

Unusual Shipments

Delivering Another First (DHL Global Forwarding, 2003)

DHL Global Forwarding shipped the first-ever U.S.-built passenger hovercraft designated for commercial use from Seattle (U.S.) to Alaska (U.S.). The hovercraft, which measured 48-foot long, was purchased by BP Exploration Inc. to provide cargo and crew transportation to the company's Northstar Island. The "island" is a 5-acre artificial island in the Beaufort Sea, 12 miles northwest of Prudhoe Bay, created to develop BP's Northstar Oil Pool which is located approximately 3,800 m below the seabed.



Sustaining a Spirited Tradition for Over 20 Years (DHL Global Forwarding, 2003)

For more than 20 years, DHL Global Forwarding has been working to make sure that Beaujolais Nouveau, a purple-pink wine made from Gamay grapes produced in the Beaujolais region of France, is poured into glasses across the world on the same day and at the same time. Fermented for just a few weeks then officially released for sale on the third Thursday of November, the wine is intended for immediate drinking. Because of the very tight turnaround times involved – within a span of one week, more than 2 million bottles of have to leave the European Union and be released for consumption one week later – the "Beaujolais Nouveau" operation gets under way as early as June. DGF specialists are already negotiating with airlines and reserving firm allocations; specialist teams meanwhile are mobilized in France and the 150 countries where the wine are shipped to. DGF also handles all necessary administrative, customs and security formalities, including wine and spirits custom clearance. On arrival, DGF teams are on hand to deliver the wine to the various consumption points so that the whole world can collectively clink their glasses at the same time to celebrate this sweet tradition.

Winning a Place in the Book of World Records (DHL Express, 2004)

DHL earned a place in the Guinness Book of World Record in 2004 when it became the official carrier of the largest flag of the world. The flag, which was made up of 70 pieces of individual strips of fabric sewn together to measure 13,500 m long, was shipped from China to Bahrain and presented to the king as part of the 10-day



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National Day Carnival celebrations for that year. Measuring 160m x 96m and weighing 3,470 kg, the flag was, at that time, recognized by the Guinness Book of World Records as the largest flag in the world.

Shipping Tennis Courts Halfway Around the World (DHL Global Forwarding and DHL Express, 2004)

As the official express and logistics provider of the Thailand Open, which is part of the Association of Tennis Professionals (ATP) World Tour 250 Series, DHL imported 70,000 kg (70 metric tons) of ATP-approved indoor hard courts and equipment from France to Thailand. In total, three containers of tennis courts were delivered by DHL Global Forwarding, while DHL Express oversaw the delivery of several scoreboards.

Handling Fragile Shipments for Speedy Distribution (DHL Global Forwarding, 2004)

For Tegel Foods, New Zealand's market-leading, fully integrated poultry producer, air freight consignments of eggs and day-old chicks are critically delicate tasks. Nobody understands this better than DHL Global Forwarding New Zealand, who adopted specialized procedures to enhance packing and the careful handling of this fragile shipment for distribution across the two main islands of the country.

Shipping a Formidable Ripper (DHL Global Forwarding, 2004)

DHL Global Forwarding, Christchurch, New Zealand commenced business with a new customer, Screening and Crushing Systems Ltd (SCS) in 2003 and among its delivery assignments was transporting a Ripper VSC 400TD (400hp track mounted) unit from Christchurch, New Zealand to Melbourne, Australia, for final delivery to Adelaide. A revolutionary patented design for reduction in the waste wood and recycling industry, the Ripper VSC™ (Vertical Shaft Cutter) is a primary grinder, shredder and screening plant in one compact unit. SCS' requirements for shipping included under deck stowage away from the harm of salt water and spray, heavy lift facilities at the points of load and unload and meticulous care of the cargo.





Bringing the Circus to Town (DHL Global Forwarding, 2005)

The circus came to town thanks to DHL Global Forwarding who transported motorbikes, trapezes, bungee equipment, high and low wires, Chinese poles and an FMX (freestyle motorcross) kicker ramp and other unusual props McDonald's Circus X in Auckland.

Aiding Mother Nature in India (DHL Global Forwarding, 2005)

In 2005, Karnataka in Bangalore, India faced droughts in 27 districts for the third year in a row. DHL Global Forwarding Lemuir helped to change that. At the request of the Kanataka Government, a U.S.-based Weather Modification Inc team was asked to seed the clouds. DHL Global Forwarding Lemuir is the official logistics provider to transport the equipment needed for seeding the clouds in Karnataka, bringing much needed relief to a state whose history dates back to the 3rd century B.C.

