

Organiser:



Co-organisers:



Joint Seminar:

How the local SME logistics practitioners can capitalise on China's Cross Border E-commerce Opportunities

In Jan 2016, 12 comprehensive pilot zones for cross-border ecommerce were approved to be set up by the State Council in Tianjin, Shanghai, Chongqing, Hefei, Zhengzhou, Guangzhou, Chengdu, Dalian, Ningbo, Qingdao, Shenzhen and Suzhou, plus Hangzhou which approved earlier, totaling 13. These comprehensive pilot zones had registered the total imports and exports exceeding RMB100 billion in 1st half of 2017, more than a double year-on-year increase, with B2B accounted for 60%, indicating that the cross-border e-commerce trade has become a new growth engine.

There are policy frameworks for the pilot zones including systems of information sharing, financial services, smart logistics, e-commerce credit, statistics and monitoring as well as risk prevention and control, with the promotion of cross-border e-commerce services as one of the central policies.

This seminar will explore how SME logistics practitioners in Hong Kong can capitalise on China's Cross Border E-commerce opportunities.

Date:	14 October 2017 (Sat)
Time:	9:30am – 12:30pm (Registration starts at 9:00am)
Venue:	TU103, The Hong Kong Polytechnic University
CPD:	<ul style="list-style-type: none">• 40 points (for CILTHK members only)/• 3 hours (for HKIE members only)
Fee:	Free Admission
Quota:	110
Medium:	Cantonese
Deadline:	6 October 2017

Programme

9:30am	Welcome Address & Presentation of Souvenir
9:45am	Session I – Logistics Needs for Cross-border E-commerce Speaker: Mr. Lawrence Li
10:15am	Session II – Hong Kong 3PL Ongoing Innovations to the China Cross-border E-commerce Supply Chain Ecosystem Speaker: Mr. Terry Chan
10:45am	Break
11:00am	Session III – The Future Development of Cross-border E-commerce from O2O to SOLOMO Speaker: Mr. Andy Lam
11:30am	Session IV – How to develop China's Cross Border Ecommerce Business under BUD Fund Speaker: Mr. YK Ip
12:00nn	Panel Discussion
12:30pm	Program End

Speakers' Profiles

Mr. Terry Chan, General Manager of 3PL Lazada Cross-border (Alibaba Group) & Chairman of Hong Kong eCommerce Supply Chain Association (HKeCSC)

Mr. Terry Chan has over 20 years of e-commerce supply chain experience in marketplace and 3PL, an e-commerce logistics and entrepreneur, postal expert, columnist who frequently delivers key note speeches at forums across APAC region. Mr. Chan is currently General Manager, 3PL Lazada Cross-border (Alibaba Group), Chairman of Hong Kong eCommerce Supply Chain Association (HKeCSC), e-Commerce Advisor to HKTDC, Asia Pacific Postal Union (APPU) and City University of Hong Kong, Columnist for Supply Chain & e-Commerce Magazine, Chartered Member of the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK). He is also actively involved in the industry activities of GS1 Hong Kong.

Mr. Andy Lam, Honorary President of Hong Kong Cross Border E-commerce Association

Mr. Andy Lam is currently the Honorary President of Hong Kong Cross Border E-commerce Association, Founder of Long Ying Holding, 56 Supply Chain and Managing Consultant of Lontreprise Consulting Ltd. With his experience in the area of the cross-border e-commerce and e-business, Mr. Lam has been helping many medium-size eBay and Amazon sellers to grow and expand. Mr. Lam is also dedicating his effort in incubation of startup sellers and suppliers in PRD bay area who want to start their own e-business.

Mr. Lam obtained his MPA (Master of Professional Accounting) and MSc in E-commerce for Executives at the Hong Kong Polytechnic University. He is a Chartered Member of the Chartered Institute of Logistics & Transport in Hong Kong (CILTHK) and Associate Member of various professional organisations, namely the Hong Kong Institute of Chartered Secretaries (HKICS), the Association of Chartered Certified Accountants (ACCA) and Hong Kong Institute of Certified Public Accountants (HKICPA). He is also a Certified Public Accountant and Independent Non-Executive Director of 3 listed companies in Hong Kong.

Mr. Lawrence Li, Director of Brand Express

Mr. Li is an IT & E-commerce specialist with 20 years' experience who started a digital agency in UK in 2006 and serviced over 300 SMEs. He has successfully helped many international brands to grow and expand in APAC region, especially China. He is currently a Director of Brand Express.

Mr. YK Ip, Senior Manager, The BUD Fund (Enterprise Support Programme) Secretariat of Hong Kong Productivity Council

Mr. Ip has over 15 years' experience in marketing and public sector to handle various Government funding schemes, marketing research and business plan assessment. Mr. Ip is now heading the Secretariat of the BUD Fund (Enterprise Support Programme) which has processed over 2,000 cases to help Hong Kong enterprises to enhance the branding and upgrading and develop the Mainland market through funded projects.

Moderator Profile

Mr. Eric Wong, Council Member of CILTHK

Mr. Eric Wong has over 30 years of experience in the liner shipping industry and served various worldwide containers shipping companies in key management positions for about 20 years. He is now the CEO and Director of Marina Container Lines (HK) Ltd., a full-fledged transportation and logistics company. Mr. Wong is an expert in strategy business development, organisation re-engineering, human resource management, training and coaching.

