

**SME Development Fund/  
Dedicated Fund on Branding, Upgrading and Domestic Sales  
(Organisation Support Programme)**

**Final Report of Approved Project**

Project ref. no. : D13 002 002  
Project title : Enhance Competitiveness of Logistics SME Service  
Providers in Value-Added Services Through the  
Development of a Training Program (Part II)  
Period covered : From 01/01/14 to 31/12/14  
(dd/mm/yy) (dd/mm/yy)

## 1. Project Details

(Please mark with "\*" if any of the following project details is different from that in the project proposal appended to the project agreement.)

### Project Reference and Title

Enhance Competitiveness of Logistics SME Service Providers in Value-Added Services Through the Development of a Training Program (Part II) (D13 002 002)

### Project Summary (in not more than 150 words)

This project is concerned with the design and launch of a training program which is able to provide knowledge and operational guidelines of emerging logistics Value-Added Service (VAS) topics to SME logistics service providers for enhancing the operational efficiency and increasing the competitiveness of Hong Kong as a value-added logistics hub in the Asia Pacific region. Through organizing a press conference and a series of training workshops, these operational practices of logistics value-added services are explained and delivered with illustrated cases in detail. Sets of booklets are distributed to SMEs in general. In addition, project information, booklets contents and video highlights of training workshops are posted on the website tailor-made for this project. It is expected that Hong Kong's SMEs can benefit from this program so as to strengthen their capabilities in providing logistics value-added services and increase their competitiveness.

### Project Objective(s) (in not more than 80 words)

To design and launch of a training program which is able to enhance the knowledge level and provide relevant operational guidelines in specific logistics value-added services to SME logistics service providers for enhancing their operational efficiency in different logistics scopes.

### Grantee /Collaborating/Implementation Organisation Agent

Grantee : The Hong Kong Polytechnic University

Collaborating Organisation(s) : Hong Kong Logistics Association

Implementation Agent(s) : N.A.

### Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Co-ordinator :	King Lun CHOY	The HK Polytechnic University	Tel: 2766 6597 Fax: 2362 5267
Deputy Project Co-ordinator :	Stephen King Che CHAN	Hong Kong Logistics Association	Tel: 2777 9656 Fax: 3421 2477

### Project Period

	<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
As stated in project agreement	<u>01/01/2014</u>	<u>31/12/2014</u>	<u>12 months</u>
Revised (if applicable)	<u></u>	<u></u>	<u></u>

## **Methodology Employed**

The methodology employed was divided into five stages as follows:

### **Stage 1: Formation of Project Team**

A steering committee was formed to provide direction and monitor the whole project process of good quality. Moreover, key project team members were recruited successfully through an open and competitive system.

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### **Stage 2: The Background Study**

Literature review studies and site visits were conducted in order to clearly define the theme scopes and content of logistics valued-added services within the training program. Project team members interviewed and conducted site visits to various companies in order to get better understanding about the real practices of logistics valued-added services. After site visits, the logistics practices and approaches were recorded as useful materials for preparing the content of booklets.

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### **Stage 3: Production of Booklet**

Contents of logistics valued-added services for the five specific sectors were compiled after the topics had been determined and the background study and site visits to logistics service companies had been conducted. Content of the booklet were prepared accordingly for the training workshops.

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### **Stage 4: Promotion of Training Workshops**

Twenty training workshops, with duration three hours for each workshop, were launched successfully. Logistics experts were invited to these training workshops to spread the knowledge and real practices of the five specific topics of logistics valued-added services to the operational and management staff of logistics SMEs who participated in the training workshops.

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### **Stage 5: Video Shooting, Editing and Production**

Videos were recorded in the training workshops and several interviews with logistics professionals. The recorded videos were designed, edited, selected and transformed into a readable file format for posting in the project website. Edited videos of the highlights of workshops were uploaded and posted in the project website for public viewing in order to promote the project deliverables.

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## 2. Summary of Project Results

### Project Deliverables

(Please list out the targeted project deliverables as stated in the project proposal appended to the project agreement and provide details of actual result achieved, including beneficiaries, for each of them.)

