



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 first seminar in the
MATPP Distinguished Alumni Seminar Series

by

Mr Yu-Piu Billy Cheung

Lecturer, IVE (Morrison Hill Campus); Certified Trainer of China National Logistician

on

*East Meets West: Some Observations about Third Party Logistics (3PL) Services Providers'
after China's Accession to WTO*

Date and Time: 28th March, 2008 (Friday); 7:00-8:00 pm

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

About the Speaker

Having worked in Mainland China, Hong Kong and Japan, Mr. Billy Cheung has practical experience in cross boundary vehicular management, trans-national business operations, purchasing and supply management, multi-modal transport operations (MTO), customs procedures and legal compliance, warehousing and inventory management, vendor management of inventory (VMI) strategy, materials handling, optimal resources allocation and locations of warehouse design, layout and selection. Currently, Mr. Cheung is also an Associate of a local logistics consultancy firm.

Before joining IVE, Mr. Cheung has worked as a Senior Manager in a local publicly-listed manufacturing and production company. His extensive experience on transport and warehousing logistics management includes inbound & outbound DC activities, global trading compliance, distribution and channel strategy, and just-in-time (JIT) manufacturing operations. Since 2003, he has lectured at SPACE of HKU, CL3 of HKUST, and LIFE of Lingnan University. He has also been invited to deliver a seminar on "Costing Estimation and Freight Control Practices in Mainland China" to the managerial level staff of the Li & Fung Group.

Seminar Abstract

In this seminar, Mr. Cheung will highlight a contextual analysis on the operations pattern and competitive characteristics of local and international Third Party Logistics (3PL) Services Providers in China. The contents will cover the plight of 3PL development in China, its geographical features, transport infrastructure, and regional disparity between the coastal cities and inner cities. Facing fiercer competition from foreign Mega 3PL services providers like DHL, UPS and FedEx, local 3PL enterprises are forced to go through a process of business metabolism in a short period of time, especially after China's accession to WTO.

How did the country build up world-class 3PL enterprises to combat the foreign challengers? To comply with the international standards and requirements, what development paths and competitive strategies should the local 3PL enterprises embrace? Based on his research findings, Mr. Cheung will highlight the important aspects that Chinese 3PL enterprises have to consider during the information age.

* 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.