



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

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



Dr. M.R. Peart BA(Manc); PhD, CertEd(Exon)
Head of Department

A Seminar* by

Mr. Lee Po-Cheung, Patrick

Former Director of Customer Focus (Asia), Personal Communication Sector, Motorola China Limited

On

Challenges of the Supply Chain in High Technology Industry

Time: 7:00-8:00 p.m., Friday, 23rd April, 2010

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

About the Speaker

Mr. Patrick Lee was the former Director of Customer Focus of Motorola China Limited. He provided total logistics solutions to the high technology demanding customers in Asia at that position. Projects such the business planning, MRP, ERP, order postponement, order replenishment, quick response, third party logistics hub, bonded warehouse and logistics park hub set up in Asia were involved.

He has been in the material supply management, supply chain and logistics management for over 15 years in addition to the 10 years operation experience in multi-national companies namely Philips Liquid Crystal Display Factory, Motorola China Limited, Concord Camera Hong Kong Limited, SanDisk Hong Kong Limited and Corning China Limited. Patrick is a holistic supply chain practitioner in the high technology industry.

Patrick is an Engineering graduate with an MBA from University of Cardiff in UK. He is doing research in the application of the Theory of Constraints in solving the imbalance capacity of the two manufacturing systems in his DBA program in the City University of Hong Kong. He is both chartered member of Chartered Institute of Purchasing and Supplies (CIPS) and Chartered Institute of Logistics and Transport (CILT).

Seminar Abstract

Starting from the change of the standardization with mass volume production to the mass customization with small and frequent volume demands in the dynamic high technology industry, the 7 characteristics of the market dynamics are highlighted. These 7 driving forces are the challenges of the high technology industry in the current market.

Ways to tackle different issues with solution are discussed in real case to illustrate the lean and just-in-time approach in Singapore, Taiwan, Hong Kong, Japan, Shanghai and Shenzhen. The way to forecast the dynamic market demand in the high technology industry will also be explored and shared in the seminar.

*The MATPP seminars will also be opened to members of the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) as continual professional development (CPD) activities. For CILTHK members, please contact the CILTHK Office (2866-6336) for enquiries and registration. For other interested parties, please contact Ms. Carey Lau (Tel.: 2241-5722; Email: lauyya@hkucc.hku.hk) for registration.