

GPRA 2015

Global Port Research Alliance Conference on “Port and Logistics Connectivity”

Industry Session 1 Port Competitiveness: The Case of Hong Kong

- ❖ **Date:** 21 May 2015
- ❖ **Time:** 2:15pm – 3:45pm
- ❖ **Venue:** R1108, R Core (Shirley Chang Building), PolyU

Organised by The Hong Kong Shippers’ Council, this session aims to explore the competitiveness of Hong Kong as a leading port and logistics hub from various perspectives:

- Client needs is indeed the most important consideration for port operators and carriers in operations and development planning. Mr Sunny Ho (HKSC) looks into the issue of port choice from shippers’ perspective. He also demonstrates that there are many areas where shippers, carriers, and logistics operators could work together to enhance services, improve productivity, and lower costs.
- The international ship-to-ship transshipment and the barge traffic account for over 70% of the throughput of the Hong Kong Port. Together with the deployment of mega vessels by mega alliances, problems and challenges for terminal operations are created. Mr Henry Lee (HKCTOA) elaborates the complexity of terminal operations caused by mega vessels and mega alliances, and the related issues which need to be addressed in order to improve competitiveness of the Port.
- Notwithstanding the continuous growth of the South China cargo base and substantial increase in port capacity in South China, the Hong Kong Port has been able to maintain its high level of competitiveness in serving the needs of overseas and Mainland customers through the contributions of the logistics service providers. Mr Eric Wong elaborates on the important role of the truckers, barge and feeder operators, warehouse operators and logisticians, examines the challenges they are facing and suggests the way forward.

Moderator: Dr Stephen Ng, Professor of Practice, The Hong Kong Polytechnic University

Topic	Speaker
Contributions of Shipper to Enhance Port Competitiveness	Mr Sunny Ho, Executive Director, The Hong Kong Shippers’ Council (HKSC)
Enhancing Competitiveness of the Hong Kong Port	Mr Henry Lee, Executive Director, Hong Kong Container Terminal Operators Association Limited (HKCTOA)
The Role of Logistics Service Providers in Port Competitiveness	Mr Eric Wong, CEO and Director, Marina Container Lines (HK) Limited

Session Organiser: The Hong Kong Shippers’ Council

About the Session Chair: Mr Ho Lap Kee, Sunny, J.P., is the Executive Director of The Hong Kong Shippers' Council. He has over 20 years' experience in the Shipping and Logistics industry. Prior to the Shippers' Council, he was Deputy Managing Director of Swire Shipping Agencies and Taikoo Maritime Services Limited with businesses covered liner shipping, warehousing and distribution, freight forwarding, container haulage, mid-stream operations, China feeders, transport and logistics services. Mr Ho is the current President of the Chartered Institute of Logistics and Transport in Hong Kong and Chairman of Hong Kong Logistics Management Staff Association.

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Industry Session 2 Strategic Management and E-commerce Development

- ❖ **Date:** 21 May 2015
- ❖ **Time:** 4:15pm – 5:45pm
- ❖ **Venue:** R1108, R Core (Shirley Chan Building), PolyU

Organised by the Hong Kong Sea Transport and Logistics Association, this session will be conducted in Cantonese with the aim to explore the strategic management and e-commerce development of logistics service providers.

- E-commerce is the current and future trend in business of Hong Kong, in particular for logistics services providers. Hongkong Post is dedicated to the development of new products and services suiting the evolving business needs of customers. Leveraging its extensive retail and distribution networks and a strong brand, Hongkong Post has been providing a wide and comprehensive range of services in the logistics supply chain, and supporting SMEs in business development and brand building. Ms Vivien Lee shares with the audience on how Hongkong Post provides accessible, reliable and value-for-money postal services for e-commerce businesses through ‘Linking People and Delivering Business’.
- Customers’ preference of single contact and one platform for all processes along the supply chain drives the need of e-commerce in port and logistics industry. Mr Edmon Fung discusses the strategic development in port logistics firms in regards to self-operated, joint venture and alliance. The 5W Concept and the 5R5P are elaborated for managers to make strategic decisions. A case study of online consolidation HUB is also used to illustrate the strategy of port logistics in terms of e-commerce.
- With increasing demand of logistics services, it is important for logistics services providers to understand the operating environment in China. Mr Paul Li discusses a few changes of China’s current situation from the perspectives of e-commerce regulations, free trade zones, new technologies and O2O services. Mr Li discusses Brand Express Services (BES) in China to provide insights in strategic management to industry practitioners. BES includes such areas as e-commerce operation strategies and platforms, localisation processes, brand positioning and digital marketing.

Moderator: Dr Simon Yuen, School of Professional Education and Executive Development, The Hong Kong Polytechnic University

Topic	Speaker
Hongkong Post, the Business Partner for E-Commerce (電子商貿營商良伴)	Ms Vivien Lee, General Manager (Local Mail and Sales), Hongkong Post
The Strategy of Port Logistics: Self-operated, Joint Venture, and Alliance	Mr Edmon Fung, Managing Director, OYM Logistics Co., Limited
Brand Express Services (BES) in China	Mr Paul Li, President, Transland Shipping (1971) Group

Session Organiser: Hong Kong Sea Transport and Logistics Association

About the Session Chair: Mr Paul Li is the president of Transland Shipping (1971) Group. He is an executive member of Hong Kong Sea Transport and Logistics Association (2004 to 2014). He is a professional member of Hong Kong Logistics Association (2000 to 2014), and Chartered member of The Chartered Institute of Logistics And Transport (2008 to 2014). He is also a member of the Logistics Industry Training Advisory Committee (2010 to 2014). He is a member of Transport Logistics Training Board (2010 to 2014). He is an external board of examiner for Project Yin Jin (2011 to 2014). He is a member of the Hong Kong Logistics Development Council (2014 to 2015).