



CYTUNG
International Centre for Maritime Studies
董浩雲國際海事研究中心



2014/15 ANNUAL REPORT

CYTUNG
INTERNATIONAL CENTER FOR
MARITIME STUDIES

CYTUNG
INTERNATIONAL CENTER
FOR MARITIME STUDIES
2014/15 ANNUAL REPORT





This Report aims to outline the development and performance of C.Y. Tung International Centre for Maritime Studies (C.Y. Tung ICMS) in 2014-2015 (July 2014 to December 2015).

Contents

- **About C.Y. Tung International Centre for Maritime Studies**
- **Academic Exchange**
 - Signing Ceremony of MoU with The Institute of Chartered Shipbrokers
 - Keynote Speech at FIFTA 2015
 - Invited Research Seminar at Qingdao University
- **Work with Communities**
 - Policy Seminar on “Creating High-End Maritime and Logistics Services”
 - Business of Shipping and Logistics
 - Appointment of Specialists Register of HKCAAVQ
 - Policy Seminar on “Integrating High Level of Maritime Services and Connectivity in Hong Kong”
 - Workshop Series on Inter-disciplinary Maritime Practice
 - Education & Career Expo 2015
 - ICS Open Evening
- **Service to the University**
 - “PolyU Serves” Showcase
 - PolyU Education Info Day 2015
 - PolyU Career Fair 2015 – OPPORTUNITIES · TALENTS · SUCCESS
- **International Conference**
 - International Forum on Shipping, Ports and Airports (IFSPA) 2015
 - 29 November – 2 December 2015
- **Publications & Award**
 - International Logistics and Supply Chain Management
 - Korea Shipowners' Association Prize
 - Guest Editionship on "Sustainability in Shipping and Logistics"
 - Maritime Business Review
 - Maritime Business Insight



About C.Y. Tung International Centre for Maritime Studies

Background

With the passion for creating a world-class heartland of maritime studies, education and consultancy in the Asian region, the Department of Logistics and Maritime Studies (LMS) at The Hong Kong Polytechnic University (PolyU) established the International Centre for Maritime Studies (ICMS) in 2005.

Developed under PolyU's Area of Strategic Development (ASD), Scheme, ICMS is the first of its kind in Hong Kong.

The founding of ICMS also underlines the determination of PolyU and the Department to play an essential role in supporting China's 11th Five-Year Plan which has identified logistics as a major strategic direction of national economy and its commitment to the development of three major logistics and portal regions (i.e. Pearl River Delta, Yangzi River Delta, and Bo-Hai Gulf). At the same time, ICMS strives for supporting Hong Kong to reinforce its role as a world-renowned international maritime Centre.

Since its establishment, ICMS has actively conducted various activities in the well-defined strategic areas, including research, teaching and consultancy, with encouraging results accomplished. In 2007, ICMS was named after the late Mr C.Y. Tung as the C.Y. Tung International Centre for Maritime Studies (董浩雲國際海事研究中心), in appreciation of a pledge of HK\$10 million from The Tung Foundation for the Centre's further advancement.

With the generous donation, ICMS undertook an expansion in the academic year of 2007/2008. Resided on the PolyU campus, the renovated Centre engages an area of approximately 530 square metres on the 4/F of CD Wing. With enhanced facilities, it gears towards providing maritime resources and support for the Department's students, academics, industrial partners and the maritime community as a whole.



Our Mission & Work

Since its inception, the Centre has had a very clear mandate to establish itself as an international leading maritime centre that excels in professional education, research and partnership for the benefit of maritime, logistics and related sectors by:

- Advancing the professional knowledge to meet the changing needs of maritime, logistics and related sectors;
- Support maritime community in which all members can excel through education, research and consultancy;
- Drawing on the Centre's expertise and connections to provide analysis and policy evaluation on shipping, logistics and ports for the local and the regional governments and industries and
- Forging new partnership with other institutions and further promote industrial and academic collaboration.

The Centre aims to provide both a quality and comprehensive maritime education and engage in application-oriented research, professional training and consulting activities, as well as promoting collaborations between industries, government agencies, and academic organizations. In addition, the Centre provides training courses and jointly organises the International Forum on Shipping, Ports and Airports (IFSPA) and seminars with the Department of Logistics and Maritime Studies.

