



**Contents** 

About C.Y. Tung International Centre for Maritime Studies

### Work with Communities

Institute of Chartered Shipbrokers Institute of Seatransport

### Industrial Project

Low Carbon Logistics: Good Practice and Guideline for SMEs

### International Conference

International Forum on Shipping, Ports and Airports (IFSPA) 2014

### Training Course

**Business of Shipping and Logistics** 

### Publications

IFSPA 2014 Proceedings Maritime Insight

### Service to the University

1<sup>st</sup> PolyU Campus Sustainability Weeks

Visitation & Exchange



## **About C.Y. Tung International Centre for Maritime Studies**

### **Background**

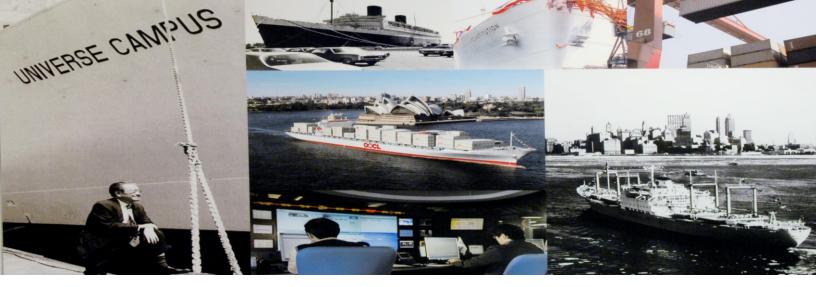
With the passion for creating a world-class heartland of maritime studies, education and consultancy in the Asian region, the Department of Logistics and Maritime Studies (LMS) at The Hong Kong Polytechnic University (PolyU) established the International Centre for Maritime Studies (ICMS) in 2005.

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**

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.

### **Our Work**

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 2013 - 2014

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. Chung-Lun Li (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 Associate Director responsible for academic and industrial frontiers. The administrative and technical staff of the Centre supported its daily operations, encompassing research and training initiatives, funding bidding, marketing activities, conference organisation and laboratories administration.



## **Teaching Facilities**

With a view to further augmenting the teaching and learning activities of LMS, the Centre's laboratories (Marine Simulation Laboratory, GMDSS Simulation Laboratory and Maritime Information Technology Laboratory) supported more classes, tutorials, demonstrations and/or orientations arranged for the following subjects, on top of the regular computing services offered to LMS students.

### **Marine Simulation Laboratory**

The laboratory, with the projection of realistic visual on plasma display and the installation of a set of ship-handling simulator comprising a wide range of navigational controls, aims to create a virtual marine environment for ship handling training, manoeuvre rehearsal, ship performance and operational assessment, and so on. Software installed encompasses: Navigation simulator, Port simulation, Maritime traffic risk simulation, Maritime environment/pollution protection simulation, Maritime search and rescue simulation and Ship Simulator Extremes.



The laboratory is equipped with Poseidon Global Maritime Distress and Safety System (GMDSS) simulation software which facilitates students to acquire a broad concept of shipboard communication systems. Another purpose of the laboratory is to provide students with hands-on experience of modern shipboard electronic navigation systems through the use of Transas navigational simulation software with upgraded ECDIS feature and Transas AIS receiver. With the aid of communication and navigation simulation exercises, students will be equipped to easily acquire practical knowledge on managing vessels safely and efficiently.

### **Maritime Information Technology Laboratory**

The IT laboratory provides computer facilities and maritime related software for the enhancement of students' computer literacy and knowledge in maritime research methodology and information technology. These include: FleXsim, Minitab, Shipping software, IMO publications, World Shipping Encyclopedia (IHS Fairplay), MathCad and SPSS.









### Work with Communities

Strategic Partnership with Institute of Chartered Shipbrokers, Hong Kong Branch for Professional Qualifying Examinations Study Programme

The Centre, the Institute of Chartered Shipbrokers (ICS), Hong Kong Branch, Hong Kong Logistics Management Staff Association (HKLMSA), Hong Kong Seamen's Union (HKSU) and Institute of Seatransport (IST) jointly offer a series of tutorials for those who are preparing for the ICS Professional Qualifying Examination.

The programme, named ICS Study Group, consists of six sessions covering a variety of topics related to commercial shipping activity including Dry Cargo Chartering, Legal Principles in Shipping Business, Ship Sale & Purchase, Economics of Sea Transport & International Trade and more.