Kids for Peace (DHL Express, 2005)

At the request of the German children's magazine PICO, DHL Express Japan transported 10,000 paper cranes from Germany to Japan in 2005. The cranes, the universal symbol of peace, were made by German children for the commemoration of the 60th anniversary of the Hiroshima bombing at the Hiroshima Peace Memorial Park.

A Gift of Friendship (DHL Express, 2006)

DHL Express New Zealand shipped a 250 kg stainless steel *Cloak of Peace* sculpture free of charge to Nagasaki's Peace Park in Japan, as a gift of friendship from New Zealand to Japan in remembrance of the destruction caused by a nuclear bomb in 1945.

Bringing Out the Child Within (DHL Express, 2006)

DHL Express Japan provided logistics support to send a 100-meter long, 2,000 kg carp-shaped streamer, known as a *koinobori*, a streamer hung outside homes to celebrate Children's Day in Japan, for a pre-World Cup event in Germany in 2006.



Moving Airports with Excellent Teamwork and the “Can-Do” Spirit (DHL Global Forwarding, 2006)

In Sept 2006, Thai Airways International Public Co Ltd, commissioned DHL Global Forwarding Thailand to transfer the entire airline’s aviation operation equipment from Don Muang Airport to Suvarnabhumi Airport, Bangkok’s new domestic and international airport. Relocation across a 150,000 sq m area at two different sites, could only begin a few hours before the opening of the new airport. More than 400 DHL employees, who got drenched by a sudden rain shower, and 600 flatbed trailers were involved in mammoth logistics operations. DGF Thailand management team members were also on round-the-clock duty to support the operations, which went smoothly and were successfully completed within the time frame allotted.

Ensuring Timely Deliveries of the Next-generation Video Game Console (DHL Global Forwarding, 2006)

DHL played a key role in the successful simultaneous distribution of Microsoft Corporation’s Xbox 360 in Europe and North America. Launch planning began as early as November 2004 with both companies mapping out shipping strategies and establishing the I.T. network that would serve as the project’s central nervous system. As consoles and peripherals rolled out of the production plants in August 2005 and onto charters, the DHL system automatically triggered "Advanced Ship Notices" to the U.S. and European distribution centers, providing the receiving points with adequate time to efficiently pre-plan their capacity needs. At each step in the process, DHL's automated systems validated all shipment load information, guaranteeing the appropriate volumes of Xbox 360 units were delivered to the proper destinations at the agreed-upon times.

Moving the Music that Moves You (DHL, 2006-2009)

Since 2006, DHL has been managing the logistics for the Leipzig Gewandhaus Orchestra, based in Leipzig, Germany, on its tours across Europe, Asia, and the United States. The orchestra is one of the leading orchestras in the world and, with more than 100 musicians, is also the largest. It also prides itself for its 250 year history, which makes it the world’s oldest civic concert orchestra. As the orchestra’s Official Logistics Partner, DHL provides logistics for the orchestra’s world tours, especially the provision of valuable, time-critical, temperature-controlled shipping of the instruments and music sheets.



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Delivering Hollywood Glamour to the UK (DHL Express, 2008)

DHL Express delivered seven original dresses worn by American actress Marilyn Monroe from the U.S. to the UK for the start of an international exhibition showcasing the work of costume designer William Travilla. These dresses, which include the iconic white dress worn in *The Seven Year Itch*, were carefully shipped by DHL in an overnight delivery to the UK for exhibition at the Hilton Metropole Hotel in Brighton, with subsequent exhibitions planned in other locations as part of a world tour.

Celebrating 100 Years of Aviation History (DHL Global Forwarding, 2008)

While the rest of the world sleeps, the aerospace logistics specialists from DHL Global Forwarding France were kept very busy in the run up to the once-in-a-lifetime event. DGF was the official carrier and logistics provider for the 100th anniversary of the French aerospace industry held in October 2008. Organized by the French Association of Aerospace Industries (GIFAS), the exhibition was open to the public on the Champs Elysées in Paris and showcased many of the most prestigious aircraft – from the early 20th century oak and poplar *Blériot XI* to modern jet fighters like the *Mirage III* – and associated equipment ever developed.