Our Structure & Organization

The Centre is governed by the Steering Committee (chaired by Dr C.C. Tung, The Tung Foundation's Representative) which also serves to provide guidance and direction on its development.

Membership 2014 – 2015

Chairman

Dr Chee-chen Tung, SBS, JP

(Donor representative, The Tung Foundation)

Mr Alan Tung

(Donor representative, The Tung Foundation)

Prof. Philip C.H. Chan

(Deputy President and Provost, PolyU)

Prof. Andy YEUNG

(Head, LMS, PolyU)

Mr Andy Tung

(Donor representative, The Tung Foundation)

Prof. T.C. Edwin Cheng

(Dean, Faculty of Business, PolyU)

Prof. Chin-Shan Lu

(Director, C.Y. Tung ICMS, PolyU)

Our Operational Management

With the support of the ICMS Management Committee, The Director (Prof. Chin-Shan Lu) oversees the strategic development and implementation of the Centre and Dr T.L. Yip as Deputy Director responsible for academic and industrial frontiers. The administrative staff of the Centre supported its daily operations, encompassing research and training initiatives, funding bidding, marketing activities, conference organisation and laboratories administration.



Academic Exchange

Signing Ceremony of MoU with The Institute of Chartered Shipbrokers

The signing of a Memorandum of Understanding (MoU) between the Centre and The Institute of Chartered Shipbrokers (ICS) dated 25 November 2014 has built a formal relationship to promote and develop academic collaborations.

Witnessed by Dr TL Yip, Deputy Director of the Centre and Associate Professor of Department of LMS, and Y.K. Chan, Director of ICS Hong Kong Branch, the MoU was signed by Julie Lithgow, Director of ICS, and Prof. Chin-Shan Lu, Director of the Centre and Professor of Department of LMS at the PolyU CY Tung International Centre for Maritime Studies.

Both institutions saw this agreement as the first step towards further collaboration. Under the MoU, each institution agrees to exchange academic and professional knowledge, particularly in the areas of global outlook and maritime education. It is expected that the MoU will promote the Centre's connectivity with the United Kingdom and European regions.

Keynote Speech at FIATA 2015



2015 International Federation of Freight Forwarders Associations World Congress
September 08 - 13, 2015
From here and now, think Global

International Federation of Freight Forwarders Associations (FIATA) is the largest non-governmental organization in the field of transportation. It has consultative status with the Economic and Social Council (ECOSOC) of the United Nations, the United Nations Conference on Trade and Development (UNCTAD) and the UN Commission on International Trade Law (UNCITRAL). It is the aim of FIATA to advance the quality of services, liability insurance, tools for electronic commerce and the vocational training for the international logistics and freight forwarding industries.

Prof. Chin-Shan Lu, Director of the Centre was the Keynote Speaker for the Young Professionals Programme at the FIATA World Congress held in Taipei in July 2015.



Invited Research Seminar at Qingdao University



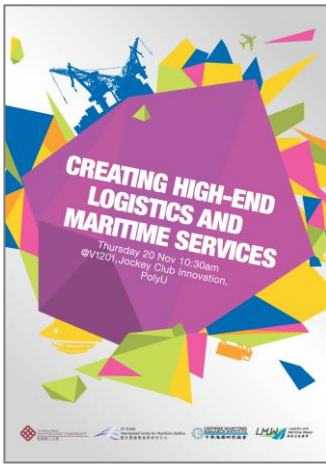
Dr TL Yip, Deputy Director of the Centre and Dr Zhou Xu were invited to deliver a research seminar at Qingdao University on 26 November 2014.

Dr Yip shared his research on "Empirical modelling of Port Throughput" to the students and faculty members.



Work with Communities

Policy Seminar on “Creating High-End Maritime and Logistics Services”



The Centre hosted a policy seminar themed Creating High-End Maritime and Logistics Services on 20 November 2014.



Speaking at the event were Ms. Jessie Chung, Chairman of the Hong Kong Container Terminal Operators Association Limited, Mr. Michael Lee, Chairman of the Planning and Development Committee of the Chinese Maritime Research Institute, and Mr. Edward Wu, Principle Surveyor of DNV GL, Taiwan.