The ICS was founded in the UK in 1911 and was awarded a Royal Charter in 1920. ICS is the only internationally recognised professional body in the maritime arena and it represents shipbrokers, ship managers and agents throughout the world.

The study programme was conducted on Saturdays from 9 November to 14 December 2013. The first session was successfully launched on 9 November 2013.

### Workshop Series on "Inter-disciplinary Maritime Practice" with the Institute of Seatransport









The Centre, the Hong Kong Logistics Management Staff Association and the Institute of Seatransport are jointly organising a workshop series on "Inter-disciplinary Maritime Practice", which will cover the entire lifespan of the ship, from the decision to purchase to its final loss or scrapping. The workshops will be in a case study format.

The first workshop, "Decision Making in Ship Acquisition" was successfully held on 9 January 2014 with over 200 participants. The workshops discussed the considerations of the different types of ship owners, from large to small, in respect of shipbuilders, financing, management etc that go into a final decision to purchase or build a ship. Real cases are used to demonstrate these interdisciplinary considerations.







### **Industrial Project**

## **Low Carbon Logistics: Good Practice and Guideline for SMEs**

To familiarize local small and medium-sized enterprises (SMEs) with low carbon policies and good practices in logistics services in Hong Kong and the Mainland, Dr T.L. Yip, Project Coordinator and Associate Director of the C.Y. Tung International Centre for Maritime Studies jointly launched a green project with The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK). The project, entitled "Low Carbon Logistics: Good Practice and Guideline for SMEs", is funded by the SME Development Fund of the Trade and Industry Department of the HKSAR Government. It is aimed at helping SMEs reduce carbon emissions and enhance competitiveness in the global market.

Between August 2012 and November 2013, 6 newsletters were published, and activities including site visits, seminars and training workshops were organised for participants to explore low-carbon logistics problems and related practices, as well as to become acquainted with low-carbon knowledge and recent developments in low-carbon logistics and exchange views.

An operation guidebook titled "Low Carbon Logistics: Good Practice and Guideline for SMEs" in both English and Chinese for reference by practitioners was published in November 2013. The objective of this guidebook is to move the concept of low carbon into daily operations and introduce possible commercial opportunities to SMEs.

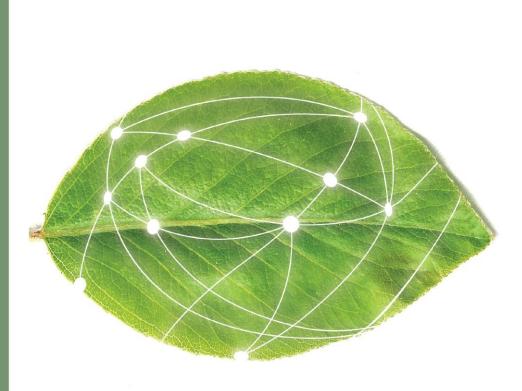
In the Guidebook, Dr. T.L. Yip and Ms Mei Wong reported their investigations on local and PRD SMEs, and industrial behaviours and problems of low carbon logistics implementation are illustrated. The Guidebook provides information about policies, theories and case studies covering the latest concepts of Low Carbon Logistics. 11 case studies have been developed after the authors have visited more than 25 local and PRD companies, including shipping, logistics, transport, and trading firms and manufacturers. The Guidebook provides good practices for operation and management guidelines on green logistics in Hong Kong.

Low carbon logistics denotes logistics activities that reduce carbon emissions through low carbon manufacturing, low carbon packing, low carbon warehousing and low carbon transportation. Latest concepts and practices of low carbon logistics have been shared during the events.









# LOW CARBON LOGISTICS

低碳物流:行業優良實踐與中小企業指引 Good Practice and Guidelines for SMEs

主辦機構 organisers:



























**International Conference** 

## **IFSPA 2014**

International Forum on Shipping, Ports and Airports

## International Forum on Shipping, Ports and Airports (IFSPA) 2014 19 – 21 May 2014

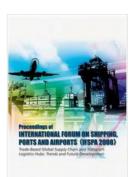


More than 130 delegates from 18 countries and territories gathered at The Hong Kong Polytechnic University (PolyU) from 19 to 21 May to attend the Seventh International Forum on Shipping, Ports and Airports (IFSPA) 2014 organised by PolyU's C.Y. Tung International Centre for Maritime Studies and Department of Logistics and Maritime Studies.