Delivering Serum to Treat Scorpion Attacks (DHL Express, 2008)

Upon the request of the Brazilian government, DHL Express Brazil safely shipped a serum, used as a treatment for scorpion attacks, from Rio de Janeiro to Cordoba, Argentina in less than 18 hours. Time effectiveness was critical to this operation as the serum is stored in metallic capsules that can only last for 36 hours. Within the 18 hours it took to ship the fragile shipment, DHL also took care of all the customs clearance processes for the Argentinean chancellery.

A High-profile Delivery (DHL Express, 2008)

When top designer Zac Posen was selected to design the wedding attire for high-profile Hollywood couple Ellen DeGeneres and Portia Di Rossi, he looked to DHL SameDay and DHL Express to deliver the completed pieces with the same attention to detail he gives his designs. DHL is the Exclusive Express Delivery and Logistics Provider for Zac Posen, and House of Z, LLC. A custom 72' x 50' x 60' crate was built for the shipment at the packaging facility, under the watchful eye of two representatives of the famous designer.



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Losing No Time to Advance Science (DHL Express, 2008)

DHL Express Poland received a request from a private person to send a human substance from Poland to Leeds, UK for medical examination. Owing to the sensitivity of the shipment, delivering this to its destination had to be done in less than 8 hours. Otherwise, the substance would not be suitable for testing. The courier waited in front of the operation room in the Polish hospital from where the shipment came from and upon arrival, this was immediately brought to the waiting hospital in Leeds. Personal care and a sense of urgency were undertaken to successfully complete this delivery within 6.5 hours.

The Biggest Shipment Ever Moved on its Air Network (DHL Express, 2009)

DHL transported the biggest shipment it has ever moved through its Air Network. Shipped through the DHL Aviation Air Cargo Priority service, the delivery consisted of 11 pieces of industrial machinery which collectively weigh almost 73 tons. The shipment originated from Italy and was transported by road to DHL's Leipzig Hub (Germany). From there, a special lifting crane was arranged to offload the machinery from the trucks and onto the aircraft which carried the equipment to its final destination in Shanghai, China. Despite a devastating typhoon that was battering Asia at that time, the shipment arrived on schedule and without any incident.

Moving Heavy Equipment in Latin America (DHL Global Forwarding, 2009)



Nothing is so big, or so small that DHL cannot move it, as evidenced by these heavy equipment that DHL Global Forwarding successfully shipped within various countries in Latin America:

- A crushing equipment (Argentina) – 2,500 freight tons
- Paper mill equipment (Uruguay) – 120,000 freight tons
- Windmills (Uruguay, Chile, Brazil) – 126,000 freight tons (combined)

Shipping to the Next Frontier (DHL Global Forwarding, 2009)

DHL Global Forwarding shipped the Mössbauer-Spectrometer MIMOS-2, a high-grade and high-precision spectrometer, to the Space Research Institute in Russia. The spectrometer, which was commissioned by the University of Mainz (Germany) and space technology company von Hoerner & Sulger GmbH will be launched on board a Zenit rocket on a mission to Phobos, one of the two moons of Mars. From there it will analyze the chemical and mineral composition of the soil of the Martian satellite. As a result of DHL's extensive knowledge of the complex customs procedures and foreign trade conditions for importing aerospace products to Russia, DHL was able to obtain authorization for a special manual check to be carried out to eliminate any risk of x-ray machines impairing MIMOS-2's functionality.

Flower Power: Over 1,280 Tons of Flowers Delivered for Valentine's Day (DHL Global Forwarding, 2009)

DHL successfully exported over 1,280 tons of flowers from Costa Rica, Ecuador and Columbia to customers in the U.S. and around the world in time for the Valentine's Day season. Comprising roses, lilies, sunflowers, heliconias, birds of paradise, alstroemerias, hypericum, stasis, godetias, follajes, carnations and minicarnations, the flowers were delivered to the U.S., Canada, European and markets in Asia. DHL has developed specialized services for handling perishables to keep floral shipments cool prior to air transport and immediately upon arrival. DHL plays a key role helping growers primarily based in Latin America get their flowers to consumers and retailers so they arrive fresh and in pristine condition.

