# C. Y. TUNG International Centre for Maritime Studies

www.icms.polyu.edu.hk







Faculty of
 Business
 工商管理學院



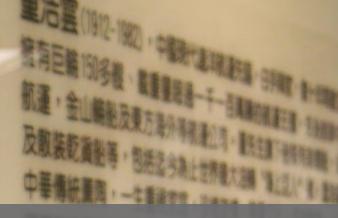


CY TUNG International Centre for Maritime Studies 重浩雲國際海事研究中心 With a passion for creating a world-class heartland of maritime studies, education and consultancy in the Asian region, the Department of Logistics and Maritime Studies (LMS) at The Hong Kong Polytechnic University (PolyU) established the International Centre for Maritime Studies (ICMS) in 2005. Developed under PolyU's Area of Strategic Development (ASD) Scheme, the Centre is the first of its kind in Hong Kong.

In 2007, the Centre was named after the late Mr CY 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 this generous donation, the Centre undertook an expansion in the academic year of 2007/2008. Located on the PolyU campus, the renovated Centre covers an area of approximately 530 square metres on the 4/F of CD Wing. With its enhanced facilities, it is geared towards providing maritime resources and support for the Department's students, academics, industrial partners and the maritime community as a whole.





# About Mr C.Y. Tung

C. Y. Tung (1912-1982), the shipping pioneer of contemporary China, built up an empire comprising a fleet of over 150 ships totaling eleven million tons, making him one of the largest independent shippers of his time. The companies he founded, Chinese Maritime Transport, Island Navigation and Orient Overseas Container Line are still active today. His fleet included container vessels, tankers and bulk carriers including M. T. "Seawise Giant", constructed in 1979, and still the largest ship in the world. Imbued with a profound sense of his Chinese heritage, C. Y. Tung valued, above all, education, family values and lasting friendship. His contribution to the education sector is best remembered by the conversion of the former liner "Queen Elizabeth" into the "Seawise University" in 1971. While other vessels have replaced the original liner, and the sponsors have evolved over time, the "Semester at Sea" academic program continues even today.

**6** A lone Chinese who made the world his classroom, his place of business and his home, and became a legend in his own lifetime.



### **Our Mission**

Be an international leading maritime centre that excels in professional education, research and partnership for the benefit of the maritime, logistics and related sectors.

### To achieve this mission, the Centre is dedicated to:

• advancing the professional knowledge to meet the changing needs of the maritime, logistics and related sectors.

• supporting the 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.

• forging new partnerships with other institutions and further promoting industrial and academic collaboration.

### **Our Strategic Area**

 undertaking application-oriented research in shipping, maritime and supply chain logistics, so as to share up-to-date data and knowledge with academia, industry, and policymakers.

• providing quality comprehensive maritime education for Hong Kong, the Chinese Mainland and Asia.

• rendering professional training and consulting activities in the field of shipping and supply chain logistics from both management and economic perspectives, as well as promoting and strengthening PolyU's relationship with the maritime community.

### **Our Organisation**

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



### **ICMS Steering Committee Members**

#### **Chairman:**

Dr CC Tung, SBS, JP (Donor representative, The Tung Foundation)

#### **Members:**

Mr Alan Tung (Donor representative) Mr Andy Tung (Donor representative) Prof. Philip C.H. Chan (Deputy President and Provost, PolyU) Prof. T.C. Edwin Cheng (Dean, FB, PolyU) Prof. Andy Yeung (Head, LMS, PolyU) Prof. Chin-Shan Lu (Director, ICMS, PolyU)

The Director, Prof. Chin-Shan Lu, continued to oversee the strategic development and implementation of the Centre, with Dr T.L. Yip as Deputy Director responsible for academic and industrial matters. The administrative and technical staff of the Centre support its daily operations, encompassing research and training courses, funding bidding, marketing activities, events organisation and laboratories administration.

### **Our Focus**

With a strategic emphasis on innovative research, the Centre in collaboration with the Department, have been supporting various research initiatives sponsored by different funding schemes, attaining a good research portfolio in both academic and applied research for shipping and ports logistics and marine environment that address commercial, technological and public policy research needs.