The Seminar is part of the Logistics and Maritime Weeks in Hong Kong during the month of the Asian Logistics and Maritime Conference (ALMC) which is all about building a closer cluster, and creating synergy and momentum for industry sharing among interested parties.

Featuring 58 internationally renowned speakers and 80 exhibitors, the fourth ALMC, held in November 2014, attracted 1700 participants from 32 countries and regions to Hong Kong.

Business of Shipping and Logistics



Three training courses on the “Business of Shipping and Logistics” were successfully completed in January, May and September 2015.

The course is suitable for new entrants to the shipping and logistics industry. It is welcomed by the industries participants coming from Anglo-Eastern Ship Management, Hong Kong United Dockyards Ltd, Vermont Marine Bunkering Limited, Man Diesel & Turbo Hong Kong Ltd, Kanway Shipping Ltd., Orient Overseas Container Line Ltd., Wah Kwong Maritime Transport Holdings Ltd, Modern Terminals Limited, Wharf T&T Limited, IEG Pty Limited and more.

Programme modules include Maritime Economics and Shipping Markets, Shipping Revenue and Costs, Carriage of Goods by Sea Law, Carriage of Goods by Sea Law, Supply Chain Management, Supply Chain Information Systems, Container Ports and Cargo Management and Case Studies.

The Business of Shipping and Logistics is included in the pre-approved list of the "Professional Training and Examination Refund Scheme" under the Maritime and Aviation Training Fund (MATF) of the Transport and Housing Bureau.

Appointment of Specialists Register of HKCAAVQ

Dr TL Yip, Deputy Director of the Centre was appointed as Specialists Register by the The Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) in January 2015.

Drawing from his experience and expertise, Dr Yip serve on the Accreditation Panels with area of study and training involves Business & Management in Specific Industries, Engineering and Technology, and Transports and Logistics. He will be participating in accreditation exercises, quality assurance, and other assessment and consultancy work as required.



At present, the Register comprises Specialists with experience and expertise covering 40 industries and 21 Areas of Study and Training. There are practitioners from various industries as well as academics who have specialised knowledge and experience in areas such as organisational management, programme development, delivery and management as well as quality assurance. About a quarter of these Specialists reside outside Hong Kong, and they are normally engaged to provide an international perspective in academic accreditation exercises.

Policy Seminar on “Integrating High Level of Maritime Services and Connectivity in Hong Kong”



The Centre organised a policy seminar on 14 April 2015.

The seminar, entitled Integrating High Level of Maritime Services and Connectivity in Hong Kong, drew academics, practitioners and students for a discussion on Hong Kong's status as an international maritime centre in Asia and its impacts on local economics and the logistics industry. It constitutes part of a research project funded by the CY Tung International Centre for Maritime Studies. The project, named Logistics and Maritime Policy Research, was set up to promote the development of research proposals for Public Policy Research (PPR), Strategic Public Policy Research (SPPR), Collaborative Research Fund, Theme-based Research Scheme in the areas of logistics and maritime studies in Hong Kong.

Workshop Series on Inter-disciplinary Maritime Practice

Themed “Inter-disciplinary Maritime Practice” (IMP), the Centre has collaborated with the Institute of Sea Transport (IST) and The Hong Kong Logistics Management Staff Association (HKLMSA) to deliver 12 workshops for maritime professionals in 2015.

The workshops were structured to cover the entire life-span of a ship, from the decision to purchase to its final loss or scrapping, with topics including: Decision Making in Ship Acquisition, Financial Options for Ship Acquisition, Sale & Purchase and Newbuilding of Ships, Ship Types, Machineries & Equipment, Management of Ships & Ship Managers, Professional Services in Maritime Practice, Ship Employment, Chartering, & Administration, Ship Operations, Crewing, Technical Maintenance & Agency, “Marine Insurance (H&M & P&I) and Disputes & Casualty Management (Legal & Commercial).





Education & Career Expo 2015



To promote the diverse career options in the maritime industry and maritime-related education programmes in Hong Kong, the Hong Kong Maritime Industry Council (MIC) set up booths at the Education & Career Expo 2015 from 5 - 8 February 2015 at the Hong Kong Convention and Exhibition Centre (HKCEC).



As a major education institute offering a variety of maritime training and education, the Centre and the Department were invited to display at the booths. Information panels for maritime education and training courses approved by the Maritime and Aviation Training Fund were displayed. Students of the Department were arranged on-site to distribute the leaflets for the Hong Kong Maritime and Logistics Scholarship Scheme and answer enquires from the visitors.

