



# C. Y. TUNG International Centre for Maritime Studies

[www.icms.polyu.edu.hk](http://www.icms.polyu.edu.hk)

# History and Background

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.

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

---- C. Y. Tung, his vision and legacy, 1984, page 101



## 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.



### **Module 1: Commercial Shipping**

International trade, Shipping documents, Business communication, Ship management

### **Module 2: Maritime Logistics**

International transport systems, Logistics and distribution management, Cargo handling systems management

### **Module 3: Maritime Law**

Carriage of goods by sea, Marine insurance

### **Module 4: Maritime Economics**

Shipping economics and markets, Shipping finance



## 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 academia-industry 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 academic-industry collaboration.

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



### Academic Journals of IFSPA Special Issue includes:

- Maritime Policy & Management
- International Journal of Shipping and Transport Logistics
- Transport Policy
- International Journal of Logistics Management
- Research in Transportation Economics

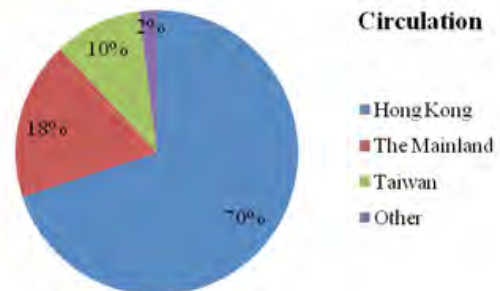


# Maritime Insight

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

International Transportation & Logistics  
Make the Noodle Soup Delicious

### An Exclusive Interview with Prof. Dr. Hans-Dietrich Haasis

Make the Noodle Soup Delicious  
An interview by Dr. Gintis Guja and Ms. Fang Zhang

Recently we had the good fortune to meet Prof. Haasis and solicit his views on the "latest development in global logistics in general and European logistics in particular. In an extensive free-wheeling interaction with Prof. Haasis emphasized the importance of underlying regional culture, philosophy and work ethics on which the manufacturing industry as a whole, of which supply chain management forms an important component, is founded upon. He went on to expound the necessity of developing a holistic perspective while understanding and analyzing the logistics and supply chain management policies being practiced and adopted by a region.

**What is the USP of North European Hinterland Logistics vis-à-vis South European and East European logistics systems?**

Prof. Haasis: To begin with, there was a very strong bond between the various logistics service providers such as the rail, road and barge operators. Furthermore the ports, airports and inland logistics centers (colloquial term as Freight villages) also cooperate closely (while continuing to compete with each other) with an objective of providing value added services to their customers. All these aspects result in the North European Ports in the Leu-Harbo-Hamburg range gaining competitive advantage vis-à-vis the South European Ports in the Adriatic-Mediterranean region.

**Prof. Dr. Haasis is amongst others member of the Council of Supply Chain Management Professionals and member of the board of experts of the BIMP framework programme on Business for Sustainability. He is member of the Editorial Board of the "International Journal of Logistics Management", member of the Advisory Board of "CSC System" and member of the Editorial Review Board of the "International Journal of Operations and Quantitative Management".**

**MARITIME INSIGHT**  
Volume 2, Issue 1, Spring 2014

MARITIME INSIGHT  
Issue 3, December 2013  
INTERVIEW WITH PROF. HONG YAN

Policy Initiatives

We are delighted to have logistics and maritime expert, Prof. Hong Yan, Professor at the Department of Logistics and Maritime Studies at The Hong Kong Polytechnic University, to share with us his thoughts on the development of an international maritime centre of Hong Kong and the development of the China (Shanghai) Pilot Free Trade Zone (FTZ).

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

With the rapid development of the economy over the past three decades, commercial enterprises in China including the banking sector have grown bigger than they have ever been before. As such, one needs to reflect upon what could be done by the government to prevent the formation of monopolies and oligopolies which could exploit the consumers. It should also be understood that preventing the formation of monopolies is not sufficient in itself for the efficient functioning of a market economy. Having appropriate laws is insufficient unless they are properly implemented, both in letter and spirit. The Chinese government wishes to experiment with market reforms, and the China (Shanghai) Pilot Free Trade Zone (FTZ) is a small portion of that experiment.

