

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

Final Report on Approved Project

Project ref. no.	:	<u>D17 004 003</u>		
Project title	:	<u>Towards Logistics 4.0 – Preparing for the next stage of logistics in Hong Kong</u>		
Period covered	:	From	<u>15/04/2019</u> (dd/mm/yy)	to <u>14/04/2022</u> (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 Summary (in about 150 words)

Logistics is one of the most decisive factors for business success. A well-established logistics management directly affects a company's cost structure, quality of services and products, production planning, reliability. Trading and logistics is the largest economic pillar of Hong Kong GDP, which is 22.3% of GDP. The focus of this project is to enhance the real time and transparency, efficiency and effectiveness of outbound logistics through the migration of Logistics 4.0.

Project Objective(s) (in about 80 words)

To assist Hong Kong SMEs of Logistics, trading and manufacturing industry step towards the worldwide trend "Logistics 4.0" by industry-wide promotional campaign. Follow by develop a maturity level protocol and an implementation manual for individual SMEs moving toward Logistics 4.0.

Grantee/Collaborating Organisation/Implementation Agent

Grantee : The Hong Kong Shippers' Council
Hong Kong Sea Transport and Logistics Association Limited (HKSTLA)
Hong Kong Logistics Association Limited (HKLA)
The Chamber of Hong Kong Logistic Industry Limited (CHKLI)
Hong Kong Association of Freight Forwarding and Logistics Limited (HAFFA)

Collaborating Organisation(s) : Hong Kong Logistics Management Staff Association (HKLMSA)
The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK)
Hong Kong Container Terminal Operators Association Limited (HKCTOA)

Implementation Agent(s) : Hong Kong Productivity Council

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator :	<u>Mr. Sunny Ho</u>	<u>The Hong Kong Shippers' Council</u>	<u>2211 2333</u>
Deputy Project Co-ordinator :	<u>Mr. Ron Chan</u>	<u>The Hong Kong Shippers' Council</u>	<u>2211 2333</u>

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>15/04/2019</u>	<u>14/09/2021</u>	<u>29</u>
Revised (if applicable)	<u>15/04/2019</u>	<u>14/04/2022</u>	<u>36</u>

2. Summary of Project Results

Project Deliverables

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

	Project deliverable	Quantifiable target number (e.g. 100 participants)	Actual result achieved (e.g. 90 participants)	Reasons for not achieving the target, if applicable (e.g. The total number of registered participants was over 120. However, some of them did not show up eventually. Will strengthen promotion and try to make up for the shortfall in the following two seminars.)
1)	Half-day international conference	1 time <u>200</u> participants Around <u>3</u> hours <u>500</u> promotional pamphlets	The half-day international conference was held on 24 September 2020 in hybrid mode. Number of participants: <u>247</u> (<u>225</u> online; <u>22</u> onsite) Duration: <u>3</u> hrs <u>500</u> promotional pamphlets produced	N.A.
2)	Half-day seminars	<u>2</u> times <u>60</u> participants for each seminar Around <u>3</u> hours <u>150</u> promotional pamphlets for each seminar	<u>29 Sep 2020</u> Duration: <u>3</u> hrs Number of participants: <u>63</u> (<u>49</u> online; <u>14</u> onsite) <u>150</u> promotional pamphlets were produced <u>30 Sep 2020</u> Duration: <u>3</u> hrs Number of participants: <u>57</u> (<u>47</u> online; <u>10</u> onsite) <u>150</u> promotional pamphlets were produced	The number of participants for the second seminar was slightly less than target. While 159 people had registered for the event, a significant number of them did not show up which resulted in the actual number of participants being less than the target.