Our research centres around the key areas of:

- · Shipping market analysis and forecast
- Container shipping marketing
- Chartering operations and practices
- Maritime economics and policy
- Maritime safety
- · Port operations and management
- Maritime law and insurance
- Ship operations and management
- Shipping finance
- Sustainable development in shipping and port
- · Risk management for shipping and port
- · International logistics and supply chain management
- · Low carbon logistics

### **Our Expertise**

The Centre provides tailor-made training and specialist consultancy services covering maritime law, shipping finance, marketing for shipping, container terminal operations, container cargo management, simulation, maritime economics, maritime insurance, and logistics IT. CY Tung ICMS takes a multi-disciplinary approach to serving the maritime and logistics sectors. Faculty members are actively engaged in a broad portfolio of research, including maritime economics & policy, marine information systems, shipping logistics, maritime safety & security as well as all issues relating to marine sectors & intermodality. Consultancies include efficiency and quality improvement studies, market and operational analysis, marine accident prevention and investigation, arbitration and expert witness services.





# **Teaching Facilities**



The Centre gives full support to LMS in the provision of maritime education programmes. To augment the teaching and training activities, the Centre has set up three maritime and logistics laboratories.

### **Marine Simulation Laboratory**

The laboratory, with the projection of realistic visuals on a plasma display and the installation of a set of ship-handling simulators 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.



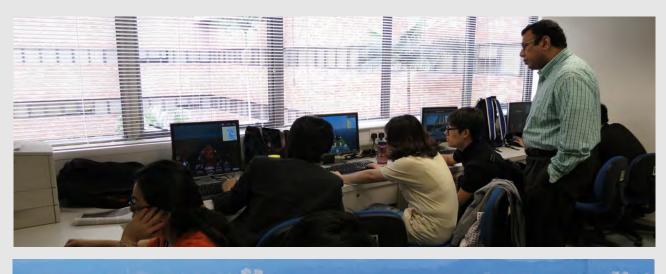
### **GMDSS Simulation Laboratory**



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.

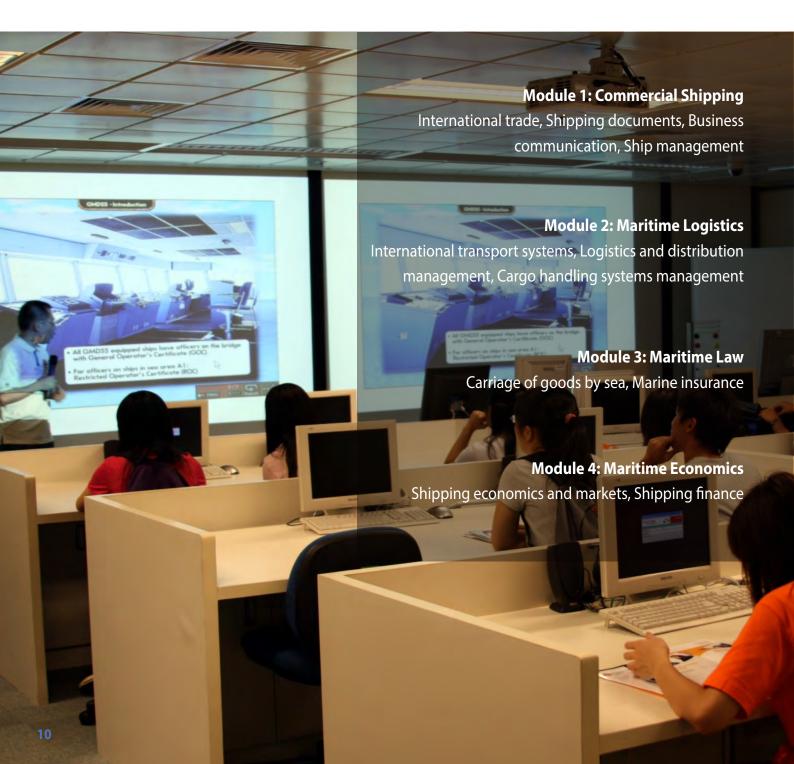




# **Training Course**

### **Career Development Programme**

The Career Development Programme of Business of Shipping and Logistics is a foundation programme for those who are interested in developing themselves in the maritime, shipping, port and transport industries. This Programme is included in the pre-approved list under "Professional Training and Examination Refund Scheme" (ProTERS) in Hong Kong.





### **Executive Programme**

The Executive Programme is designed to provide latest research findings and best practices for experienced managers and executives. The Executive Programme focuses on a theme. The leading academic experts and maritime industry leaders will be invited to contribute their latest knowledge. Normally the programme lasts one or two days. The programme may be offered jointly with other organisations.

