

## PRESIDENT'S ANNUAL REPORT

Dear Members,

Time flies – my 2024/2025 term as President has been a very challenging mission. I am deeply grateful for the enormous support from our Council members and associates. My report outlines the outcomes of our various missions, which I am pleased to share with you as follows:

### **HKLA x HSBC ESG Forum 2025 : Paving our Future in Supply Chain with ESG**

HKLA and HSBC co-hosted the ESG Forum on 26 March 2025 in HSBC's headquarters, an event distinguished this year by its emphasis on Environmental, Social, and Governance (ESG) principles and green finance—subjects of increasing significance in Hong Kong. This noteworthy occasion assembled industry leaders, policymakers, and sustainability experts to deliberate on practical and operational strategies for the advancement of ESG practices, with particular attention to supply chain management.

We were honored to have the keynote speech delivered by Ms. Mable CHAN, JP, Secretary for the Transport and Logistics, and The Hon. Frankie Yick, Legislative Council Member for the Transport Constituency, to inaugurate the opening. In her opening address, Ms. Mable CHAN, JP, highlighted that green and sustainable development is a global trend in the logistics industry, with ESG becoming a key focus. She noted that the Action Plan on Modern Logistics Development, announced by the government in 2023, identifies ESG as one of the core strategies to foster the logistics sector.

### **Business Mission to Kuala Lumpur, Malaysia 2025**

We organized a business mission to Kuala Lumpur, Malaysia in June 2025, offering members exclusive opportunities to engage with local businesses, logistics partners and industry experts. The aim of the mission is specifically investigated Malaysia's advanced halal food logistics and supply chain infrastructure as part of its focus on cold chain logistics. During the stay, the delegation signed multiple Memorandums of Understanding (MOUs) to solidify partnerships with (1) Malaysian

International Chamber of Commerce and Industry (MICCI), (2) Federation of Malaysian Freight Forwarders (FMFF), (3) UNITAR International University, the MOUs focuses on fostering new industry partnerships and exploring collaborative opportunities, such as joint webinars and business matching for smart and green logistics.

### **Hong Kong's NextGen Logistician Awards 2025**

HKLA and HKSC are proud to co-host this meaningful event for the second year. We reaffirm our commitment to nurturing the next generation of logistics leaders. As I said last year, logistics is no longer a traditional and labour-intensive industry. Today, the logistics sector is a vibrant hub of innovation, driven by cutting-edge technology and a dedication to ESG principles. The recently released Roadmap for ESG Development by TLB further reinforces the vision for the development of modern logistics in Hong Kong. These awards serve as a platform to inspire and engage the younger generation, and the stories of the awardees covers different roles of the industry, aviation / maritime / logistics sectors. We hope their achievements and contributions will inspire young people, encouraging them to explore the transformative world of modern logistics.

### **"Logistics In Your Eyes" Secondary School Short Video Competition:**

The competition entered its third year, featuring an exciting new format of Instagram Reels for secondary school students this year. Funded by the Maritime and Aviation Training Fund (MATF) of the Hong Kong Logistics Council and supported by the Education Bureau, the event attracted 33 teams with over 170 students participating. Competitors produced short Instagram Reels, each no longer than three minutes, presenting their views on "Low-Carbon Logistics."

### **Conclusion**

I would like to express my heartfelt gratitude to all our dedicated members, the council, advisory board, and partners for your ongoing support and contributions. Together, we can propel the logistics industry forward, embracing challenges and seizing opportunities. As we approach our 30th anniversary, let us continue to strive for excellence and innovation, positioning Hong Kong as a leader in logistics.

Elsa Yuen  
President

# HONG KONG'S NEXTGEN LOGISTICIAN AWARDS CEREMONY

18 Nov 2025

The prestigious NextGen Logistician Awards 2025 ceremony took place today at the Hong Kong Convention and Exhibition Centre, shining a spotlight on Hong Kong's rising stars in the logistics industry. Organized with support from the HKSAR Government and the Hong Kong Logistics Development Council, the event celebrates innovative, high-end, smart, and green logistics talent among young professionals and executives.