3)	Questionnaire for understanding logistics practices of local shippers and logistics companies.	Questionnaire for <u>50</u> logistics companies and <u>50</u> trading and manufacturing companies to fill in	<u>102</u> companies have filled in the questionnaires (<u>50</u> logistics companies and <u>52</u> trading and manufacturing companies) completed in Mar 2021.	More time was needed for recruiting the target number of companies to fill in the questionnaires.
4)	Evaluation and assessment on current status of Logistics 4.0 in Hong Kong	Assessment for <u>10</u> logistics SMEs and <u>12</u> trading and manufacturing SMEs	Completed <u>10</u> logistics SMEs and <u>12</u> trading and manufacturing SMEs	N.A.
5)	Maturity level protocol for Hong Kong SMEs towards Logistics 4.0	<u>1</u> time	Completed the Maturity level protocol for Hong Kong SMEs towards Logistics 4.0	
6)	Implementation manual for SMEs move towards Logistics 4.0	<u>1</u> time	Completed the Implementation manual for SMEs move towards Logistics 4.0	
7)	Develop a webpage of Logistics 4.0	<u>1</u> time	<u>1</u> time Address: https://hklogistics4.0.hkshippers.org.hk/	N.A.
8)	Organize a seminar to disseminate project results	<u>1</u> time with <u>100</u> participants Around <u>3</u> hours <u>500</u> promotional pamphlets	<u>1</u> time with <u>105</u> participants Around <u>3</u> hours e- promotional pamphlets has been distributed	N.A.
9)	Advertisements	(a) <u>500</u> pamphlets for half-day international conference	<u>500</u> pamphlets for half-day international conference	N.A.
		(b) <u>150</u> pamphlets each for 2 half-day	<u>150</u> pamphlets were produced for each of the 2 half-day	N.A.

		seminars	seminars	
		(c) <u>500</u> pamphlets for seminar to disseminate project results	e-version pamphlets for seminar to disseminate project results was produced	As the event was held in virtual mode, e-version of promotion pamphlets were sufficient to the online attendees
		(d) <u>5</u> advertisements (full colour ROP full page each) on "Shippers Today"	<u>1</u> issue for half-day international conference <u>1</u> issue for half-day seminars <u>1</u> issue for project promotion and recruiting pilot companies <u>1</u> issue for promoting implementation manual <u>1</u> issue for dissemination seminar	As pre-event promotion was sufficient to attract enough attendees for the conference and the seminars, the first two issues were published after the events for post-event publicity.
		(e) <u>3</u> advertisements (one full page each) on CILTHK e-newsletter	<u>1</u> issue for half-day international conference <u>1</u> issue for project promotion and recruiting pilot companies <u>1</u> issue for dissemination seminar	As pre-event promotion was sufficient to attract enough attendees for the conference, the first issue was published after the event for post-event publicity.
		(f) <u>3</u> advertisements (one full page each) on HKLA Newsletter	<u>1</u> issue for half-day international conference <u>1</u> issue for project promotion and recruiting pilot companies <u>1</u> issue for dissemination seminar	As pre-event promotion was sufficient to attract enough attendees for the conference, the first issue was published after the event for post-event publicity.
		(g) <u>2</u> advertise	<u>1</u> issue for half-day	As pre-event promotion was sufficient to attract enough attendees for the seminars,

		ments on HKLMSA Newsletter	seminars <u>1</u> issue for promoting implementation manual	the first issue was published after the event for post-event publicity.
		(h) <u>6</u> e-banners (30 days each) on website of HAFFA	<u>2</u> e-banners for half-day international conference <u>2</u> e-banners for project promotion and recruiting pilot companies <u>2</u> e-banners for dissemination seminar	As pre-event promotion was sufficient to attract enough attendees for the conference, the second e-banner for the conference was published after the event for post-event publicity.

Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)

(Please list out in table format if necessary.)

	Deliverable	Quantity	Details
1)	Half-day international conference	1	<p>Date: 24 Sep 2020 Mode: Dual mode (physical and live streaming) Venue: Conference Hall, 4/F, HKPC Building Duration: 14:00-17:00 (3 hrs) No. of participants: 247 (225 online; 22 onsite) Speakers: 5 speakers</p> <ol style="list-style-type: none"> Mr Toni DRESCHER, Head of Technology Management, Fraunhofer IPT; Mr Justin BAIRD, VP, Head of Innovation Asia Pacific, DHL; Ms Anne THIESEN, Representative of Port of Hamburg Marketing for Hong Kong and South China; Dr-Ing Anke WIEZORREK, Fraunhofer IML; Ir Kelvin KO, CEO, BPS Logistics Technology <p>Topics discussed:</p> <ol style="list-style-type: none"> Logistics 4.0 and Current Challenges in Supply Chains Customer-centric Supply Chains in the Experience Economy Global Trends in Logistics Industry Current Developments and Future Trends in Logistics and Supply Chain Management Application of Logistics 4.0 (Inbound, Outbound, Internal)
2)	Half-day seminars	2	<p><u>1st half-day seminar</u> Date: 29 Sep 2020 Mode: Dual mode (physical and live streaming) Venue: Theatre 1, HKPC Building Duration: 14:00-17:00 (3 hrs) No. of participants: <u>63</u> (49 online; 14 onsite) Speaker: Dr-Ing Anke WIEZORREK, Fraunhofer IML Topic: Business Model Innovations for Logistics</p> <p><u>2nd half-day seminar</u> Date: 30 Sep 2020 Mode: Dual mode (physical and live streaming) Venue: Theatre 1, HKPC Building Duration: 14:00-17:00 (3 hrs)</p>