Rocking for *Hard Rock* (DHL Express, 2009)

DHL Express delivered the guitar of *The Who's* former bass guitarist John Entwistle, acknowledged as one of the most influential in the history of rock and roll, to Hard Rock Café in Warsaw, Poland. The guitar, which was used in *The Who's* hits "Too Late the Hero," is part of Hard Rock's famous collection of memorabilia and historic pieces and will be exhibited in Warsaw till the end of January. DHL Express handled the transportation of this priceless rock memorabilia with extreme care, from the pick-up point in the U.S. to delivery point in Warsaw.



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A Cool Delivery for a Hot Country (DHL Express, 2009)

DHL Express successfully handled the delivery of a 1,200 kg block of ice that went from Finland to Denmark and eventually Bahrain via the Air Cargo Priority service. The ice block was used at a corporate exhibition by Pétrole Gaz Maintenance Equipments which was held in a country whose average temperature during the time of delivery was 33.2° C (91.8° F). Unaided by any chemicals or any freezing facility and employing only foil and wood to encase the huge block during the transportation, the shipment successfully reached its final destination intact, underscoring great teamwork and coordination between the various Express entities involved in the delivery, especially the DHL Aviation Network.

A Huge Delivery for a Huge Event (DHL Global Forwarding, 2009)

The U.K. Athletics team tapped DHL Global Forwarding to deliver pole vaults to Seville, Spain where the team was training in preparation for the 12th IAAF World Championship Athletics in Berlin in August 2009. DHL Aviation provided the air uplift for the shipment that consisted of three bags of 5.2 meter poles which had to be loaded between the aircraft containers and the aircraft walls due to their length. They were shipped overnight from East Midlands to Seville without any incident. Organized by the International Association of Athletics Federations, who counts membership from 213 countries as of 2009, the event is held every two years. Deutsche Post DHL is a national sponsor for this year's event.



Demonstrating Social Responsibility

Demonstrating Efficiency, Reliability and Social Responsibility under Trying Times (DHL, 2004)

Southeast Asia was struck with one of the greatest natural disasters of recent times when a tsunami hit the region a day after Christmas in 2004. The tsunami, which was caused by the second largest earthquake recorded on a seismograph, hit Indonesia, Sri Lanka, India, Thailand, the Maldives, Somalia, Myanmar, Malaysia and the Seychelles the hardest. DHL was among the first private companies to respond to the disaster, mobilizing its



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resources in hardest hit areas and providing free delivery of relief materials, flight charters, staff volunteers, and cash contributions one day after the tragedy struck. DHL's global network also immediately stepped in to support with contributions from DHL offices in Europe, U.S., as well as Deutsche Post DHL's office in Germany. In all the key relief activities, including staff donations, are estimated to be worth up to a total of €500,000. DPDHL also donated €1 million, in addition to the €2.2 raised from a joint DPWN-eBay auction of goods donated by members of the public.

Bringing Life Saving Machines to Public Hospitals (DHL Express and DHL Global Forwarding, 2004)

Supporting the Department of Health and the Canadian Renal Mission, DHL Express Philippines worked hand-in-hand with DHL Global Forwarding in Vancouver and Philippines to deliver, free of charge, 29 much-needed dialysis machines from Vancouver to Zamboanga, Philippines, for distribution to various public hospitals.

Leveraging Core Competencies to Respond to a Disaster (DHL, 2005)

In October 2005, Northern Pakistan and Northern India was struck by a powerful earthquake that eventually resulted in the death of over 50,000 people and left millions homeless – many of whom were in remote and hard to reach mountain valleys. The UN noted that providing relief to the affected communities is a “logistical nightmare”, and would be more challenging than the 2004 Asian tsunami. DHL swiftly responded to the emergency, aligning itself with the Dubai-based Airport Emergency Team – an initiative by the World Economic Forum's Disaster Resource Network – that was operating out of Pakistan. DHL used its logistics expertise and ensured that incoming international relief supplies brought in on chartered flights were handled as quickly and efficiently as possible thereby keeping the airport open for additional relief flights. During the relief operations, DHL also developed an innovative solution for getting aid to the earthquake victims located in remote and inaccessible towns and villages in Northern Pakistan by reusing old DHL bags to pack 500 relief packages a day for dropping out of helicopters.



DHL's experience with Pakistan, as well as other disasters, also became the forerunner of the UN-supported DHL Disaster Response Team, a global network of DHL staff volunteers which leverages DHL's core competency to facilitate faster and a more systematic way of receiving and distributing relief goods following a natural disaster.