## Young Professional Award:



Mr CHEUNG Horace Esmond  
Aerovision Technology Limited



Mr SIN Ka Yin Sky  
HongKong International Terminals



Mr LEUNG Pak Hong Jeffrey  
Hong Kong Air Cargo Terminals Limited (HACTL)

This year's ceremony honored five distinguished individuals across two categories: the Young Professional Award and the Young Executive Award, highlighting the vibrant future of Hong Kong's logistics sector.

## Young Executive Award:



Mr CHAN Chi Yuen Adrian  
Hong Kong YunExpress Logistics Limited



Ms LAI Tsz Man Karen  
Ove Arup & Partners Hong Kong Limited



# “LOGISTICS IN YOUR EYES” 2025 AWARD CEREMONY

12 Dec 2025

The “Logistics in Your Eyes” IG REELS Competition 2025, organized by the Hong Kong Logistics Association with support from the Education Bureau’s “Business-School Partnership Programme” and the Transport and Logistics Bureau, concluded successfully with an awards ceremony held yesterday (December 12) at the Lecture Hall of the Education Bureau Kowloon Tong Education Service Centre.

The competition aimed to allow students to express their understanding and perspectives on Hong Kong’s trade and logistics industry—one of the city’s four pillars of the economy—through short video creations. It also provided a diverse platform for the academic community to showcase their creativity and digital editing skills.



