Smooth as Silk

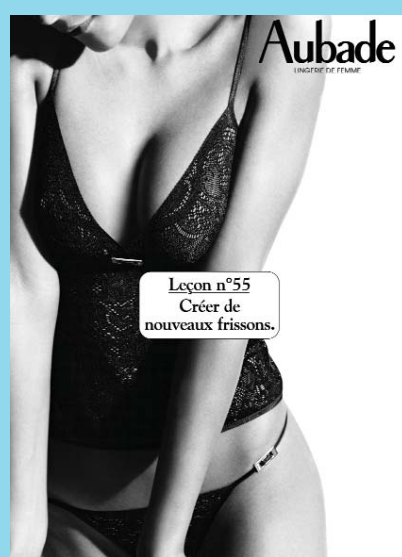
The familiar figure of a UPS driver, their brown uniform and cap conjures an image of reliability and efficiency. Consequently, you'd think the packages they deliver typically contain functional items – well, think again. UPS is the delivery company of choice for French lingerie manufacturer, Aubade, who thrills women the world over with their fine selection of designer ladies' lingerie.

Aubade is an avid user of a wide range of UPS services, ranging from UPS Express to Return Services. UPS delivers their high end lingerie from their production facility in Saint Savin, France, to over 2,300 retail locations in Asia, the United States and throughout Europe.

How did UPS seduce Aubade?

It probably wasn't the UPS uniform on its own that caught Aubade's eye. But more, the complete outfit:

- The wide range of UPS shipping services offer Aubade options to ship their products worldwide,



depending on need and urgency.

- The technology solutions mean that there is a constant sharing of information between all parties involved, whether it is the production facility in France, or a lingerie boutique in Tokyo, Japan.
- UPS's global reputation reassures Aubade's clients that their goods will arrive safely and on time, and returning items is equally easy. "Our clients are reassured by the service provided by the UPS



driver and his package car – they see it as a symbol of reliable service," says Laurence Griffon, Head of International Customer Service.

Painting the town red... or lilac... or black...

A key requirement for Aubade lies in ensuring that their eight annual collections arrive at the same time to all boutiques in a city, or even in a country, as soon as they are released from the factory at Saint Savin. As a fashion company, the need for a consistent look across all

their boutiques makes it necessary for advertising material and collections to arrive at the same time, so that window-dressing can be made consistent in boutiques across town or the world.

Typically, Aubade uses the UPS Standard service and during peak periods like collection launches, Valentine's Day and Christmas, shipments are sent via UPS Express to ensure that boutiques remain well-stocked for the important gift-giving season.

Aubade also uses UPS's shipping software UPS WorldShip™ to harmonise their information systems such that subsidiaries, clients and employees based at diverse locations worldwide receive information about their shipments at the same time. For Aubade, the integration of UPS OnLine™ Tracking Tool into their company's internal systems gives visibility and reassurance to the headquarters that their shipments are indeed arriving safely at all the necessary outlets.

As a world leader in the fashion industry, Aubade pursues a global strategy of creating an element of seduction in the design of their women's lingerie. Needless to say, UPS is helping them carry that seduction across borders and is proud to accompany Aubade in its international development.

WorldShip™ Reminder

“Shipping” your data is as important as shipping your packages

For customers using a communicating version of our shipping software, UPS WorldShip™, it is important to remember to complete the “end of day” processing task when all shipments for the day have been entered into WorldShip and before the UPS driver arrives to collect them.

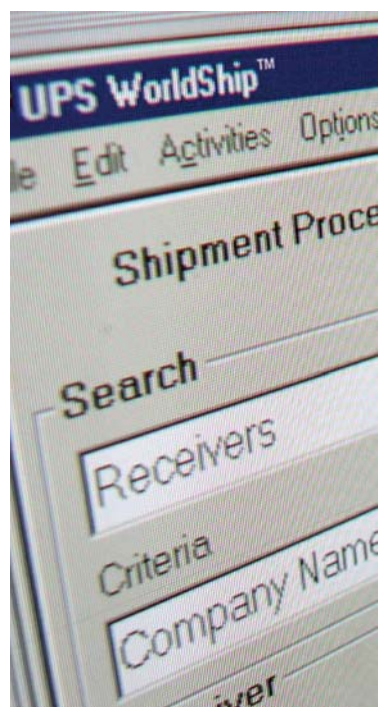
Even though your shipping documents have been printed successfully, your information is not uploaded into UPS’s systems until this task is completed.