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Easing the Plight of Needy Children (DHL Express, 2006)

DHL, in partnership with several organizations, including the U.S. military gathered new shoes, flip flops, sneakers and sandals to distribute to elementary-age school children in Iraq in 2006. The project was initiated after the U.S. military realized that many of the Iraqi children they interacted with while distributing Girl Scout cookies during their assignment in the country did not have proper footwear. DHL gladly supported the initiative and donated shipping services to deliver over 2,000 pairs of shoes destined for elementary-age school children in Iraq.



Helping People Reach the Top (DHL Express, 2006)

In 2006, Polish journalist and current (2009) editor-in-chief of the *National Geographic* Martyna Wojciechowska tapped DHL to help her with a very special mission – to scale Mt Everest! DHL transported almost one ton (953 kg) of special equipment from Warsaw, Poland to Kathmandu, Nepal, helping Martyna successfully become the third and, at that time, youngest female to conquer the highest mountain on Earth.

Teaming Up to Deliver Life-Saving Vaccines to Children of Uzbekistan (DHL Global Forwarding, 2007)

UNICEF, sanofi-aventis Group, one of Canada's leading medical aid agencies, and the logistics division of DHL came together for an extraordinary humanitarian effort to provide badly needed medicines to the Uzbekistan children in 2007. DHL, who has been a long time corporate partner of UNICEF, provided discounted transportation cost to 26 temperature controlled containers and leveraged its unmatched global network and delivery expertise to manage the movements of the precious cargo, which was made more challenging by the fact that the vaccines had to remain in a range between +2°C to +8°C at all times to preserve its integrity at each step of the journey.

Helping Stave Off a Milk Shortage (DHL Global Forwarding, 2007)

In end of 2007 Venezuela faced a severe shortage of basic food like milk. The Venezuelan government purchased a massive quantity of milk powder from a few producers in Brazil, and DHL was chosen to carry the material. Between November 2007 to January 2008 DHL successfully managed 99 charter flights carrying over 5.4 million kilos of milk powder from three various locations in Brazil – an unprecedented feat that had DHL staff working day and night non-stop and which today still stands as a benchmark for deliveries of this magnitude.



Transporting 50,000 Pounds of Relief Supplies to Haiti (DHL Express, 2008)

In the wake of four hurricanes that struck Haiti in 2008, DHL Express Caribbean delivered 50,000 pounds of food, clothing and non-perishable items via a 727 cargo plane to Port-au-Prince. A member of the DHL Express Caribbean team volunteered to manage the operation and personally traveled with the City of Miami to Haiti to offer support to the Haitian people and ensure that supplies are delivered in a timely manner.

Coming to the Aid of Myanmar and China after a Terrible Calamity (DHL Express, 2008)

Mercy Corps approached DHL to ship 18 pallets (over 9 tons) of emergency supplies from the U.S. to help victims of a back-to-back cyclone in Myanmar and earthquake in China where the agency is operating on-the-ground relief efforts. DHL provided shipping services and warehouse storage space, estimated to have a combined valued of US\$750,000, free of charge to Mercy Corp, shipping the supplies from the U.S. and then storing it at its Bangkok warehouse, from where Mercy Corps staff distributed the supplies to China and Myanmar.

Teaming Up to Help Children in Need in Afghanistan (DHL Global Forwarding, 2009)

As part of a humanitarian aid mission, an important customer in The Hague asked DHL to deliver 250 boxes of clothing, collectively weighing about 2,600 kg, to orphanages and refugee camps in Kabul, Afghanistan. Staff at the NATO Consultation, Command and Control Agency (NATO C3) had collected the clothing to help children get through the winter period. In a letter to DHL, the General Manager of NATO C3, wrote: "I realize that shipping of goods around the world is your daily business; nevertheless, I am also aware that handling a shipment like this takes a lot of effort by a lot of people and does not happen without a great deal of coordination and dedication."

Saving Lives in Kenya (DHL Express, 2009)

Hospitals across Kenya were facing a severe shortage of TB vaccines, used to protect children from tuberculosis, at a time when TB cases in the country were on the rise. Some of the urgently needed vaccines were to be delivered from neighboring Uganda. The Kenyan Ministry of Public Health and Sanitation therefore approached DHL Express to deliver vaccines from neighboring Uganda in the shortest time possible. Pressure was mounting on the Kenyan government as an estimated 200 children were dying of the disease in the



country. Recognizing the urgency of the situation, DHL Express managed to deliver the urgently-needed vaccines weighing one ton and comprising 94 packages, within two days.