Organised by the Hong Kong Trade Development Council and held at the HKCEC, the Education & Careers Expo targets academic and commercial establishments which are looking to recruit students and employees, and is also a meeting place for students and job-seekers to gather information on education, careers and training.

ICS Open Evening



The Centre hosted an Open Evening for prospective students of The Institute of Chartered Shipbrokers on 14 October 2015.

With 25 branches worldwide, The ICS is the only international professional body representing shipbrokers, ship managers and agents throughout the world. The open evening is a chance to find out more about courses on offer, entry requirements, meet local tutors and other students and learn more about what the Institute offers.



Service to the University

“PolyU Serves” Showcase

The University staged a “PolyU Serves” Showcase from 21 to 23 November 2014 on campus to highlight the University’s dedicated efforts and accomplishments in Service-Learning. The Showcase featured a project exhibition on four main themes: “Education and Technology”, “Environment Improvement and Sustainable Development”, “Health and Wellness” and “Social Integration” with on-site demonstrations, games & workshops, students’ sharing and direct services.

FHKPUAA Community Service Day
22.11.2014

Discover PolyU@1123
23.11.2014



Several guided tours were arranged to the three maritime and logistics laboratories of the C.Y. Tung International Centre for Maritime Studies. The participants also joined the “Orienteering@PolyU” competition and sports sessions to experience the University’s development on different fronts.

The events aimed at further promoting PolyU’s Service-Learning and demonstrating PolyU’s contribution and latest developments. They are also the highlights of the celebration for the 20th anniversary of the Federation of PolyU Alumni Association. Different sectors of the community and all alumni were invited to join a series of activities on campus.

PolyU Education Info Day 2015



The PolyU Education Info Day 2015 was held successfully on 10 October 2015. This annual whole day on-campus event is one of the largest marketing activities for the University to reach out to the secondary students seeking admission to PolyU via JUPAS. Apart from having an information display and individual consultations on programme choice and campus life, the Centre also hosted demonstrations of Ship Simulators and student-sharing sessions for prospective secondary student.





PolyU Career Fair 2015 – OPPORTUNITIES • TALENTS • SUCCESS

The Career Fair 2015 attracted over 230 companies from over 10 industries to participate as exhibitors from 24-27 March 2015 on campus. Over 6,000 students from different faculties and disciplines visited the booths and attended the information sessions and talks over the four days.

The Centre organised a recruitment talk themed Career Seminar for Logistics Industry on 26 March 2015. Five leading logistics and maritime firms participated in the talk including DKSH Hong Kong Limited, Hong Kong Air Cargo Terminals Limited, Kintetsu World Express (HK) Limited, Maersk Hong Kong Limited and S.F. Express (Hong Kong) Limited. They shared the career prospects and Trainee's experience with the students.





International Conference

IFSPA 2015

International Forum on Shipping, Ports and Airports

International Forum on Shipping, Ports and Airports (IFSPA) 2015

29 Nov – 2 Dec 2015

The 2015 conference of the International Forum on Shipping, Ports and Airports (IFSPA), themed Empowering Excellence in Maritime and Air Logistics: Innovation Management and Technology, and co-hosted by the CY Tung International Centre for Maritime Studies and the Department of Logistics and Maritime Studies of the Faculty of Business of The Hong Kong Polytechnic University, was held on 29 November to 2 December 2015.

The Conference was officially opened on 30 November by Prof. T.C. Edwin Cheng, Dean of Faculty of Business; Ms Maisie CHENG Mei-sze, JP, Director of Marine, Marine Department of The Government of the Hong Kong Special Administrative Region and Hon. Frankie Yick Chi-ming, Legislative Councillor.

With over 100 academic researchers and industry experts from around the world, IFSPA 2015 was aimed at enhancing collaboration between academic researchers and practitioners, and exchanging views on current and emerging maritime and aviation related issues. The conference also served as an effective platform for networking and promoting academic-industry collaboration.