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

Talking of the opportunities and threats that the FTZ brings to Hong Kong, Prof. Yan thinks that there is not much for Hong Kong to worry about. Hong Kong's competitive advantages lie both in infrastructure and "softness", particularly the culture. Admittedly, it is only a matter of time before Shanghai overtakes Hong Kong in terms of infrastructure. However, the concept of service, the freedom of speech and legal systems, for example, are hard for Shanghai to catch up with in the short term. Shanghai has a long way to go to become a world class financial and maritime centre. What really impedes Shanghai from being such a centre is the absence of such "software", since it is a part of a particular mindset, which is the most difficult part to change. Nevertheless, there are many aspects about Hong Kong and Shanghai could learn from each other. Both sides can cooperate with each other by way of better maritime training and education. Hong Kong and Shanghai both have a long history in training and developing a maritime talent pool, and Shanghai could provide the source of students for universities of both sides. Additionally, companies in Shanghai may have their ships registered in Hong Kong, instead of having their ships registered in some other parts of the world. Conversely, operational efficiency, service quality and the air freight services of Hong Kong, have a great deal for Shanghai to learn from and to benefit.

**Prof. Hong Yan**  
Director of the Laboratory of Container Security (LCS), Professor at Department of Logistics and Maritime Studies, The Hong Kong Polytechnic University

MARITIME INSIGHT  
Issue 3, December 2013  
INTERVIEW WITH PROF. CHIN-SHAN LU

in 2006, Prof. Lu and his PhD student Ching-Chiao Yang had a paper on Comparison of investment preferences for international logistics zones in Hong Kong, and Shanghai Ports from a Taiwanese Manufacturer's perspective. The December Issue is honored to have Prof. Chin-Shan Lu, an expert in the logistics industry, share with us his earlier research about investment preferences for logistics zones in Kaohsiung, Hong Kong, and Shanghai and his thoughts on the FTZ.

concepts associated with international logistics zones have been clarified in Lu and Yang (2006)'s paper. Lu (2006) mentioned that an FTZ zone has the unrestricted international trade, with customs tariffs used only as a barrier and not as an impediment to trade. Moreover, based on the literature review of important to manufacturers when investing in FDI in international logistics zones, 26 selected twenty-nine items to be questionnaire. These items, however, could not measure the strengths and weaknesses of Hong Kong and Shanghai, which would also future development of the FTZ, Hong Kong. Since large manufacturing firms are international logistics zones, Lu and Yang sampled from the top 500 Taiwanese manufacturers to conduct the survey. Characteristics of these firms were categorized in terms of age of firm, number of employees, revenue, and performance.

**Prof. Chin-Shan Lu**  
Director of C.Y. Tung International Centre for Maritime Studies, Professor of Department of Logistics and Maritime Studies, The Hong Kong Polytechnic University

MARITIME INSIGHT  
Issue 3, December 2013  
INTERVIEW WITH DR T.L. YIP

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 Director of International Centre for Maritime Studies, Associate Professor of the Department of Logistics and Maritime Studies at The Hong Kong Polytechnic University.

We are honored to have Dr Yip share his views on the safety of the cruise industry here.

**Q1: What direction to date has your research determinants of cruise-ship accident injuries?**

Dr Yip: Two years ago, after the Italian cruise ship Costa Concordia with a loss of 32 lives, global concerns were raised about the safety of the cruise industry. Together with other cruise ship accident previously, the Costa Concordia Disaster has alerted us to re-evaluate maritime safety in the highest regard. Further, the Government issued an open tender in 2007 for the development of a new cruise terminal, and the Kai Tak Cruise Terminal is expected to be the regional transport hub for cruise liners. In this regard, our research is investigating the determinants of the number of crew and passengers on board cruise ship accidents would be of help in controlling risk in the industry. Thus far our research has explicitly examined the determinants of cruise-ship accident injuries.

MARITIME INSIGHT  
Issue 3, December 2013  
INTERVIEW WITH DR SIMON SU

### MAP THE FUTURE OF HONG KONG IN TERMS OF ITS PORT AND MARITIME DEVELOPMENT

An interview with Dr Simon Su, Director of BMT Asia Pacific

Dr Simon Su is Director and Chief Economist of BMT Asia Pacific Ltd in Hong Kong, a leading consultancy supporting primarily the on and offshore energy, infrastructure, and transport sectors. Throughout his career, government and multinationals have come to rely on BMT for strategic, objective advice and expertise in economics, environment, design and planning, logistics, and risk management.

