

# Best Cost Effective and Innovative Teams

## Best Cost Effective Team: 3PL-Total Technology (HK) Limited

It is an honour to represent logi-Cloud SaaS WMS to join the 2021 Logistics Case Contest held by the Hong Kong Logistics Association. We are surprised that this contest focuses on both theory and practical operation. We deeply appreciated that Chevalier AOC is willing to share the issues they encountered with all of us, hence as dedicated WMS experts, we hope the suggested solution is educational. Based on the real-life case, we tried to use our experience to tackle the problems in the most cost-effective way, and were grateful that we won the prize. We were also amazed by the solutions provided by the other participants and broadened our horizons.

**Mr. Woo Kin Sang, Mr. Yeung Chun Dik, Mr. Chung Hong Yin**  
3PL-Total Technology (HK) Limited

## Best Innovative Team: The Hang Seng University of Hong Kong

This is our first time to join the Case Contest and propose a pharmaceutical logistics solution. By investigating the current issue of the company, we suggested several feasible strategies to eliminate the accuracy and efficiency problem from short term to long term. It is delighted to apply what we have learnt in our academic courses. Acting as a consultant is very challenging, especially when competing with and standing out from different teams with fund of knowledge and industry experiences. It is our honor to be awarded and widen our horizons through this inspiring contest.

**Ms. Chim Ying Ying, Ms. Fan Wing Yin, Ms. Chau Hiu Yee (Year 4)**  
Student of The Hang Seng University of Hong Kong



# Newsletter

## Special Edition



**26-27 March 2021**  
**2021 Hong Kong Logistics Case Contest**

<b>Champion Team</b>	<b>Ensign Freight Limited</b>
<b>1st Runner-up Team</b>	<b>PolyU Speed Team 24</b>
<b>2nd Runner-up Team</b>	<b>HKUST Team 12</b>
<b>Best Cost-effective Team</b>	<b>3PL-Total Technology (HK) Limited</b>
<b>Best Innovative Team</b>	<b>HSU Team 19</b>

The 6th Hong Kong Logistics Case Contest is one of the significant highlights in the Hong Kong Logistics Association annual event.

Each year we recruit undergraduate students to participate in local case contest from different institutes and this year we have enterprise teams to join. The competing teams will be presented with business cases developed by HKLA and supporting organization "Chevalier AOC Freight Express Holding Limited". The case provides background about an organization, workflow, reports and outlines a set of pressing business issues that management needs to address.

At the case contest, you need to use your knowledge to formulate a strategy to a given real-life business situation and provide their ideas before a panel of judges. The winning teams show their outstanding performance with their analytical, problem solving and presentation skills. Congratulations to all the winners!

**Ir. Yuen May Yee, Elsa**  
HKLA President

Acknowledgement of Supporting Organization:



Acknowledgement of Sponsors:



Big congratulations to our OS student team won the first-runner up award in the "2021 Hong Kong Logistics Case Contest" organised by Hong Kong Logistics Association on 27 March 2021. Students have a unique opportunity to tackle the practical issues, problems and provide innovative solutions in the logistics company. It is good to learn knowledge, experience as well as meet with different practitioners in the field.

"Very exciting case contest and competition!"



**Dr. Simon Yuen**  
Senior Lecturer & Scheme Leader  
PolyU SPEED



Students of the BBA-SCM Programme from the Hang Seng University of Hong Kong have participated in the Hong Kong Logistics Case Contest organized by the Hong Kong Logistics Association for many years. The contest provides a great opportunity for our BBA-SCM students to develop their presentation and analytical skills.

Our students were self-motivated to join this inter-institutional contest. They found it challenging but interesting, as they needed to resolve a business case. It was glad for them to gain such industrial valuable exposure and feedbacks from industry leaders.

Congratulations to our students' accomplishment and thank you once again for HKLA's effort in organizing such a meaningful contest.