This year, the theme of the Conference was "Sustainable Development in Shipping and Transport Logistics." The Conference was officially opened on 19 May by Prof. T.C. Edwin Cheng, Dean of Faculty of Business; Mr. Andy Tung, Steering Committee Member of C.Y. Tung International Centre for Maritime Studies; Mr. Michael W.L. Wong, JP, Director of Marine, Marine Department of The Government of the Hong Kong Special Administrative Region; Hon. Frankie Yick Chi-ming, Legislative Councillor; and Prof. Kuang Lin, the Chairman of Pacific Star Group.

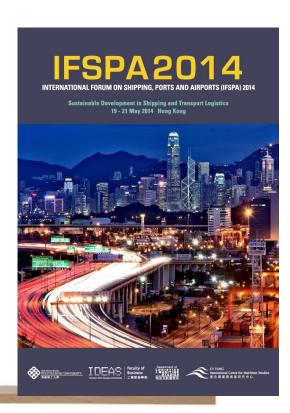
IFSPA has provided a platform for international academics and industry practitioners to exchange views on the ways to cope with the challenges ahead as well as on academic-industry collaboration. The conference comprised five Keynote Sessions, four Special Sessions, and nineteen Parallel Sessions. During the conference, worldwide reputed scholars and industry leaders shared with participants their insights on issues relevant to maritime and trade economics, policy, and management. The speakers came from different parts of the world including the Australia, Canada, China, Egypt, Germany, India, Japan, Korea, Malaysia, Norway, Singapore, Spain, Taiwan, the Netherlands, Thailand, UK, and USA.

IFSPA is an annual international event devoted to shipping, air, port, logistics, and supply chain management studies. It aims to provide an interactive platform for international academics and industry practitioners to consider the popular issues related to global and regional maritime and aviation economics, policy and management.









### **IFSPA Summary:**

	IFSPA 2012	IFSPA 2013	IFSPA 2014	
Delegates	110	120	130	
Countries & territories	19	20	18	
Keynote & Featured/Industrial Sessions	7	4	5	
Special Sessions	4	2	4	
Parallel Sessions	9	15	18	
Papers in the Proceedings	55	63	70	



### **Training Course**

## **Business of Shipping and Logistics**



Two training courses of "Business of Shipping and Logistics" were successfully completed in October 2013 and June 2014. The course consists of foundation subjects to provide students with both principles and knowledge in shipping and logistics.

The course is suitable for new entrants to the shipping and logistics industry. The course is welcomed by the industries participants with students coming from Oak Maritime, IMC Resources, GMT Shipping & Logistics Group, Reed Smith Richards Butler, OOCL, Island Navigation Corporation Limited, Novartis V & D (HK) Limited, Sea Global Line, New Asian Shipping Company Limited, WM Group 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. This course is also included in the pre-approved list under the "Professional Training and Examination Refund Scheme" (ProTERS) in Hong Kong.

### **Subject Syllabus**

### **Maritime Economics and Shipping Markets**

- Relationship of shipping with microeconomics and macroeconomics
- The sea transport system / The Economic model of sea transport
- The four shipping markets & The shipping market cycle

#### **Shipping Revenue and Costs**

- Shipping accounts the framework for decisions
- Revenue the ship earns and how to maximise ship revenue
- Costs of running a ship

### Carriage of Goods by Sea Law

- Shipping documents
- Use of bills of lading and charter parties
- Hague-Visby Rules
- Bills of Lading & Analogous Shipping Documents Ordinance
- Carriage of Goods by Sea Ordinance

### **Finance for Shipping**

- Brief history of shipping finance
- World financial system for shipping finance (sources of funds for shipping finance)
- Main methods of raising shipping finance
- Details of bank shipping finance

### **Global Sourcing and Supply Management**

- Outline the internationalisation strategies of firms in changing global business environments
- Examine international purchasing decisions and development of global sourcing
- Evaluate global sourcing functions in the context of integrated international value chains
- Develop global sourcing organisation and strategies for effective supply chain management
- Understand the best practices and contemporary issues of global sourcing and supply

### **Marine Insurance in Shipping and Transport Logistics**

- Understand the importance of risk management in shipping and transport logistics
- Applying the insurance law in Hong Kong, the UK Institute Clauses, the law in relation to cargo insurance, hull and machinery insurance and protection and indemnity insurance
- Analyzing legal cases and interpreting legislation and legal documents
- Discussing how to solve real legal issues by applying the legal method and conducting legal research