Mr. Eric Wong is currently a Council Member and Chartered Fellow of the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK), Chairman of the Logistics Policy Committee of CILTHK, Former Chairman of the Hong Kong Sea Transport and Logistics Association (HKSTLA), and a Board member of LSCM, and the Hong Kong Myanmar Chamber of Commerce.

Supporting Organisations:



REGISTER ON-LINE

IMPORTANT NOTE

CPD certificate will be issued by CILTHK, HKIE-LTD & IPSHK respectively to their **registered members** who attended the course. To ensure you will receive your CPD certificate, please register the course directly with the professional body that your membership is associated with. (if your membership(s) are in association with more than one of them, please select **one** to handle your application.) Please note **NO CPD certificate will be issued if your application is not handled by your associated professional body.**

If you/your membership are not in association with any of the above organisations/institutions, please register directly with CILTHK. **For non-member who requires a CILTHK CPD/attendance certificate**, an administration fee of HK\$100 is required. Please issue a cheque made payable to 'CILTHK' and state 'payment for issuance of CPD certificate for the joint seminar on 14 October 2017' with your name at the back of the payment cheque and send to CILTHK office at 7/F, Yue Hing Building, 103 Hennessy Road, Wanchai **by 6 October.**

Please **CLICK** the below link for registration.

→ **For CILTHK Members/ PolyU LMS Students/ Others:**

<http://www.cilt.org.hk/webadmin/admin/events/joineventsform.jsp?rid=1432>

→ **For HKIE Members:**

Email: charles.so@aecom.com

→ **For IPSHK Members:**

Email: admin@ipshk.org

Enquiries

For members of CILTHK/ PolyU LMS Student/ Others

Contact Person: Miss Tif Tam

Add: 7/F, Yue Hing Building, 103 Hennessy Road, Wanchai, HK

Tel.: 2866-1018 Email: tiftam@cilt.org.hk

For members of HKIE-LTD/ HKIE:

Contact Person: Ir Charles HT So

Add: 12/F, Tower 2, Grand Central Plaza, 138 Shatin Rural Committee Road, Shatin, NT

Tel.: 3922-9870 Email: charles.so@aecom.com

For members of IPSHK:

Contact Person: Ms. Joyce Ho

Add: LG-1 HKPC Buidling, 78 Tat Chee Avenue, Kowloon Tong, Kln

Tel.: 2777-4372 Email: admin@ipshk.org



NOTE

- 1) CILTHK members, PolyU LMS students and members of HKIE-LTD and IPSHK shall have priority for enrolment. Enrolment will be on a **FIRST-COME- FIRST-SERVED** basis.
- 2) Non-CILTHK members should register directly with the professional body/institution that your membership is associated with by **6 October 2017.**
- 3) If you are not a member of any of the professional bodies/institutions, please register directly with CILTHK.
- 4) CPD/attendance certificate will be issued by CILTHK, HKIE-LTD and IPSHK respectively to their registered members who attended the seminar. Please note **NO CPD certificate will be issued if your application is not handled by your associated professional body.**
- 5) For non-CILTHK member who requires a CILTHK CPD/attendance certificate, please draw a cheque made payable to **“CILTHK”** in the sum of HK\$100 and state **‘Application for CPD/attendance certificate for the Joint Seminar on 14 October 2017’** at the back of the cheque for each certificate application and send to CILTHK office at 7/F, Yue Hing Building, 103 Hennessy Road, Wanchai, HK **by 6 October 2017.**
- 6) For enquiry, please contact your associated professional bodies.

CILTHK/ PolyU/ Others:	HKIE-LTD/ HKIE:	IPSHK:
<u>Contact Person:</u> Miss Tif Tam <u>Add:</u> 7/F, Yue Hing Building 103 Hennessy Road Wanchai, HK <u>Tel.:</u> 2866-1018 <u>Email:</u> tiftam@cilt.org.hk	<u>Contact Person:</u> Ir Charles HT So <u>Add:</u> 12/F, Tower 2 Grand Central Plaza 138 Shatin Rural Committee Road Shatin, NT <u>Tel.:</u> 3922-9870 <u>Email:</u> charles.so@aecom.com	<u>Contact Person:</u> Ms. Joyce Ho <u>Add:</u> LG-1 HKPC Buidling 78 Tat Chee Avenue Kowloon Tong, Kln <u>Tel.:</u> 2777-4372 <u>Email:</u> admin@ipshk.org

Collection of Personal Data:

- Personal data provided by you will be used by CILTHK and co-organisers only for the purposes of this joint seminar.
- Your personal information may also be used for the compilation of statistics on the number and nature of applications received by CILTHK. The outcome of the resulting statistics will not be in a form that will identify your application and any of your personal data.
- You have a right to request access to, correction and deletion of your personal data provided in your application by writing to us via email at info@cilt.org.hk.
- Your personal data will be properly handled and stored by CILTHK under the Personal Data (Privacy) Ordinance (Cap. 486).



Organiser:



Co-organisers:




HOW the local SME logistics practitioners can capitalise on China's Cross Border **e-Commerce** opportunities

Moderator:

Mr. Eric Wong

Council Member, CILTHK

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General Manager, 3PL Lazada Cross-border (Alibaba Group)
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Mr. Andy Lam

Honorary President
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