#### The theme of executive programme includes:

- Shipping Marketing
- Shipping Organization
- Shipping Finance
- Marine Insurance
- Case Studies

# The International Forum on Shipping, Ports and Airports (IFSPA)



From time to time, ICMS organises and participates in international conferences and seminars with the view to raise the profile of maritime industries locally and strengthen Hong Kong's role as an international maritime centre.

Led by the C.Y. Tung International Centre for Maritime Studies of The Hong Kong Polytechnic University, IFSPA is an annual international event devoted to maritime, aviation and logistics studies to discuss and exchange views on contemporary issues facing the sectors, and further advance academiaindustry cooperation. Through participation from relevant international and regional organisations, the increased pool of participants has enabled IFSPA to become an important event in the transport logistics sector. We are pleased that the event has secured significant support from local governmental agencies and institutions to assist with its coordination and implementation. Conference participants now include the world's leading maritime and aviation experts and professionals.

**IFSPA** was marked by its positioning as a platform for international academics and industrial practitioners to share and exchange views on issues related to global maritime and aviation economics, policy and management. The function also serves as a good platform for networking and promoting academicindustry collaboration.

The **IFSPA Conference** has experienced significant successes since 2007, attracting more than 700 participants from 20 countries and territories worldwide.



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#### Academic Journals of IFSPA Special Issue includes:

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- Maritime Policy & Management
  - International Journal of Shipping and Transport Logistics
  - Transport Policy

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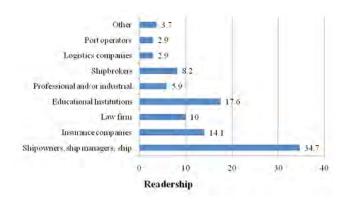
- International Journal of Logistics Management
- Research in Transportation Economics



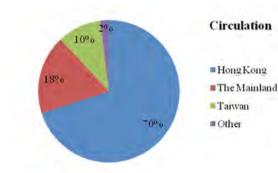


# **Maritime Insight**

Maritime Insight (ISSN 2312-0606) is a bilingual quarterly launched in June 2013 under the CY Tung International Centre for Maritime Studies. It is a publication mainly covering articles of general interests to the profession with a special focus on different maritime concerns. Maritime Insight is now circulated to a wide and varied audience of nearly 2,000 contacts in Hong Kong, the Mainland and Taiwan, and is read by senior decision makers and influencers from shipping sectors and professional associations.



- Environmental Management
   Smart Port in a Smart Era
   Critical Issues of Sea-Air Transport Security
   The Policy Paradox of Container Security
   Safety in the Cruise and Ferry Industries
   Safety and Cyber-Security
   Risk Management
   Shipping Finance
   Corporate Governance
  - Marine Insurance
  - Maritime Economics and Shipping Markets







#### MARITIME INSIGHT

C.Y. Tung International Centre for Maritime Studies Maritime Education | Research | Consultancy

Volume 2, Issue 1, Spring 2014



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#### "Having appropriate laws is insufficient unless they are properly implemented, both in letter and spirit."

the rapid development of the e upon set s they are p The Chin

POLICY INITIATIVES



#### "Hong Kong and Shanghai can cooperate with each other by way of better maritime training and education

taiking of the opportunities and threats that the FTZ brings to Hong Kong, Prof. Yan th here is not much for Hong Kong to worry about. Hong Kong's competitive advantages in observations and the neuronal sectors. storig lo worn i overtake "hong Kong in teims of speech and legal systems, for ex-ingini has a long way to go to be bedes Shanghai from bein-cular mine-

#### MARITIME I Issue 3 Dec

INTERVIEW WITH PROF. CHIN-S

Prof. Chin-Shan Lu

Director of C.Y. Tung Internatio for Maritime Studies, Profes Department of Logistics and M Studies, The Hong Kong Poly University

in 2006, Prof. Lu and his PhD student Ching-Chiao Yang ha 1 on Comparison of investment preferences for international logistics z Kong, and Shanghai Ports from a Taiwanese Manufacturer's perspecti of December Issue is honored to have Prof. Chin-Shan Lu, an experi specific preference in the second seco ics industry, share with us his earlier research about investment prefe al logistics zones in Kaohsiung, Hong Kong, and Shanghai and his t of the FTZ.