Going the Extra Mile

Raging Against a BLACK Rainstorm (DHL Express, 2004)

DHL couriers rose to the challenge when Hong Kong was hit with its first BLACK rainstorm in 2004. A BLACK signal is the highest warning level in Hong Kong; when one is issued, Hong Kong comes to a complete standstill. The extreme weather caused the Hong Kong Certificate of Education Examination (HKCEE) English language exams to be cancelled as inclement weather conditions were expected. DHL Hong Kong couriers were tasked to retrieve the 100,000 exam papers they had just delivered and ensured that all the papers made it back to the warehouse intact. Despite torrential rains and ferry trips on rough seas to outlying islands, the 100 DHL couriers involved managed to get all the exam papers back to the warehouse just an hour and a half after the exams were cancelled.

Braving the Floods in Bangladesh (DHL Express, 2005)

During the Bangladesh monsoon season which in 2005 began in August, the country was plagued by the worst floods in fifteen years which damaged road and railway communications and halted businesses. Despite such dire conditions, dedicated DHL staff overcame various ensured that they fulfilled their customer promise, going as far as to rent boats to perform shipment pick-ups and deliveries. DHL staff maintained high spirits during the crisis even when transporting relief packs to some 750 families in the emergency relief center.

Overcoming Obstacles to Successfully Deliver a Massive LNG Tank (DHL Global Forwarding, 2008)

DHL Global Forwarding Pakistan triumphantly delivered a gigantic LNG (liquefied natural gas) tank to Gas Naturle Pvt Ltd's plant in a remote city called Sher Kot. During the grueling route from Karachi to the final destination, DGF PK successfully overcame three unique obstacles: high voltage over-head power transmission lines, a concrete arch just a few kilometers away from Sher Kot and a narrow railway crossing in between.

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Official Partner and Sponsor

Taking Pole Position in Formula One™ Logistics (2004-current)

DHL has been supporting Formula One™ as a Global Partner and Official Logistics Provider since 2004. This is in recognition of DHL's capability in managing the demanding shipping needs of the race includes transporting race cars, engines, wheels, spare parts and TV equipment to racetracks overseas as well as supplying more than 1 million liters of fuel used during the 18 races on four continents. In 2006, DHL delivered up to 300 tons of equipment each racing weekend, enough to fill about 100 trucks. At the track, DHL's mobile logistics center provided 24-hour service covering everything from the delivery of parcels and documents to customs services and shipments of dangerous and temperature-sensitive goods. The hugely-popular race, also known as F1, is broadcast in almost every country and territory around the world and attracts one of the largest global television audiences in the world.



Mission is Possible (DHL, 2006)

DHL became a leading actor in bringing one of 2006's biggest blockbusters to the big screen – *Mission Impossible 3 (M:i:III)*. Paramount Pictures chose DHL as its official shipping and logistics partner for the creation of the motion picture, the third installment of the thrilling Tom Cruise-starrer. DHL was involved in everything from arranging a charter flight from Beijing to Los Angeles to packing, crating, and shipping technical equipment to numerous filming locations in Italy, the United States, China and Germany. The DHL team worked 24/7 with Paramount Pictures to deliver to movie sets and equipment around the world: six pallets of cars, camera gear, film material, and numerous props were shipped by land, sea, and air with the involvement of all DHL organizational units. "Time is money," explains Mark Bakshi, president of feature production management for Paramount Pictures. "Therefore, we looked for a logistics partner that was not only fast and reliable, but also experienced in handling special consignments around the world."



DHL's GOGREEN Service at the World Economic Forum (DHL Express, 2007-2009)

Delegates had the chance to use DHL's new carbon neutral shipping service *GOGREEN* which was debuted during the 2007 World Economic Forum to help the organizers realize its Carbon Neutral promise in Davos and in recognition of the crucial need to address the



worsening climate change condition. The DHL *GOGREEN* is a value-added service that offsets the CO2 emissions caused by the transportation with carbon reduction projects ranging from alternative vehicle technologies to renewable fuels. All participants at the Annual Meeting in Davos – which brought together world leaders, shaping global, regional and industry agendas – were provided with the opportunity to ship event materials using the DHL *GOGREEN* services, which minimized the CO2 emissions associated with shipping the packages.