#### 1. Booklets

A set of booklets in Chinese on the five topics, including (i) Regional Hub Servicing, (ii) Theft Sensitive Product Handling, (iii) Inventory Control and Management, (iv) Packaging Handling, and (v) Value Added Service in the Food Industry, were developed.

#### 2. Press Conference

A press conference was launched as follows:

- Date: Nov 6, 2014
- Time: 13:45-15:00
- Location: Senate room M1603, The Hong Kong Polytechnic University

Information and training workshops of logistics value-added services were disseminated in the press conference. About 77 participants attended the press conference.

#### 3. Training Workshops

Twenty training workshops were launched under the five topics of logistics value-added services as follows:

##### Workshop 1

- Date: Nov 6, 2014
- Time: 15:00-18:00
- Location: Senate Room M1603, The Hong Kong Polytechnic University
- Topic: Inventory Control and Management
- Number of participants: 98

##### Workshop 2

- Date: Nov 12, 2014
- Time: 10:00-13:00
- Location: Room Y417, The Hong Kong Polytechnic University
- Topic: Value Added Service in the Food Industry
- Number of participants: 36

##### Workshop 3

- Date: Nov 12, 2014
- Time: 14:30-17:30
- Location: Room Y417, The Hong Kong Polytechnic University
- Topic: Value Added Service in the Food Industry
- Number of participants: 30

##### Workshop 4

- Date: Nov 20, 2014
- Time: 10:00-13:00
- Location: Room 105, Hong Kong Productivity Council (HKPC) Building, Kowloon Tong
- Topic: Value Added Service in the Food Industry
- Number of participants: 28

##### Workshop 5

- Date: Nov 20, 2014
- Time: 14:30-17:30
- Location: Room 105, Hong Kong Productivity Council (HKPC) Building, Kowloon Tong
- Topic: Value Added Service in the Food Industry
- Number of participants: 32

##### Workshop 6

- Date: Nov 21, 2014
- Time: 10:00-13:00
- Location: Room Y417, The Hong Kong Polytechnic University
- Topic: Inventory Control and Management
- Number of participants: 55

**Workshop 7**

- Date: Nov 21, 2014
- Time: 14:30-17:30
- Location: Room Y417, The Hong Kong Polytechnic University
- Topic: Inventory Control and Management
- Number of participants: 52

**Workshop 8**

- Date: Nov 25, 2014
- Time: 10:00-13:00
- Location: Room 126, Hong Kong Productivity Council (HKPC) Building, Kowloon Tong
- Topic: Regional Hub Servicing
- Number of participants: 28

**Workshop 9**

- Date: Nov 25, 2014
- Time: 14:30-17:30
- Location: Room 126, Hong Kong Productivity Council (HKPC) Building, Kowloon Tong
- Topic: Regional Hub Servicing
- Number of participants: 38

**Workshop 10**

- Date: Nov 27, 2014
- Time: 10:00-13:00
- Location: Room CF401, The Hong Kong Polytechnic University
- Topic: Regional Hub Servicing
- Number of participants: 29

**Workshop 11**

- Date: Nov 27, 2014
- Time: 14:30-17:30
- Location: Room CF401, The Hong Kong Polytechnic University
- Topic: Regional Hub Servicing
- Number of participants: 32

**Workshop 12**

- Date: Dec 1, 2014
- Time: 10:00-13:00
- Location: Room CF401, The Hong Kong Polytechnic University
- Topic: Theft Sensitive Product Handling
- Number of participants: 23

**Workshop 13**

- Date: Dec 1, 2014
- Time: 14:30-17:30
- Location: Room CF401, The Hong Kong Polytechnic University
- Topic: Theft Sensitive Product Handling
- Number of participants: 28

**Workshop 14**

- Date: Dec 3, 2014
- Time: 14:30-17:30
- Location: Room Y410, The Hong Kong Polytechnic University
- Topic: Inventory Control and Management
- Number of participants: 81