oncepts associated with international been clarified in Lu and Yang (2006)'s Yang (2006) mentioned that an is zone has the unrestricted international

sz zone has the unrestricted international with customs traffis used only as a and not as an impediment to trade ermore, based on the literature review of important to manufacturers when n FDI in international logistics zones, 06) selected twenty-nine items to be stionnaire. These items, however, could neasure the etrendths and wachnesses. measure the strengths and weaknesses Kong and Shanghai, which would also uture development of the FTZ, Hong Tuture development of the F1Z, Hong ge Since large manufacturing fitms are international logistics zones, Lu and samples from the top 500 Taiwanese to conduct the survey. Characteristics were categorized in terms of age of firm, number of employees, reven

#### Interview with Dr T.L. Yip

INTERVIEW WITH DR T.L. YIP BY DR XINYU SUN AND MISS FANG ZHANG



Dr T. L. Yip, is Associate Direc International Centre for Maritimu Associate Professor of the Departm Maritime Studies at The Hong Kong P We are honored to have Dr Yip share the safety of the cruise industry here.

#### O1: What direction to date has your research determinants of cruise-ship accident injuries?

Dr Yip: Two years ago, after the Italian cruise ship Costa coast of Tuscany with a loss of 32 lives, global concerns were of the cruise industry. Together with other cruise ship accid previously, the Costa Concordia Disaster has alerted us re hold maritime safety in the highest regard. Furthern Government issued an open tender in 2007 for the develop terminal, and the Kai Tak Cruise Terminal is expected to be regional transport hub for cruise liners. In this regard, our of investigating the determinants of the number of crew a cruise ship accidents would be of help in controlling ri industry. Thus far our research has explicitly examined th

MAP THE FUTURE OF HONG KONG IN FERMS OF ITS PORT AND MARITIME DEVELOPMENT DEVELOPMENT DEVELOPMENT Dr Simon Su, Director of BMT Asia Pacific

Simon Su is Director and Chief Economist of BMT Dr Shmon Su in Director and Chief Economist of BMT ticle Reaffel Leith Rong Kong, a leading consultancy importing primarily the on and affhiore energy, nfpartucture, and transport sectors: Throughantour intersy, government and multimationals have come to rely BMT for strategies, objective device and experime in wonomics, environment, design and planning, loginics, und risk management.



Te recently had the privilege of meeting. Dr Simon Su and oliciting his views on how to continuously enhance the ompetitiveness of Hong Kong both as an Ditermational Wartime Centre and A Regional Distribution Centre. Dr Simon Su chared several of their consultant projects related to itsues of co

91: How do you see Hong Kang's competitiveness as a Regio

Dr Simon Su: Despite their high operational costs, Hong Kong loginics operators are renov to offining high quality and reliable services on time, which are aspectatly important for raise or time sensitive goods. Hong Kong is particularly well positioned to remain a agional distribution caster (REO) of Asia. Large scale PDCs in Hong Kong are aspeti-entiation or atter (REO) of Asia. Large scale PDCs in Hong Kong are aspeti-entiation ensistive goods. All approximations are able to fulfill complis againments, aspecially for high value goods. A recent survey conducted by BMT reveals fong Kong is the most competitive REO Location for high-value products with about he nore than half of cargo flowing to from Mainland China.

Insurprisingly, costs in particular rentals and the length of land lease contracts, remain momens for Hong Kong's logistics service provides. To acquire land for a relatively long ogsistics use is could for the success of the bonisme. Logistics is an industry that req insuble plots of land and long term investments. One alternative is to convert undectul.

#### NITIATIVES

Issue 3, De INTERVIEW WITH PROF. PE

MARITIM

Prof. Petrus Choy

University

Professor of Practice (Shippin Department of Logistics and Studies, The Hong Kong Po

rof. Petrus Choy, an of shipping finance, challenges that Hong due to the recently **Pilot Free Trade Zone** 

; no doubt that FTZ will sition of Hong Kong in al and regional financial shorter timeframe than ations after the set up of asic factors that need to g Kong can maintain its me a new international ically dependent on the

tember Issue of Maritime Insight is pleased to the views of Mr Michael Lee, the ex General r of Maersk (Shanghai) Shipping Company, on ilficance of the China (Shanghai) Pilot Free one. Michael Lee has about 20 years' experience upping industry.

upping industry. an (Shanghai) Pilot Free Trade Zone ("FTZ") was (Jannched on 29 September, 2013. This would be milestone after the establishment of Shenzhen Economic Zone which was the first speecial e zone in the People's Regulate of China. The f he establishment of the China (Shanghai) Pilot de Zone is exactly in accordance with the Third Session of the BhA Community Stary of China Committee, and so the political significance of the id weight more than its economic effect. To put it way, the implementation of FTZ signals the government's determination to further implement ic reforms and the opening up of domestic markets in goods. There are two primary reasons that have th the HTZ.

