



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Department of
**LOGISTICS
& MARITIME
STUDIES**
物流及航運學系



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

A World-Class Centre for Maritime Studies, Education and Consultancy

www.icms.polyu.edu.hk

Our 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, the Centre is the first of its kind in Hong Kong.

The founding of the Centre 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, the Centre strives for supporting Hong Kong to reinforce its role as a world-renowned international maritime centre.

Since its establishment, the Centre has actively conducted various activities in the well-defined strategic areas, including research, teaching and consultancy, with encouraging results accomplished.

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 the generous donation, the Centre 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

To become a World-Class Centre for Maritime Studies, Education and Consultancy

To achieve this mission, the Centre is dedicated to:

- Undertake **application-oriented research** in shipping, maritime and supply chain logistics, so as to share up-to-date data and knowledge with the academia, the industry, and policymakers. Areas of interests include:
 - Port/airport and transport policy research
 - Marine risk and insurance
 - Maritime environment protection
 - Maritime operations technology
 - Maritime law and legal service
- Provide **quality teaching resources** in maritime education
- Render **professional training and consulting services** in the field of shipping and supply chain logistics from both management and economic perspectives, bridging the academia with the maritime community.

Steering Committee

The Centre is governed by the Steering Committee, which also serves to provide guidance and advice on its development. We are honoured to have Mr CC Tung, a prominent leader in the maritime and transport sector, representing The Tung Foundation to chair this Steering Committee.

Mr CC Tung, Chairman (Donor representative)

Mrs Alice King (Donor representative)

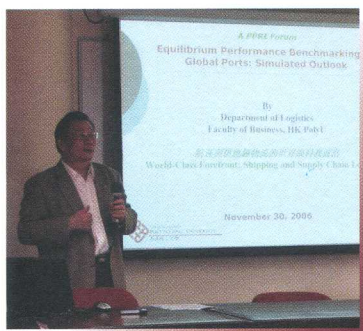
Mr Alan Tung (Donor representative)

Mr Alexander Tzang (Deputy President, PolyU)

Prof. Judy Tsui (Dean, Faculty of Business, PolyU)

Prof. John Liu (Head, LMS, PolyU)

Quality Research



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.

To cite a few ongoing projects committed:

- "Regional Container Cargo Equilibrium Analysis and Forecasting: How Hong Kong Prospers with a Sub-40% Market Share"
- "Regional Multi-mode Container Flow Management: Models and Policy Development"
- "Management of Transportation Service Providers in a Global Organization"
- "Bertrand Competition of Container Ports in Growing Market with Lumpy Investment"



Port Benchmarking Project

The **Port Benchmarking Project** is a major research conducted to thrash out the best practices to improve port efficiency and productivity. By collecting data from ports around the world, empirical models have been developed to compare port performance under different (regulation) scenarios. The results from this benchmarking project will be the foundation for a port to design appropriate regulatory tools.

A presentation entitled "Regulation and Port Productivity Overview of Global Port Benchmarking (A Focus on Hong Kong and South China Region)" covering the project findings was given at the Third APEC Senior Officials' Meeting on 15-16 August 2008, in Lima, Peru.



Award-winning Project

A highlight of the research innovations is the "**Harmful Algae Indexing (HaiDex) System**", an efficient system to forecast and forewarn the occurrence of large-scale Harmful Algal Bloom (commonly known as red tide). As an inter-disciplinary study by the Department of Logistics and Maritime Studies and the Department of Applied Biology and Chemical Technology, the invention won the **Silver Medal at the 36th Annual International Exhibition of Inventions, New Techniques and Products** in 2008. The award is a recognition of the research effort in applying rigorous research to resolve real world problems.

Research-oriented Laboratory

The Centre in the pipeline will establish a research-oriented laboratory, **The Laboratory for Maritime and Logistics System**, which aims to enhance research productivity and foster innovation that will be built on national and international collaboration.

Aiming to provide a research bleeding ground, a number of maritime and logistics research and industry projects will immediately come under the umbrella of the Laboratory after its establishment.