**Workshop 15**

- Date: Dec 8, 2014
  - Time: 10:00-13:00
  - Location: Room 104, Hong Kong Productivity Council (HKPC) Building, Kowloon Tong
  - Topic: Theft Sensitive Product Handling
  - Number of participants: 25
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#### **Workshop 16**

- Date: Dec 8, 2014
- Time: 14:30-17:30
- Location: Room 104, Hong Kong Productivity Council (HKPC) Building, Kowloon Tong
- Topic: Theft Sensitive Product Handling
- Number of participants: 36

#### **Workshop 17**

- Date: Dec 12, 2014
- Time: 10:00-13:00
- Location: Room 121, Hong Kong Productivity Council (HKPC) Building, Kowloon Tong
- Topic: Packaging Handling
- Number of participants: 26

#### **Workshop 18**

- Date: Dec 12, 2014
- Time: 14:30-17:30
- Location: Room 121, Hong Kong Productivity Council (HKPC) Building, Kowloon Tong
- Topic: Packaging Handling
- Number of participants: 36

#### **Workshop 19**

- Date: Dec 15, 2014
- Time: 10:00-13:00
- Location: Room CF401, The Hong Kong Polytechnic University
- Topic: Packaging Handling
- Number of participants: 23

#### **Workshop 20**

- Date: Dec 15, 2014
- Time: 14:30-17:30
- Location: Room CF401, The Hong Kong Polytechnic University
- Topic: Packaging Handling
- Number of participants: 36

Interactive demonstrations and group discussions of different logistics value-added services topics were provided in training workshops in order to help logistics SMEs enhance their operational efficiency in different logistics activities and exchange ideas with guest speakers and other participants. A total of 772 operational and management level staff of SMEs logistics service providers have participated in the twenty training workshops.

#### **4. Videos Highlights of Training Workshops**

Videos were recorded in the training workshops and several interviews with logistics professionals. Videos of the highlights of training workshops for the five specific topics of logistics value-added services were developed and posted on the website of this project. The project website's link is: <http://www.logisticsvas.com>.

#### **Actual Benefits to SMEs/Enterprises**

(Please indicate in clear, specific, tangible and quantifiable terms the benefits of the project and its contribution to enhancing the competitiveness of Hong Kong's SMEs / enterprises in general or SMEs / enterprises in specific sectors / assist Hong Kong enterprises in general or in specific sectors in developing brands, upgrading and restructuring business operations, and promoting domestic sales in the Mainland, in not more than 400 words.)

A total of 849 operational and management staff of SMEs in logistics industry participated in the logistics value-added services project events during the project period. About 77 participants attended the press conference while a total of 772 participants attended the twenty training workshops.

In order to collect feedback from the participants, a questionnaire was conducted during each project activity. We have collected a total of 383 completed questionnaires from the participants of all our project events. From the results, 87% of the questionnaires respondents thought that the project events were very useful or useful in enhancing the competitiveness of Hong Kong's SMEs in general. In addition, 92% of them were very satisfied or satisfied with the overall performance of the project events.

According to the feedback from the participants of SMEs during each activity, it is shown that participants learnt various essential logistics knowledge from the training workshops. Deliverables of this logistics value-added services project (D13 002 002) provide essential assistance in the form of sharing relevant logistics knowledge for them to enhance daily operational effectiveness and competitiveness. Moreover, it is proved that experiences sharing from selected companies by means of training workshops are valuable to the participants (Hong Kong's SMEs in logistics industry) in enhancing their capabilities of providing logistic value-added services.

### Milestones (in chronological order)

(# Please indicate if the milestone is completed (C), deferred (D) or not achieved (N). If it is deferred, please indicate the revised completion date. For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.)