IFSPA 2015 gratefully acknowledges the support from our Conference Sponsors including Department of Logistics and Maritime Studies of PolyU, Modern Terminals Limited, Tai Chong Cheang Group, Clarksons Platou Asia Limited, The Caravel Group Limited, Yang Ming Line (Hong Kong) Limited and Chinese Maritime Research Institute, especially Routledge for exhibiting at IFSPA 2015.





IFSPA participants visited the Cathay Pacific Services Limited (CPSL) on 2 December morning. CPSL is a wholly-owned subsidiary of Cathay Pacific Airways. CPSL operates the latest air cargo facility in Hong Kong – Cathay Pacific Cargo Terminal (CPCT), serving airlines operating at Hong Kong International Airport.

CPCT is a HK\$5.9 billion infrastructure investment with a designed annual throughput of 2.6 million tonnes, increasing Hong Kong's air cargo capacity by 50 percent to 7.4 million tonnes per year. The Terminal incorporates innovative features and advanced technology systems to ensure efficiency, reliability and visibility, setting new benchmarks for the industry. Customers enjoy extended cut-off times, expedited import collection, faster transshipment connections, and safer shipments with its ISO-accredited security system.

The roots of IFSPA can be dated back to 2006. Its main objective is to develop an annual global research event for shipping, port operation, airport, logistics, and supply chain management studies, as well as being an important and practical agenda which are of interests to the industries.



Publications & Award

International Logistics and Supply Chain Management

ISBN13: 9789865774196

Prof. Chin-Shan Lu, Director of the Centre released the Third Edition of the “International Logistics and Supply Chain Management” with Yi-ho Wang in July 2014. The new edition added cases studies to illustrate logistics management and operation models. Flowcharts are also applied to demonstrate the business scope and operational efficiency of supply chain management.



Korea Shipowners' Association Prize



Co-authored with Ms Hui Hui Lisa Li, Dr TL Yip, Deputy Director of the Centre, has won the Korea Shipowners' Association Prize for the Winner of the commended paper award at the 8th International Conference on Asian Shipping and Logistics (ICASL 2015) in Hanoi, Vietnam.

Entitled “Core Competences of River Ports: Case Study of Pearl River Delta”, the paper takes a river port as an example to illustrate how to utilize the Balanced Scorecard for evaluating the Core Competences of river and feeder ports. Core competences are helpful for terminal operators when focusing on core strategies, core businesses and core products / services development for resource limitation. The business pattern which regards core competences as a foundation is beneficial for terminal operators to achieve sustainable competitive advantages. Study results reveal that two core competences are “capabilities of valuing employee and organization improvement” and “national and municipal government support” for a river port.

Guest Editorship on "Sustainability in Shipping and Logistics"

Published by Elsevier in December 2014, the Special Issue on "Sustainability in Shipping and Logistics" was guest edited by Dr TL Yip, Deputy Director of the Centre for The sixth International Conference of Asian Shipping and Logistics (ICASL 2013).

This special issue contained five papers selected from the Conference that address shipping and logistics sustainability through the management of routing, employees, branding, ownership, and mode competition. The papers represent some of the latest findings that will help to develop a more sustainable industry. It is anticipated that this issue will stimulate more research in the area of shipping and logistics sustainability.



Maritime Business Review

ISSN: 2397-3757



Funded by Pacific Star Group Education Foundation, the Centre launched a new journal named Maritime Business Review (MABR) with Emerald Group Publishing in December 2015.

MABR addresses the issues arising from the maritime business environment, and covers a broad range of elements of maritime business and uses a multi-disciplinary approach. It aims to provide the latest research insights and state-of-the-art theories and management practices to maritime researchers and practitioners on all aspects of maritime business.

MABR is accepting submissions and published its inaugural issue in June 2016.

Maritime Business Insight

ISSN: 2414-472X

The Maritime Business Insight is a quarterly magazine launched by the Centre. It aims to be a publication covering reviews of general interests to the profession with a special focus on different maritime concerns. The Maritime Business Insight endeavours to summarise efforts that are being done and to bring forward topics for further discussions in academic research whilst offering implications to industrial players and policy makers.



CYTUNG
INTERNATIONAL CENTER
FOR MARITIME STUDIES
2014/15 ANNUAL REPORT



CY Tung International Centre for Maritime Studies
Department of Logistics and Maritime Studies
The Hong Kong Polytechnic University

www.icms.polyu.edu.hk
cyt.icms@polyu.edu.hk