	Deliverable	Quantity	Details
			<p>No. of participants: <u>57</u> (<u>47</u> online; <u>10</u> onsite)</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. Mr Christian MAASEM, Managing Director, Center Connected Industry at RWTH Aachen Campus 2. Mr Patrick KABASCI, Director Operations, INC Invention Center Hong Kong <p>Topic: Advantage of Logistics 4.0 for Hong Kong Logistics, Manufacturing and Trading Industry in the Future of Supply Chain Enhancement</p>
3)	Questionnaire for understanding logistics practices of local shippers and logistics companies.	Questionnaire for <u>100</u> companies (<u>50</u> logistics companies and <u>50</u> trading and manufacturing companies)	<p>Questionnaires and assessment forms have been developed.</p> <p><u>102</u> companies have filled in the questionnaires (<u>50</u> logistics companies and <u>52</u> trading and manufacturing companies) completed in Mar 2021.</p>
4)	Evaluation and assessment on current status of Logistics 4.0 in Hong Kong	<u>22</u> assessments (for <u>10</u> logistics SMEs and <u>12</u> trading and manufacturing SMEs)	Completed <u>10</u> logistics SMEs and <u>12</u> trading and manufacturing SMEs
5)	Maturity level protocol for Hong Kong SMEs towards Logistics 4.0	<u>1</u> maturity level protocol	Completed the Maturity level protocol for Hong Kong SMEs towards Logistics 4.0
6)	Implementation manual for SMEs move towards Logistics 4.0	<u>1</u> implementation manual	Completed the Implementation manual for SMEs move towards Logistics 4.0
7)	To develop webpages of Logistics 4.0	Project webpages under the Hong Kong Shippers' Council's website	<p>Project webpage is created under the Hong Kong Shippers' Council's website for dissemination of update knowledge and information of Logistics 4.0 and deliverable of this project.</p> <p>Link: https://hklogistics4.0.hkshippers.org.hk/</p> <p>The webpages are promoted by the website of the Hong Kong Shippers' Council and promotion material for coming events e.g. pamphlets. The materials/ content of the events are being uploaded to the webpages after the events.</p>
8)	Organize a seminar to disseminate project results	<u>1</u> seminar	<p>Organized a virtual dissemination seminar to share the project result with <u>105</u> online participants</p> <p>Around <u>3</u> hours</p>
9)	Advertisements	(i) <u>500</u> pamphlets for half-day international conference	<u>500</u> pamphlets for half-day international conference
		(j) <u>150</u> pamphlets each for 2 half-day seminars	<u>150</u> pamphlets were produced for each of the 2 half-day seminars
		(k) <u>500</u> pamphlets for seminar to disseminate project results	e-version pamphlets for seminar to disseminate project results was produced
		<u>5</u> advertisements (full colour ROP full page each) on "Shippers Today"	<p><u>1</u> issue for half-day international conference</p> <p><u>1</u> issue for half-day seminars</p>

Deliverable	Quantity	Details
		<u>1</u> issue for project promotion and recruiting pilot companies <u>1</u> issue for promoting implementation manual <u>1</u> issue for dissemination seminar
	(a) <u>3</u> advertisements (one full page each) on CILTHK e-newsletter	<u>1</u> issue for half-day international conference <u>1</u> issue for project promotion and recruiting pilot companies <u>1</u> issue for dissemination seminar
	(l) <u>3</u> advertisements (one full page each) on HKLA Newsletter	<u>1</u> issue for half-day international conference <u>1</u> issue for project promotion and recruiting pilot companies <u>1</u> issue for dissemination seminar
	<u>2</u> advertisements on HKLMSA Newsletter	<u>1</u> issue for half-day seminars <u>1</u> issue for promoting implementation manual
	(b) <u>6</u> e-banners (30 days each) on website of HAFFA	<u>2</u> e-banners for half-day international conference <u>2</u> e-banners for project promotion and recruiting pilot companies <u>2</u> e-banners for dissemination seminar