We recently had the privilege of meeting Dr Simon Su and soliciting his views on how to continuously enhance the competitiveness of Hong Kong both as an International Maritime Centre and a Regional Distribution Centre. Dr Simon Su shared several of his consultancy projects related to issues of concern.

**Q1: How do you see Hong Kong's competitiveness as a Regional Distribution Centre?**

Dr Simon Su: Despite their high operational costs, Hong Kong logistics operators are renowned for offering high quality and reliable services on time, which are especially important for value or time sensitive goods. Hong Kong is particularly well positioned to remain as a regional distribution centre (RDC) of Asia. Large scale RDCs in Hong Kong are expert providers of a full spectrum of value added services and are able to fulfill complex requirements, especially for high value goods. A recent survey conducted by BMT reveals Hong Kong is the most competitive RDC location for high-value products with about half more than half of cargo flowing to from Mainland China.

Surprisingly, costs in particular rentals and the length of land lease contracts, remain a concern for Hong Kong's logistics service providers. To acquire land for a relatively long logistics use is crucial for the success of the business. Logistics is an industry that requires sizeable plots of land and long term investments. One alternative is to convert underutilized

MARITIME INSIGHT  
Issue 3, December 2013  
INTERVIEW WITH PROF. PETRUS CHOY

Prof. Petrus Choy, an expert in shipping finance, challenges that Hong Kong due to the recently Pilot Free Trade Zone

no doubt that FTZ will position Hong Kong in a shorter timeframe than other regions after the set up of basic factors that need to be considered. Hong Kong can maintain its position as a new international financial centre dependent on the

**Prof. Petrus Choy**  
Professor of Practice (Shipping) Department of Logistics and Maritime Studies, The Hong Kong Polytechnic University

MARITIME INSIGHT  
Issue 3, December 2013  
INTERVIEW WITH MR MICHAEL LEE

Policy Initiatives

The December Issue of Maritime Insight is pleased to have the views of Mr Michael Lee, the ex-General Manager of Maersk (Shanghai) Shipping Company, on the development of the China (Shanghai) Pilot Free Trade Zone. Michael Lee has about 20 years' experience in the shipping industry.

na (Shanghai) Pilot Free Trade Zone ("FTZ") was launched on 29 September, 2013. This would be a milestone after the establishment of Shenzhen Economic Zone which was the first special economic zone in the People's Republic of China. The establishment of the China (Shanghai) Pilot Free Trade Zone is in accordance with the Third Session of the 18th Communist Party of China Committee, and so the political significance of the FTZ would be more than its economic effect. To put it in perspective, the implementation of FTZ signals the government's determination to further implement reforms and the opening up of domestic markets in goods. There are two primary reasons that have led to the FTZ.

**cks to foreign trade**

the continuously slowing down of global economic growth, foreign trade in its exports, have been adversely affected. Meanwhile, the increasing value of the RMB and the cost of labor has also led to the diminishing competitiveness of its exports. At the 114th China Import and Export Fair (Canton Fair), the total export value dropped to just 194.61 billion RMB (or 31.69 billion US dollars), a decrease of 10.9% as compared to the 13th session. 189, 646 overseas buyers from 212 countries and regions around the world attended the 114th Canton Fair, a 6.5% decrease from the previous session.

**"The political significance of the FTZ would weight more its economic effect"**

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

MARITIME INSIGHT  
Volume 2, Issue 2

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

AN EXCLUSIVE INTERVIEW WITH PROFESSOR CHUNG-YEE LEE

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

**Prof. Chung-Yee Lee** is Chair Professor/Visiting Professor of Engineering, Department of Industrial and Manufacturing Engineering (IEM) and Director of the Logistics Management Institute at The Hong Kong Polytechnic University. He served as Department of Science and Technology. He is a Fellow of the Institution of Engineers and Hong Kong Academy of Engineering. Before joining HKUST in 2008, he was Cockfield Professor of Industrial Engineering at Texas A&M University. His research areas are in logistics and supply chain management, scheduling, and inventory management. He has published over 100 papers in refereed journals and has engaged in many research projects sponsored by RGC, TTC, and various industries in U.S. and Hong Kong.