<u>Milestone</u> (as set out in the approved project proposal appended to the project agreement)	<u>Original target completion date</u>	<u>Revised target completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
(a) Formation of Project Team	15/02/14		C
Determination of Scope and Topics at Each	15/03/14		C
(b) Theme			
(c) Content and Booklet Development	15/09/14		C
Update of Website Graphics, Layout and	31/12/14		C
(d) Content Management System			
(e) Launch of Training Workshops	15/12/14		C
(f) Video Shooting, Editing and Production	31/12/14		C

**Marketing/Dissemination Activities (in chronological order)**

(Please provide details of all completed and on-going promotional and/or dissemination activities for each of the project deliverables. Such activities may include advertisements, seminars, workshops, etc.)

<u>Date/ Period</u>	<u>Description</u>	<u>No. of beneficiaries (SMEs/Enterprises*)</u> *please delete as appropriate
<b>Press Conference:</b>		
30-8-2014	Email Promotion through HKLA	Estimated SME - 600
30-8-2014	Internet Promotion	Estimated SME - 750
6-9-2014	Email Promotion through IPSHK	Estimated SME - 450
8-9-2014	Email Promotion through ISE network (Master programs)	Estimated SME - 350
15-9-2014	Internet Promotion	Estimated SME - 750
22-9-2014	Email Promotion through HAFFA	Estimated SME - 340
23-9-2014	Email Promotion through HKSTLA	Estimated SME - 250
1-10-2014	Email Promotion through GS1 Hong Kong	Estimated SME - 660
12-10-2014	Email Promotion through HKFC	Estimated SME - 420
12-10-2014	Email Promotion through HKFHAA	Estimated SME - 280
18-10-2014	Email Promotion through HKSME	Estimated SME - 220
6-11-2014	Press Conference	Estimated SME - 77
<b>Training Workshops:</b>		
<b>Topic: Inventory Control and Management</b>		
8-09-2014	Email Promotion through HKLA	Estimated SME - 600
8-09-2014	Internet Promotion	Estimated SME - 750
15-09-2014	Email Promotion through IPSHK	Estimated SME - 450
25-09-2014	Email Promotion through HAFFA	Estimated SME - 340
2-10-2014	Internet Promotion	Estimated SME - 750
2-10-2014	Email Promotion through HKFC	Estimated SME - 420
12-10-2014	Email Promotion through HKFHAA	Estimated SME - 280
22-10-2014	Email Promotion through HKSTLA	Estimated SME - 250
6-11-2014	Inventory Control and Management Workshop	Estimated SME - 98
11-11-2014	Email Promotion through GS1 Hong Kong	Estimated SME - 660
21-11-2014	Inventory Control and Management Workshop	Estimated SME - 107
21-11-2014	Email Promotion through HKSME	Estimated SME - 220
23-11-2014	Email Promotion through ISE network (Master programs)	Estimated SME - 350
24-11-2014	Email Promotion through HKLA	Estimated SME - 600
24-11-2014	Email Promotion through IPSHK	Estimated SME - 450
3-12-2014	Inventory Control and Management Workshop	Estimated SME - 81



**Topic: Value Added Service in the Food Industry**

28-09-2014	Email Promotion through HKLA	Estimated SME - 600
28-09-2014	Internet Promotion	Estimated SME - 750
8-10-2014	Email Promotion through IPSHK	Estimated SME - 450
12-10-2014	Email Promotion through HAFFA	Estimated SME - 340
16-10-2014	Email Promotion through HKFC	Estimated SME - 420
20-10-2014	Internet Promotion	Estimated SME - 750
25-10-2014	Email Promotion through HKFHAA	Estimated SME - 280
12-11-2014	Value Added Service in the Food Industry Workshop	Estimated SME – 66
12-11-2014	Email Promotion through The Hong Kong Shippers' Council	Estimated SME - 800
12-11-2014	Email Promotion through HKSTLA	Estimated SME - 250
13-11-2014	Email Promotion through GS1 Hong Kong	Estimated SME - 660
13-11-2014	Email Promotion through HKSME	Estimated SME - 220
14-11-2014	Email Promotion through ISE network (Master programs)	Estimated SME - 350
14-11-2014	Email Promotion through HKLA	Estimated SME - 600
20-11-2014	Value Added Service in the Food Industry Workshop	Estimated SME – 60

