

Getting a Head Start to Embrace Future Challenges

洞悉先機 迎接未來挑戰

Interview with Mr Donald Chan

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In the wake of the global pandemic, issues such as online shopping and medical supplies logistics have become the focus of public concern, bringing the supply chain network into the spotlight. Mr Donald Chan found the prospect of the supply chain industry promising as early as when he chose his university major. Thus he decided to take the BBA (Hons) in the Supply Chain Management Programme at HSUHK, joined an international shipping company soon after graduation last year, where he is entrusted with tasks in data analysis and operation efficiency enhancement.

Though concentrating on the Air Transport Stream during his study, Donald mainly handles shipping cases now. He reckons that the practical and diverse programme curriculum with group projects and discussion helped deepen his learning, enabling him to keep abreast of the industry trends and master professional knowledge in different areas. Among the various modules, he was most impressed by 'Airfreight Management in Global Supply Chain'. "The module taught us how to examine and analyse data to study its changes and required us to prepare a report for this. These skills helped me to work more efficiently and confidently." The foundational knowledge offered by the module also prepared him to face the ongoing challenges in the supply chain industry.

Outside of the classroom, Donald engaged in internships proactively to gain first-hand experience in the development of the transportation industry. He interned at a logistics company, where he was responsible for doing business development analyses for customers and writing reports, so as to allow the sales team to formulate appropriate supply chain strategies. And during another internship at an airline, he assisted in analysing the roster arrangement of captains for better manpower allocation. Donald also applied what he learnt in numerous external competitions, and the 2019 Hong Kong Logistics Case Competition was the most unforgettable for him. "This was the first time I formed a team with my friends, and we encountered many obstacles during the competition. Many of our proposals were rejected by our advisor, and there were different views among team members. Our proposal underwent several rounds of revisions before a consensus could be reached. From this experience, I learnt a lot of soft skills and understood the importance of teamwork." Donald concludes that all these internship and competition experiences have enhanced his interpersonal skills.

Thinking that his 4-year university life at HSUHK was fruitful and highly rewarding, Donald encourages fellow HSUHK schoolmates to stay curious and be courageous, exposing themselves to more experiences to gain more.

In the 2019 Hong Kong Logistics Case Competition, Donald (back row, 2nd from left) attends a site visit with other participants to identify room for improvement for a company's management.
陳展祺（後排左二）參加 2019 香港物流案例大賽時，與其他參賽者透過實地考察，辨識公司管理上的改善空間。



▲ Donald (2nd from left) gives a presentation during his internship programme at Kerry Logistics.
陳展祺（左二）在嘉里物流的實習計劃中作出簡報。

目前主力負責處理船運的陳展祺本身專修航空運輸，他表示課程內容實用而多元化，分組研究和討論亦有助深化學習，令他充份掌握業界趨勢及不同範疇的專業知識。眾多學科中，他對「環球供應鏈航空貨運管理」這一科的印象最為深刻。「課程教授我們如何閱讀及分析數據，研究當中的變化並製作成報告，相關技巧使我工作時更得心應手。」而課程的知識基礎，亦有助他面對供應鏈行業接踵而來的挑戰。

課堂外，陳展祺積極參與實習，親身體驗航運業的發展。於物流公司實習時，他負責分析客戶的業務發展方向及撰寫報告，讓銷售團隊制定合適的供應鏈策略；他亦曾協助航空公司分析機師編更資料，以便妥善分配人手。陳展祺也把所學應用到多個校外比賽中，而他最難忘的就是 2019 香港物流案例大賽：「那是我第一次和朋友自行組隊參賽，比賽過程並不順利，很多建議均被導師否決，隊員意見也有分歧，我們的方案經過多番修改才取得共識。這次經驗令我學會不少軟技能，也深深明白團隊合作的重要。」他總結這些實習和比賽的經驗，均提升了他待人接物的技巧。



陳展祺在香港恒生大學渡過四年充實的大學生活，自覺收穫豐富。他鼓勵各位師弟師妹時常保持好奇心，勇於嘗試，才能令自己得著更多、體會更多。