We recently had the privilege to meet Prof. Chung-Yee Lee in order to solicit his views on how to transform Hong Kong's Ocean Transport Logistics Network into a leading position as a Logistics Hub.

# 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

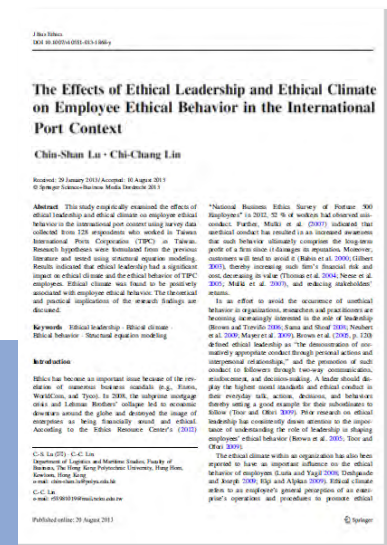
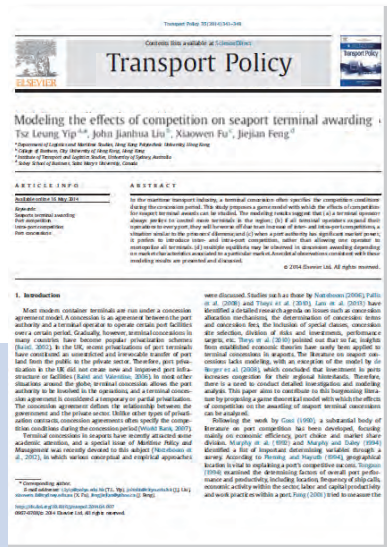
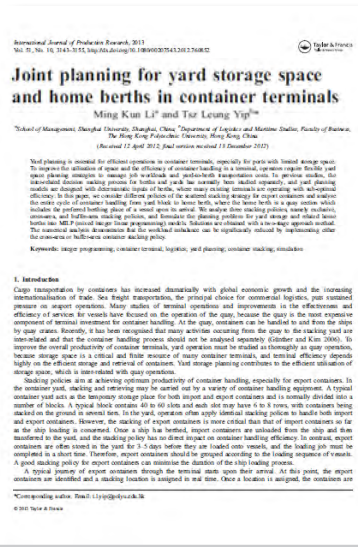
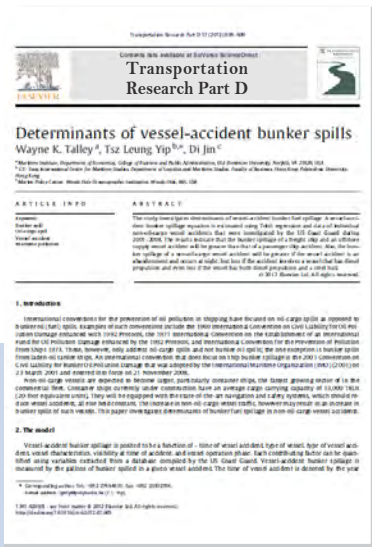


As one of the leading maritime centres in Asia, the Centre received over 200 delegations for exchange and networking during the years.

# 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*.



## 1st in shipping research

FB's shipping research is ranked 1st in the world, based on 2010 to 2012 data from Thomson Reuters' ISI Web of Science.

## 4th in port research

FB's port research is ranked 4th in the world, based on an analysis of port literature presented at the 2011 International Association of Maritime Economists conference in a paper entitled "Port Research since 1980: An analysis of Authorship and Institutional Affiliation".

## No. 68

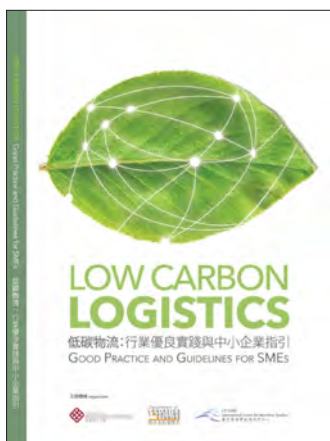
FB is ranked No. 68 in the world in the latest UTD (University of Texas at Dallas) Top 100 Business School Worldwide Rankings based on research published in 24 top business journals for the period of 2009 to 2013.

## 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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