### **Container Ports and Cargo Management**

- Business of container port
- Operations of container ports
- Port marketing & economics
- Port development, management & challenges
- Port development cycle overview

### Sales and Marketing in Container Shipping

- Strategies and Policies
- Market Intelligence and Competition
- Yield Management
- Tariffs
- Customer Relationship Management
- Public Relations / Advertising

## **IFSPA 2014 Conference Proceedings**

(ISSN: 2312-6388)



To promote high-quality academic papers presented at the IFSPA conference, a conference proceedings (ISSN: 2312-6388) was published for the 7th International Forum on Shipping, Ports and Airports (IFSPA) 2014, held from 19 to 21 May 2014 in Hong Kong.

The proceedings was edited by Prof. Chin-Shan Lu, Prof. Petrus Choy, Dr Kee-hung Lai, Dr Y.H. Venus Lun and Dr Tsz Leung Yip of the Department of Logistics and Maritime Studies of The Hong Kong Polytechnic University.

The IFSPA 2014 Proceedings contained a collection of 70 papers presented during the Conference. The topics covered included shipping economics, port strategy, airport management, logistics development, environmental issues in logistics, port efficiency and competition, and maritime safety and security.

## **Maritime Insight**

(ISSN: 2312-0606)



The ICMS Maritime Insight (ISSN 2312-0606) is a quarterly publication launched in June 2013 under the C.Y. Tung International Centre for Maritime Studies.

Maritime Insight aims to be a publication covering reviews of general interests to the profession with a special focus on different maritime concerns.

Over the past year, ICMS has released five issues of the Maritime Insight, and four of them are published in bilingual versions. They are currently circulated in Hong Kong, Mainland and Taiwan with a readership database of over 2,500 contacts.

## Service to the University





### 1<sup>st</sup> PolyU Campus Sustainability Weeks

Themed "Sustainable Campus; Sustainable World", the Campus Sustainability Committee (CSC) and the Health, Safety and Environment Office (HSEO), launched the first PolyU Campus Sustainability Weeks from 22 April to 3 May 2013 to raise awareness and promote campus sustainability.

The CS Weeks was the successor to the Environmental Week organised by HSEO in the past years, and aimed at creating a platform for sharing ideas about campus sustainability (or green campus) information, enhancing environmental awareness and promoting greater personal and social responsibility throughout the PolyU Campus.

Led by Dr T.L. Yip, the project "Low Carbon Logistics: Good Practice and Guideline for SMEs" is featured in the 1<sup>st</sup> PolyU Campus Sustainability Weeks initiative. By visiting those companies which are implementing good practice of low carbon logistics, the insights were summarised and illustrated on exhibition boards. The whole campaign lasted for two weeks and consisted of a series of promotional activities including two design competitions, six seminars and four workshops in which PolyU members had actively participated.



### **Visitation & Exchange**



As one of the leading maritime centres in Asia, the Centre received about 150 delegations from home and abroad for networking and exchange during the year. Major visiting overseas parties included:

- Led by Professor René Rüttimann, Head of the Center for Emerging Markets, 21 graduating students from the ZHAW School of Management and Law in Switzerland visited the Centre on 12 July 2013. Dr Venus Lun, Deputy Programme Director of MSc in International Shipping and Transport Logistics received the Group.
- The Centre welcomed a 21-member delegation from Tongji University on 15 July 2013. The group comprised teachers and students from the School of Economics and Management and was detailed on campus life and other learning experiences by our undergraduates.
- The Centre received the delegation from Chong Qing Government, China on 22 July 2013. Prof. Hong Yan and Dr T.L. Yip introduced the Department and Centre's background, laboratories, research interests and consulting projects to the group.
- A delegation from Sun Yat-sen Business School (SYSBS) visited the Faculty on 20 January 2014. The 19-member group was made up of 15 students and four staff members. They sat in on a strategic management lecture before attending a briefing on the Faculty and students' learning experience and touring the CY Tung International Centre for Maritime Studies.
- On 17 February 2014, a delegation from Chiang Mai University, Thailand, visited LMS. The delegation showed keen interest in LMS's educational programmes and the Centre's facilities.

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





Business