#### cks to foreign trade

the continuously slowing down of global economic growth, foreign ty its esports, have been adversely affected. Meanwhile, the increasing value and the cost of labor has also lead to the diminishing competitiveness or at the 114th China Import and Export Fair (Canton Fair), the total ex-to just 104.6 billion (RMB (or 31.6 billion US dollars), a decrease of 103 3th session,189, 646 overseas buyers from 212 countries and regions at the 114th Canton fair, a 6.5% decrease from the previous session.



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MARITIME

Insights from Experts Strengthening Hong Kong's Leading Position as a Logistics Hub



#### STRENGTHENING HONG KONG'S LEADING POSITION AS A LOGIST HUB

AN EXCLUSIVE INTERVIEW WITH PROFESSOR CHUNG-YEE

BY EDITORS OF THE MARITIME INSIGHT VENUE: THE HONG KONG POLYTECHNIC UNIVERSITY



Prof. Change-Vee Lee is Chair Professor/Clausy Professor of Engineering, Department of Industrial Un-Logistics Management (IELM) and Director of the Le Sapily Chain Management Institute at The Hong Kong of Seimer and Technology. He served us Department ELM in accessories the sa Pelako of the Institute of Engineers and Hong Kong Atalami of Longiacery togeneors and Hong Kong Atalami of Longiacery Oppariment of Industrial Engineering at Teens AdM His research areas are the logistics and supply chain me echanism, and Inventory management. He has publism are research profess Summored. Jan Baro, Inter-sting and the Industrial Engineering of Teens AdM His research areas are the logistics and supply chain me are severely profess Summored. Jan Baro, Inter-adatarine in Vi2, and Hong Kong.

We recently had the privilege to meet Prof. Chung-Yee Lee in order t views on how to transform Hong Kong's Ocean Transport Logistics Netv

# **Industrial Connection**

### Partnership with Chinese Maritime Research Institute, Taiwan

The Centre and the Chinese Maritime Research Institute has signed a Memorandum of Understanding in 2013 to promote the mutual collaboration in the area of education and research which include exchange of professional knowledge, collaboration in research and the promotion of research, marketing outputs, conference and training programmes.



### 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 consists of six sessions covering a variety of topics related to commercial shipping activity.



# **Visitations**









As one of the leading maritime centres in Asia, the Centre received over 200 delegations for exchange and networking during the years.

# **Selected Publications**

### Research Outputs (2012 to 2014)

The Centre is dedicated to the research and produced fruitful research outputs. The papers have been accepted or published in various academic journals, including Accident Analysis & Prevention, Maritime Policy and Management, The Asian Journal of Shipping and Logistics, Transportation Research Part D, International Journal of Shipping and Transport Logistics, Applied Economics Letters, Journal of Business Ethics, International Journal of Production Research, Transportation Research Part E, Journal of Transport Geography, Business Strategy and the Environment.

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### Faculty of Business Research Ranking



Faculty of Business 工商管理學院

# **1st** in shipping research

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### Public Policy Projects Outputs

To strengthen Hong Kong's status as an international maritime centre and a regional logistics hub in Asia, it is important for policy makers and stakeholders to understand the changing trends and their impacts on the local economics and logistics industry.

ICMS has conducted the economics and policy studies for the Hong Kong government and local community so that there is greater understanding of how to meet global challenges. It initiated public policy discussions that have resulted in potential positive impacts at regional and national levels. It has conducted analysis and impact assessments, and developed a number of policy papers and analysis reports. The following are some recent projects of significance:

- Strengthening Hong Kong's Position as an International Maritime Centre by completing the Logistics Network
- Examining the economic impacts of transport complex economy
- Independent Marine Impact Review on LNG Terminal at Shenzhen
- Low Carbon Logistics: Good Practice and Guideline for SMEs
- Enhancement of Marine Traffic Impact Assessment in Hong Kong
- · How to Construct a Modern Industrial System in Shenzhen
- The Development Policy Study on Shenzhen Port-Logistics Services





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This brochure was printed by ICMS in December 2014. For the latest information, please refer to the ICMS website.

R. W. C. C. C.