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DEPARTMENT OF SUPPLY CHAIN AND  
INFORMATION MANAGEMENT  
香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG

**Dr. Daniel Mo**  
BBA-SCM Programme Director  
The Hang Seng University of Hong Kong

Hong Kong Logistics Case Contest took place in March in a new format, making use of online platforms, in light of the COVID-19 pandemic. It is a challenge on the participants who needed to present their cases by making the best use of the video equipment. While the learning curve was steep, the participants treasured the opportunity to make use of the online presentation format which has become a norm in the business sector. They also learned the analysis angles and presentation styles from each other.



**Mr. Anthony Chan**  
Lecture  
IVE



We are pleased to be one of the participating Universities in this territory-wide logistics contest. The Hong Kong Logistics Case Contest is an exceptional arena for our students to apply various practical theories learned from class into real business problems, while strengthening their analytical, problem solving and presentation skills. We have been actively supporting this event for the past 6 years, sponsoring our top students to participate in this challenging and meaningful contest.

With their enthusiasm and focus, we are inspired that our IEDA student team won the second runner-up award in this year's contest. We would like to take this opportunity to thank HKLA for organizing this contest and Chevalier AOC Freight Express Holdings Ltd. for sponsoring the project case.



THE HONG KONG  
UNIVERSITY OF SCIENCE  
AND TECHNOLOGY

**Prof. Guillermo Gallego**  
Crown Worldwide Professor of Engineering  
Head and Chair Professor,  
Department of Industrial Engineering and Decision Analytics  
The Hong Kong University of Science and Technology



# Champion, 1st & 2nd Runner Up

## Champion Team: Ensign Freight Ltd.



Thanks to Hong Kong Logistics Association, Local Logistics Case Contest has been successfully held amid the COVID-19 condition. We were glad we could participate as an enterprise team and mingle with many young talents in the event. This is absolutely a great platform for exchanging our knowledge and keeping updated of the latest trend in the industry. This year we were given a warehouse logistics case and asked to offer a solution for streamlining the workflow. As this is a real struggle for the company, our solution had to be practical and creative enough to tackle the issue. Overall the experience is very rewarding, and the champion trophy is definitely a great honour for us.

We would like to thank again Chevalier AOC Freight Express Holdings Ltd for case sharing and HKLA's effort and continued support. We look forward to HKLA's upcoming events.

**Ms. Lee Tze Yan, Ms. So Kai Ling, Mr. Ng Chun Yu**  
Ensign Freight Ltd.

## 1st Runner-up Team: The Hong Kong Polytechnic University SPEED

We are more than happy to share our experience with you! Even though it has been weeks since the contest, we still feel excited.

The most challenging moment was the second round started. Out of a sudden, we found ourselves surrounded by dozens of documents, forms, and videos. The ability to effectively absorb useful information in less than an hour is vital to the entire contest. Fortunately, we picked up our pace as soon as possible and started working together to digest our information. We believe that teamwork has played a considerable part in this section.

College is not the only place one could learn. In this contest, we experienced being clueless, setting targets, working towards the goal, and finally getting results. It was valuable. In fact, as a fresh graduate, the experience of joining the game and winning the prize helped me a lot in my job search. We want to express the gratitude to HKLA, and our professor Dr. Simon Yuen, for all the support. We hope that there will be more events like this in the future. Thank you!



**Mr. Ng Chung Ching, Ms. Li Po Ying, Mr. He Ya Wei (Year 4)**  
Student of The Hong Kong Polytechnic University SPEED

## 2nd Runner-up Team: The Hong Kong University of Science and Technology



"Participating in the HKLA case contest was an unforgettable experience for all of us. Being able to solve real business case provided by Chevalier AOC, one of the largest logistic service providers in HK, and compete with participants with company background and other universities students. We gain not only a much broader understanding of the logistic industry but also learn the importance of presenting ideas according to the problems. Finally, special thanks to HKLA for organising this kind of contest for us to gain experience, Chevalier AOC for providing an interesting case and my group mates for all the work."

**Mr. Chan Ho Sum, Ms. Mak Hoi Lam, Ms. Cheng Ho Lam (Year 3)**  
Student of The Hong Kong University of Science and Technology



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