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# Newsletter

HONG KONG LOGISTICS ASSOCIATION  
香港物流協會

香港物流協會通訊 2015年3-4月 · 第三十二期

MAR-APR 2015

## Shanghai E-Commerce Logistics Study Tour 19 – 22 March 2015

The buying behavior of individual consumers has been changing rapidly. More and more retail businesses were found switched from conventional retail stores to on-line shops. Such drastic change triggers a chain reaction to the downstream logistics activities. The objective of the Shanghai study tour organized by HKLA is to eye-witness the latest hardware and software infrastructure development of the e-commerce distribution centre.

The trip comprising of 19 participants began on 19 March 2015 by visiting Shanghai Ming Dong Container Terminal (SMCT, a subsidiary of Hutchison Ports) in Waigaoqiao. Mr. Lawrence Shum, the Executive Director of SMCT, elaborated the function and location of Yangshan Deep Water Port and Container Terminal 1 to 6 of Waigaoqiao. Each of the participants was given a souvenir after the interactive meeting. The visit on next day morning was Asian largest e-commerce distribution centre, SKU360. The state-of-the-art ASRS, horizontal carousel, A-frame automatic picking system, goods sorting system, and order processing system were systematically layout in a huge facility that could handle 200,000 orders or 1.2m units of goods on daily basis. The number of orders to be handled could go up to 800,000 per day in full blown operation. Another eye-opening facility in Suzhou, the ALOG (T-Mall's 3PL service provider) was visited in the afternoon. It was a semi-automatic facility with 700 workers assigned to different functional zones, namely bulky/ fast moving/slow moving items storage and picking areas, checking and packing processing lines and dispatching area etc. Productivity of individual workers and order status were effectively captured and monitored throughout the whole logistics process. The delegation was impressed by the professionalism of the management team and the efficiency of the warehouse workers of different levels.



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The leisure trip on the last day of the tour was relaxing. The boat trip on Jinjiang (錦江) water lane was a fresh experience to all of the Members. Sight-seeing on 88/F of Jin Mao Building (金茂大廈) and multi-cultural feeling of Xintiandi (新天地) were materialized from the wish list. Dumpling and traditional snacks were tasted in every meal. It was admitted that the Study Tour was both enjoyable and knowledgeable.

Ir. Stephen Chan - HKLA President

HKLA Newsletter Editorial Board: Dr. Alex Tang, Ir. Stephen Chan, Mr. Mark Millar, Mr. Simon Chan

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## Seminar-3PL Costing & Pricing Models

In the Third Party Logistics (3PL) service arena, the fierce competition drives the decision makers of both the service provider and the user to under estimate or to take too light the adverse impact of wrong costing or pricing of services that are offered and subsequently received. Needless to say, some costs are either overlooked or mis-calculated.

A seminar addressing the above mentioned issues was held on 12 March 2015 evening in the HKPC training centre, and had attracted more than 30 practitioners and logistics service users. The seminar started an introduction of third party logistics service categories, the reasons and benefits of outsourcing and insourcing. The next topic was an illustration on two basic charging models each with the relevant cost elements and key drivers. The participants were alerted of the hidden costs that might turn around the initial expectations to different direction. Practical questions were raised by the participants and properly answered. Although this two hours seminar was found insufficient for detailed elaboration, however, feedback from the participants was found very positive. The participants expressed that it would be very helpful to them if more in-depth contents could be included in the future seminars. It will be our mission and duty to fulfill such expectations.

**Ir. Stephen Chan - HKLA President**



## Seminar-Internet-Of-Things (IOT) Awareness Series Session1-Omni Channel Overview

On March 27, 20 members had attended the seminar on IOT. They actively raised questions pertaining to IOT development in retail industry particularly from Omni channel perspective. The seminar was found rated at 'above average' in the participants' feedback survey. These show that the selected topic is highly welcome by HKLA members. The next seminar will be held on April 29.

**Ir. Dr. Patrick Lee - HKLA Chairman, Logistics Industrial Development Committee**



## Advertising Placement on HKLA Newsletter

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You are welcome to call our Administrative Officer at (852) 2777 9656 for details.

