



Department of Geography
The University of Hong Kong
Pokfulam Road Hong Kong



Professor G.C.S. Lin BSc, MSc(SunYat-sen); MA(Akron); PhD(Br Col)
Head of Department 林初昇教授 系主任

香港大學地理系
香港薄扶林道
Head's Office (852) 2859-2835
General Office (852) 2859-2836
Executive Officer (852) 2859-7030
Fax (852) 2559-8994
Website <http://geog.hku.hk>

We are please to announce the second seminar in the **MATPP Distinguished Alumni Seminar Series**
by

Ir Paul Tsui

Managing Director, The Janel Group of Hong Kong Limited

on

A Study in Critical Success Factors for SME Logistics Services Provider

Date and Time: 11th April, 2008 (Friday); 7:00-8:00 pm

Venue: Room 222, Hui Oi Chow Science Building, HKU

About the Speaker

Paul heads up the Janel Group in Asia. He has over 25 years experience in the freight forwarding & logistics industry and has held senior management positions for a number of Multi-National Corporation in Hong Kong, two of which were publicly listed in the Hong Kong Stock Exchange. Paul is a post-graduate of The University of Hong Kong with Master of Science in Industrial Engineering & Industrial Management & Master of Arts in Transport Policy & Planning. He is an active member of The Hong Kong Association of Freight Forwarding & Logistics Limited (HAFFA), The Chartered Institute of Transport & Logistics in Hong Kong (CILTHK), and Hong Kong Institution of Engineers (HKIE). He has great interest in the development of logistics in Hong Kong and China, and has seen the changes taken places in these 2 places over the years.

Seminar Abstract

According to recent publication of Cargo News Asia, the merger and acquisition of third party logistic provider in the example of DHL & Exel have demonstrated a new market share in Hong Kong and China at 14% and 16% respectively. Another example of acquisition between Bax Global and Schenkers has represented 6% market share in Hong Kong. On the other hand, the market of main stream function in the logistics sector such as air and ocean freight forwarding is facing head to head competition, and the profitability is getting low & the requirement of services quality is getting higher. In addition, based on recent survey by Hong Kong Human Resources Management Association, the average turnover of Logistics Company in 2006 is at 20%. The difficulty to identify applicable candidate to ensure service quality and operational efficiency will be one of the major challenge for the logistics industry. Furthermore, increasing complexity of supply chain has demand logistics service provider to actively participate the coordination between various parties, this phenomenon is reflected by the growing number of firms who has focused on their core competency and streamline their supply chain. It represents more skills and knowledge to understand the system, and the collaboration with all members of Supply Chain in order to deliver accurate and precise services to customers. The question is lay upon how the Small-Medium Sized (SME) Logistics Companies to position themselves to compete in this market? The recent survey of Cargo News Asia has found the total market share of Multi-National Corporation Logistics Enterprises has only represented 45% of the market, and according to HAFFA that 65% & 30% of the local Logistics Company in Hong Kong are under the category of Small-sized Enterprise and Medium-sized Enterprise respectively. Therefore, it gives us an indication that SME has its way to survive, and they have contributed substantial to the logistics industry and provide alternative to customer. In this presentation, I am going to identify what are the critical success factors for SME Logistics Service Provider in order to satisfy customers, and ultimately increase their profitability and market share as a result.

* For CILTHK members, please contact the CILTHK Office (2866-6336) for enquiry and registration. For other interested parties, please contact Ms. Carey Lau (Tel.: 2241-5722; Email: lauyya@hkucc.hku.hk) for registration.