## 2025 LIYE Award Winners



冠軍：T09 《「無人」見真情》 - 東灣莫羅瑞華學校



亞軍：T26 《懂低碳 \$ 贏百萬 \$》 - 聖若瑟英文中學





季軍：T08 《「碳」索未來》 - 佛教何南金中學



最具創意獎：T23 《超時空物流任務》 - 博愛醫院  
鄧佩瓊紀念中學



最佳效果獎：T15 《平衡時空的物流》 -  
香海正覺蓮社佛教普光學校



全面綜合獎：T03 《今期流行 流行低碳氫能》 -  
元朗商會中學



最受歡迎獎及最高觀看率獎：  
T17 《綠色物流・啟動未來》 - 香港真光書院



最佳指導獎  
香港真光書院 梁康廉老師  
天主教南華中學 李永耀老師  
聖馬可中學 劉卓賢老師  
博愛醫院鄧佩瓊紀念中學 謝凱堯老師

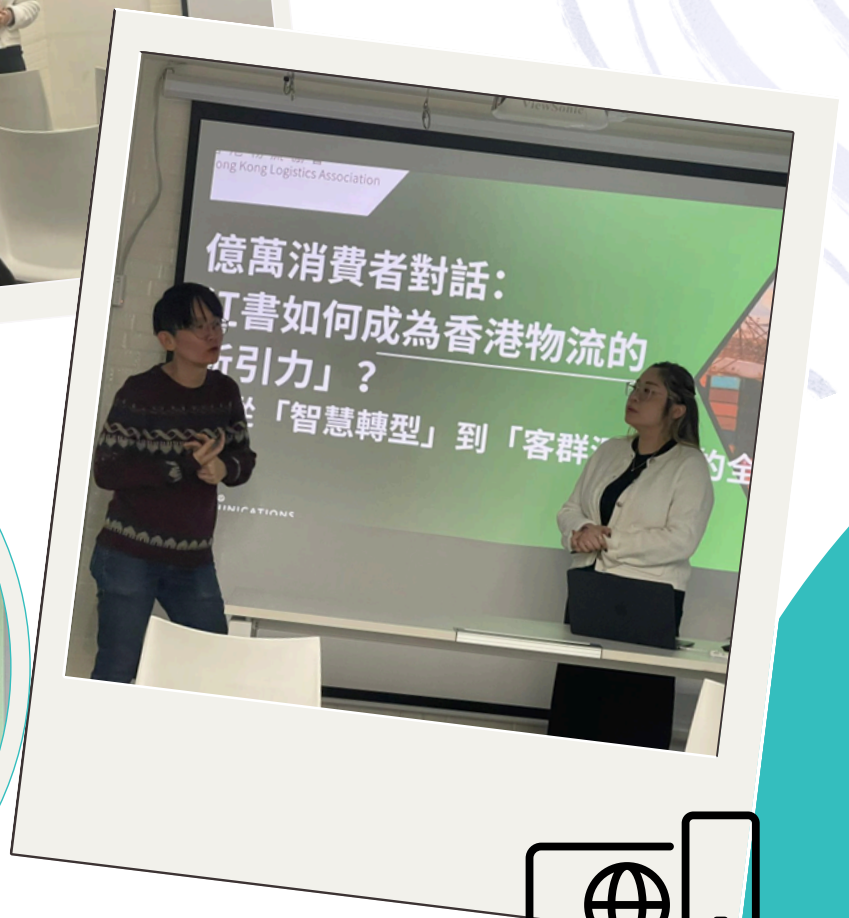


# E-COMMERCE SEMINAR IV: ENGAGING IN DIALOGUE WITH BILLIONS OF CONSUMERS: HOW XIAOHONGSHU BECOMES THE "NEW GRAVITATIONAL FORCE" IN HONG KONG LOGISTICS?

21 Nov 2025

— A New Strategy from "Smart Transformation" to "Deep Cultivation of Customer Segments"

The lecture covered two key topics: first, how Hong Kong logistics is intersecting with Xiaohongshu's "Planting Grass" economy to explore new growth opportunities; and second, the transformation of customer segments driven by mainland travelers and the rising influence of the "New Southbound Hong Kong Drifters," offering valuable insights into industry trends and consumer behavior.





# 24TH AGM

19 Dec 2025

The Hong Kong Logistics Association successfully held its 25th Annual General Meeting (AGM), providing members with an opportunity to reflect on the past year's achievements and discuss future industry developments. The event also served as a platform for networking and strengthening connections within the logistics community as they look ahead to the opportunities and challenges in 2025.







HONG KONG LOGISTICS ASSOCIATION

香港物流協會



香港物流協會青年社  
Youth Society Hong Kong Logistics Association

# Hong Kong Logistics Case Competition and Workshop

## Itinerary:

- 27 Feb 2026 15:30 – 18:30 Company Visit
- 28 Feb 2026 09:00 – 22:30 Workshops and Presentations
- 1 Mar 2026 09:00 – 14:00 Case Competition

## Prizes:

- Medals and Trophy
- Certificates for all participants

## Enrollment Fee:

- HK\$2000 for local students
- HK\$3000 for overseas students



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Tel. 27779656

Email: [event@hkla.org.hk](mailto:event@hkla.org.hk)

# MEMBERS' BENEFITS

Enhance corporate competitiveness & individual professional development by attending seminars and business visits

Enjoy special rates on HKLA's activities, events & service rate card

To have priority participate in:

- Business matching & networking events
- Local & overseas exhibitions, conferences at preferential rates
- Local & overseas visits

Enjoy free consultation service

Receive updated industry information for the formulation of effective business strategies

Access research reports and large logistics conference/ summit presentations

Corporate Members will have their company name listed on the website with a hyperlink to the company's website

**Let's submitting your application on HKLA's website**

## NEW MEMBER as of Dec 2025

### Member

- Wong Tsz Kin (Benson)
- Catherine Chen

### Corporate Member

- Beijing King Kerry International Freight Forwarding Co., Ltd.
- Hicome International Logistics (HK)Co., Limited



Join our membership now

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Website: [www.hkla.org.hk](http://www.hkla.org.hk)  
Email: [info@hkla.org.hk](mailto:info@hkla.org.hk)

Address: 3/F, New Timely Building,  
497 Castle Peak Road, Kowloon, HK



Tel: 2777 9656 Fax: 3421 2477

香港九龍青山道497號時來工廠大廈三樓



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