## HKLA Spring Reception 香港物流協會新春團拜



香港物流協會於三月十四日在尖沙咀海員俱樂部舉辦了羊年新春團拜活動，有四十多位會員及理事參加，眾人歡聚一堂，溫馨熱鬧。

在團拜活動上，首先由香港物流協會會長陳鏡治工程師致歡迎辭及向會員介紹新一屆理事，再由會員事務委員會主席古博誠先生邀請各新會員簡單自我介紹。常務副會長葉龍新先生更精心設計連串燈謎給會員競猜，成功猜中謎底的會員可獲得由多位理事成員贊助的獎品。最重要環節當然不少得利是大抽獎，由會長贊助大利是，共有八名幸運兒抽中。最後未能得到獎品的會員可獲得由陸金記贊助送出的賀年食品，而全場會員更獲贈由博士倫贊助送出沐浴露及眼藥水各一支，人人都能開開心心，滿載而歸。

本會在此祝願會員「洋洋得意，羊年行大運」，各方面更上一層樓！

Hong Kong Logistics Association has organized a Spring Reception for the Year of Ram at Mariners' Club on 14 March 2015. There were over 40 participants consisting members and council members. The reception proceeded in a warm, friendly and festive atmosphere.

At the reception, HKLA President, Ir. Stephen Chan made a welcoming speech and introduced the new Council Members to the participants. The Chairman of Membership Committee, Mr. Alex Koo invited each new member to give a brief self-introduction. The Executive Vice President, Mr. Thomas Yip conducted a game i.e. lantern-quizz guessing. Winning members could get the prizes sponsored by several council members. Highlight of the event was a 'laissez' lucky draw sponsored by the President and there were 8 lucky members winning the 'laissez'. Members who cannot win any prizes, were given a pack of Chinese New Year Snacks sponsored by Shanghai Luk Kam Kee King of Melon Seeds. All members had also received a bath gel and an eye-drop, sponsored by Bausch & Lomb (Hong Kong) Ltd.

HKLA wishes all members a prosperous year of Ram!



## Referral Discount Announcement 新會員轉介優惠

To encourage our members to refer friends/ business partners to join our Association so as to enlarge our membership base, any member who has successfully referred a new member in 2015 will receive a reward of 20% discount on his/her annual subscription fee which will automatically be deducted in 2016.

為了鼓勵會員推薦朋友及業務合作夥伴加入本會以擴大會員人數，會員於 2015 年內成功轉介一名新會員可得到 20% 會費折扣優惠並將會在 2016 年會費中扣除。

## 會員優惠

1. 香港海洋公園日間入場券八五折優惠
  2. 香港中華煤氣有限公司Flame at Towngas Avenue 八五折餐飲優惠
  3. 成隆行食品優惠
  4. JobMarket免費招聘廣告
  5. 購買上海陸金記瓜子大王食品享有9折優惠
  6. 鴻福堂套票及端午節食品禮券優惠
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- (詳情可瀏覽香港物流協會網址: [www.hkla.org.hk](http://www.hkla.org.hk))

## NEW MEMBERS

From period of 16 December 2014 to 31 March 2015

### New Corporate Members

ACW Distribution (HK) Ltd.	Dimbuy.com Company Limited
Insync Surveys Pty Limited	Lin & Partners Distributors Limited
Metro Freight Ltd.	Syn-Tech Fine Chemicals Co. Ltd.
Wheeling Logistics Co. Ltd.	

### New Professional Members

Chan Yiu Chung	Ku Chi Wa
Ku Chun Hang	Wong Wing Kee Tony

### Upgraded Professional Member

Kwong Kin Ming

### New Members

Chan Lai Lok Ron	Choi Kin Wai Harry
Choy Fung Peng Abril	Hui Ka Shun
Tang Yiu Nam	

### New Student Members

Chan Ka Chun	Chau Chi Ying
Fung Kwok Wai	Li Chi Chung
Tang Man Yu	Wong Wang Hei