Keeping the Flame of Hope Alive Around the World (DHL Express, 2007-2009)

On November 2008, DHL embarked on a three-month journey to bring the Flame of Hope™ from Athens, Greece, to Idaho, U.S. for the 2009 Special Olympics World Winter Games (SOWWG). As the official transporter of the Flame of Hope, DHL brought the flame to 10 cities across 5 continents, covering more than 60,000 kilometers, honoring the spirit of the Special Olympics global movement and delivering a message of hope to communities where people with intellectual disabilities continue to fight for acceptance and a chance to excel without barriers. A year before that, DHL was also the official transporter of the flame, journeying 35,000 kilometers through 5 continents and 21 destinations in the lead up to the 2007 World Summer Games in Shanghai, China.



DHL Returns to the Runway at Mercedes-Benz Fashion Week (2007-2009)

Fashion is a US\$250 billion global industry that moves quickly and relies on time-sensitive shipping and logistics. Following two successful years working with IMG Fashion, DHL returned for its third year as sponsor of Mercedes-Benz Fashion Week in February 2009 in New York. As well as introducing the 2009 fall fashion collections, the annual designer fashion event also highlighted DHL's role in delivering the latest fashions to runways and customers across the globe. DHL's regular services cover the entire fashion logistics value chain – from material purchasing to quality control of production and direct delivery to the boutiques of international fashion companies. DHL's commitment to the fashion sector includes sample room management and consolidation services, and overnight door-to-door service from Asia with five flights to New York City every week. Aside from New York, DHL also supports Fashion Week in Milan, Berlin, Toronto, Mexico City, Moscow, Lakme, Sydney, Miami, Hong Kong, London and, starting 2009, Istanbul.



Fashion and Logistics Go Hand in Hand (DHL Global Forwarding, 2008)

DHL helped bring the 2008 Spring and Summer Collection by Swedish designer Bea Szenfeld to Stockholm Fashion Week, in August 2007. The Szenfeld collection reflected Italian culture and led visitors back in time to Italy of the 1950s. "I would like to concentrate exclusively on my fashion creations. So I can't allow any hitches when it comes to shipping items to the manufacturing site in Tallinn and bringing my collections into the shops. The people at DHL know exactly what they are transporting. And they also know just how important it is to handle fragile fashion items and materials with great care. I can leave all that to them and then sit back and relax," says the designer.

Bringing the NBA Experience to Asian Fans (DHL Express, 2008)

The same year that the Beijing Olympic Games took place (2008), DHL became the official Express and Logistics provider of the National Basketball Association (NBA) in Asia, transporting 17 tons (equivalent to a 40-foot container) of NBA's basketball equipment from the U.S. to Macau and Shanghai (China) for the *USA Basketball International Challenge*. The Challenge comprises four exhibition games which featured the U.S. Men's Senior National Team that included NBA superstars Kobe Bryant, LeBron James, Dwight Howard and Jason Kidd. The team play against the national basketball teams from Turkey, Lithuania, Australia and Russia.

Sailing to a Successful Delivery (DHL Global Forwarding, 2008-2009)

DHL has been the official logistics partner of the RC 44 class since the start of the 2008 sailing season. The RC 44 Championship Tour, which attracts the elite of the world's professional sailors, is an international series of sailing regattas comprising six stops in Europe and the Middle East. DHL organized the transport of the specially designed carbon yachts – each weighing 3.56 tons – and other sailing regatta equipment thus enabling a closely packed regatta series on various continents. Through its GoGreen climate protection program, DHL also ensures that CO₂ emissions during transport are reduced as much as possible and that all unavoidable greenhouse gas burdens will be offset through investments in internationally acknowledged climate protection initiatives.





Helping the World Go Green (DHL Express, 2009)

DHL was named the “Official Logistics Partner” for carbon neutral logistics services for the UN Climate Conference 2009 in Copenhagen, Denmark (COP15). The cooperation includes carbon neutral shipment of global express parcels before and during the conference for delegates, participants and organizers. This is consistent with and a recognition of DHL’s commitment to collectively minimize its carbon footprint. “We are particularly happy that our partnership with DHL includes a carbon offset solution so the shipment of goods is less damaging to the environment,” says Svend Olling, Head of Department, Danish Ministry for Foreign Affairs.

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