The composition of the steering committee is:

Mr. Alex Chan, Chairman, Hong Kong Sea Transport & Logistics Association

Ms. Elsa Yuen, President, Hong Kong Logistics Association

Ms. Venus Lun, President, The Chartered Institute of Logistics and Transport in Hong Kong

Mr. Willy Lin, Chairman, The Hong Kong Shippers' Council and The Hong Kong Productivity Council

Mr. Sunny Ho, Executive Director, The Hong Kong Shippers' Council

Mr. Raymond Shan, General Manager, GBABD, The Hong Kong Productivity Council

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.)

Milestone (as set out in the approved project proposal appended to the project agreement)	Original target completion date	Revised <u>completion</u> <u>date</u> (if applicable)	Status (C/D/N) #
(a) - Form a Project Steering Committee.	14/08/2019		C

(b)	- Organize a half-day international conference "Towards Logistics 4.0 – Preparing for the next stage of Logistics in Hong Kong".	14/12/2019	14/10/2020	D
	- Advertisements for international conference on Hong Kong Shippers' Council "Shippers Today" (Full colour ROP full page for 1 time), CILTHK e-newsletter (One Full Page for 1 time), HKLA Newsletter (one full page for 1 time) and HAFFA Website (1 web banner, 30 days for 2 times).			
(c)	- Organize two half-day seminars on latest technology in Logistics industry.	14/04/2020	14/10/2020	D
	- Advertisements for 2 half-day seminars on Hong Kong Shippers' Council "Shippers Today" (Full colour ROP full page for 1 time) and HKLMSA Newsletter (one full page for 1 time).			
(d)	Create webpages in Applicant's website for dissemination of project information.	14/10/2019		C
(e)	- Jointly develop questionnaires and assessment forms with overseas expert.	14/04/2020	14/03/2021	C
	- Invite 50 logistics SMEs and 50 trading and manufacturing SMEs to fill in the questionnaires respectively.			
(f)	- Conduct on-site or remote assessment of 10 logistics SMEs and 12 trading and manufacturing SMEs in Hong Kong by overseas experts of Logistics 4.0 and HKPC.	14/08/2020	14/08/2021	C
	- Develop simplified questionnaires and self-assessment form for logistics companies to fill in before conducting on-site or remote assessment.			
	- Analysis the current status of SMEs in manufacturing, trading, and logistics industry.			

(g)	- Advertisements for project promotion and recruiting pilot companies on Hong Kong Shippers' Council "Shippers Today" (Full colour ROP Full page for 1 time), CILTHK e-newsletter (one full page for 1 time), HKLA Newsletter (one full page for 1 time), and HAFFA Website (1 web banner, 30 days for 2 times).	14/07/2020	14/05/2021	C
	- Develop implementation manual with guidance and solutions for case studies of the 12 trading and manufacturing SMEs and 10 logistics SMEs to move towards higher maturity level of 'logistics 4.0' .	14/06/2021	14/02/2022	D.
(h)	- Summarize a quick reference for overseas experts' endorsement.			
	- Provide implementation manual in e-version.			
(i)	- Advertisements for maturity level protocol and implementation manual on Hong Kong Shippers' Council "Shippers Today" (Full colour ROP full page for 1 time), and HKLMAS Newsletter (one full page for 1 time).			
	- Organize a seminar to disseminate project results .	14/04/2022	14/04/2022	C
	- Advertisements for dissemination seminar on the Hong Kong Shippers' Council "Shippers Today": Full Colour ROP Full Page, 1 time, CILTHK e-newsletter: One Full Page, 1 time, HKLA Newsletter: One Full Page, 1 time, on HAFFA Website: 1 Web Banner, 30 days, 2 times			

Future Plan for Promoting the Project Deliverables (Nil if not applicable)

Nil