The benefit of uploading means your shipments are immediately “recognised” by our systems when they arrive at our facilities and subsequently move on their journey more efficiently.

This “end of day” activity also triggers the despatch of the shipment notification emails you have selected, to your customers, so they are able to track the shipments being sent to them. In addition, it’s a critical process if you are using our Return Services, as these cannot work without us receiving the data from your WorldShip system.

So, once you have processed your last UPS shipment for the day, simply select “File” and then “End of Day Processing”.

Should you receive a last minute package after this task has been completed, simply enter the shipment details into WorldShip and repeat the end of day processing task.



International Holidays

March

- 3 National Unity Day**
Sudan
- 5 Custom Chief’s Day**
Vanuatu
- 8 International Women’s Day**
many countries including Azerbaijan, Burkina, Congo, Nepal and Vietnam



- 17 St Patrick’s Day**
Ireland
- 19 San José Day**
Spain
- 25 Independence Day**
Greece
- 29 Youth Day**
Taiwan

April

- 6 Chakri Day**
Thailand
- 9 Good Friday**
observed in predominantly Christian countries
- 12 Easter Monday**
observed in predominantly Christian countries



- 13 National Day**
Chad
- 14 Panamerican Day**
Honduras
- 23 Children’s Day**
Turkey
- 27 Independence Day**
Togo
- 30 Queen’s Day**
the Netherlands

May

- 3 Constitution Day**
Poland
- 5 Children’s Day**
Japan



- 13 Gospel Day**
Tuvalu
- 17 Constitution Day**
Norway
- 18 Flag Day and University Day**
Haiti
- 20 National Day**
Cameroon
- 21 Victoria Day**
Canada

- 24 Education and Culture Day**
Bulgaria
- 25 Africa Day**
many countries including Liberia, Mauritania, and Zimbabwe



- 25 Liberation Day**
Italy

Please note this list is not exhaustive. It represents sample of smaller and bigger, religious and non-religious holidays that are observed around the globe. For a complete picture, visit [The Worldwide Holiday & Festival Site \(www.holidayfestival.com\)](http://www.holidayfestival.com).

Asia Focus

Example: UPS Express Transit Times

Continued from front cover

Destination country	Destination city	EXPORT time in transit letters/documents	packages	IMPORT time in transit letters/documents	packages
China	Beijing	2 days	2 days	2 days	2 days
China	Hong Kong	2 days	2 days	2 days	2 days
China	Shanghai	2 days	3 days	2 days	2 days
China	Shenzhen	2 days	2 days	2 days	2 days
Japan	Toyko	2 days	2 days	2 days	2 days
Japan	Osaka	2 days	2 days	2 days	2 days
Malaysia	Kuala Lumpur	2 days	2 days	2 days	2 days
Phillippines	Manila	2 days	2 days	2 days	2 days
Singapore	Singapore	2 days	2 days	2 days	2 days
South Korea	Seoul	2 days	2 days	2 days	2 days
India	Bombay	2 days	2 days	2 days	2 days
India	New Delhi	2 days	2 days	2 days	2 days
Indonesia	Jakarta	3 days	3 days	2 days	2 days
Taiwan	Taipei	2 days	2 days	2 days	2 days
Thailand	Bangkok	2 days	2 days	2 days	2 days

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We want to hear from you!

Remember – this newsletter is just for YOU!

Your opinion is important to us and we’d love to hear what you think of UPS Forum, any suggestions you might have and stories (funny or not) that you’d love to share. Send them to tellus@europe.ups.com What’s more, if you know of someone who would like to receive UPS Forum regularly, give us their details and we’ll make sure they don’t miss out!

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