**Topic: Regional Hub Servicing**

10-10-2014	Email Promotion through HKLA	Estimated SME - 600
10-10-2014	Email Promotion through HAFFA	Estimated SME - 340
10-10-2014	Internet Promotion	Estimated SME - 750
21-10-2014	Email Promotion through HKSTLA	Estimated SME - 250
25-10-2014	Internet Promotion	Estimated SME - 750
25-10-2014	Email Promotion through HKLA	Estimated SME - 600
27-10-2014	Email Promotion through HKFC	Estimated SME - 420
27-10-2014	Email Promotion through HKFHAA	Estimated SME - 280
8-11-2014	Email Promotion through IPSHK	Estimated SME - 450
8-11-2014	Email Promotion through GS1 Hong Kong	Estimated SME - 660
12-11-2014	Email Promotion through HKSME	Estimated SME - 220
16-11-2014	Email Promotion through ISE network (Master programs)	Estimated SME - 350
16-11-2014	Email Promotion through HKLA	Estimated SME - 600
25-11-2014	Regional Hub Servicing Workshop	Estimated SME – 66
27-11-2014	Regional Hub Servicing Workshop	Estimated SME – 61

**Topic: Theft Sensitive Product Handling**

23-10-2014	Email Promotion through HKLA	Estimated SME - 600
23-10-2014	Email Promotion through IPSHK	Estimated SME - 450
23-10-2014	Internet Promotion	Estimated SME - 750
6-11-2014	Email Promotion through HAFFA	Estimated SME - 340
6-11-2014	Email Promotion through HKFC	Estimated SME - 420
8-11-2014	Email Promotion through HKFHAA	Estimated SME - 280
8-11-2014	Email Promotion through HKSTLA	Estimated SME - 250
13-11-2014	Internet Promotion	Estimated SME - 750

1-12-2014	Theft Sensitive Product Handling Workshop	Estimated SME – 51
1-12-2014	Email Promotion through ISE network (Master programs)	Estimated SME - 350
1-12-2014	Email Promotion through Autotoll	Estimated SME - 400
2-12-2014	Email Promotion through GS1 Hong Kong	Estimated SME - 660
2-12-2014	Email Promotion through HKSME	Estimated SME - 220
8-12-2014	Theft Sensitive Product Handling Workshop	Estimated SME – 61
<b>Topic: Packaging Handling</b>		
1-11-2014	Internet Promotion	Estimated SME - 750
1-11-2014	Email Promotion through IPSHK	Estimated SME - 450
1-11-2014	Email Promotion through ISE network (Master programs)	Estimated SME - 350
1-11-2014	Email Promotion through HKLA	Estimated SME - 600
10-11-2014	Email Promotion through HKFC	Estimated SME - 420
13-11-2014	Email Promotion through HKFHAA	Estimated SME - 280
14-11-2014	Email Promotion through HAFFA	Estimated SME - 340
15-11-2014	Email Promotion through GS1 Hong Kong	Estimated SME - 660
15-11-2014	Email Promotion through HKSME	Estimated SME - 220
16-11-2014	Internet Promotion	Estimated SME - 750
20-11-2014	Email Promotion through IPSHK	Estimated SME - 250
22-11-2014	Email Promotion through Autotoll	Estimated SME - 400
12-12-2014	Packaging Handling Workshop	Estimated SME – 62
15-12-2014	Packaging Handling Workshop	Estimated SME – 59
<b>Project Website:</b>		
1-1-2014 – 31-12-2014	Project website: <a href="http://www.logisticsvas.com">http://www.logisticsvas.com</a>	Estimated SME - 16000
Total no. of beneficiaries :		849

#### **Future Plan for Promoting the Project Deliverables**

Booklets will be disseminated to more Hong Kong's SMEs in future events organized by Hong Kong Logistics Association and the Department of Industrial and Systems Engineering of The Hong Kong Polytechnic University.