Niche Areas

Amongst the research initiatives, there are projects with high potential to reach a standard of excellence on a regional or international basis, and are thus established as Niche Areas receiving funding from the ASD of PolyU. They are:

- "Consortium of Shipping and Maritime Studies: Management and Service"
- "Equilibrium Performance Benchmarking of Global Ports: Simulated Outlook"
- "Port-Adapted Logistics Index: An Interactive Dynamic Efficiency Assessment System"

Cross-boundary Research Project

The Centre also promotes national collaboration between local and Mainland researchers. "Collaborative Regional Container Flow Management: Models and Systems Development" is an example of cross-boundary research project (PolyU and Shanghai Jiaotong University) sponsored by the "National Natural Science Foundation of China" of the People's Republic of China and the Research Grants Council of Hong Kong.

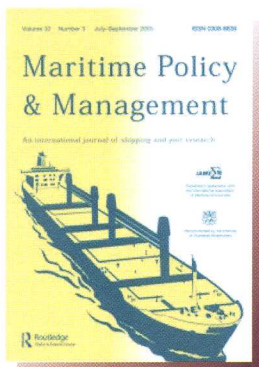
With a wide range of cutting-edge research and innovative projects in agenda, the Centre will continue to work towards shaping new knowledge to support maritime studies and management, as well as further promoting academic-industry-government collaboration.

Maritime Studies

The Centre also takes pride in promoting maritime studies both locally and internationally. Starting from 2009, the Centre has officially assumed the administrative role of the academic journal **Maritime Policy & Management (MPM)**, to provide full support to its operation and development.

MPM is a leading academic journal of international shipping and port research, uniquely combining business, economics and management in the maritime and allied industries.

Brought together papers on different topics that concern the maritime industry, MPM attracts a wide readership encompassing policymakers and managers throughout the fields of shipping and ports, academics, government officials, as well as journalists around the world.



Teaching Resources

The Centre supports the Department in the provision of maritime education programmes, including:

- BBA (Hons) in International Shipping and Transport Logistics
- Higher Diploma in International Transport Logistics

To augment the training activities, the Centre sets up three maritime and logistics laboratories.



■ 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
- Simulation-facilitated red-tide indexing technology (patentable)



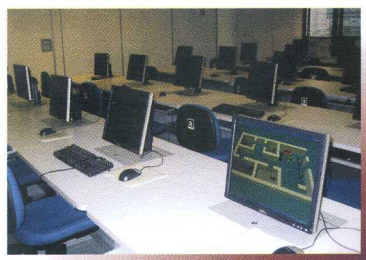
■ GMDSS Simulation Laboratory

The laboratory is equipped with Poseidon Global Maritime Distress and Safety System (GMDSS) simulation software which facilitates students to acquire a broad concept of navigation and communication systems that are applied to the effective management of vessel.

■ 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
- Shipping software
- IMO publications
- Fairplay Shipping Encyclopedia
- MathCad
- SPSS



Industrial Collaboration & Training



By harnessing its expertise and resources, the Centre provides tailor-made training and consultancy services to companies and organisations in Hong Kong and the Chinese mainland.

Areas of its specialities cover maritime law, logistics IT, containerization, port benchmarking, operations research, simulation, shipping economics and shipping finance.

Recent examples of tailor-made services offered to the sector included the "Continued Proficiency Development Programme for Pilots" for the Hong Kong Pilots Association Ltd and the "Executive Education Programme" for the Mediterranean Shipping Company (Hong Kong) Limited.

Conferences & Seminars



From time to time, the Centre 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.

The "**International Forum on Shipping, Ports and Airports**" (IFSPA) is an annual event jointly organised by the Centre and the Department, aiming to invite international academics and practitioners to discuss 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 event experienced a big success in the past years. The IFSPA 2008 attracted over 200 participants from 15 countries and territories, including Hong Kong governmental officials and practitioners as well as eminent scholars at home and abroad.

**C. Y. Tung International Centre for Maritime Studies
via Department of Logistics and Maritime Studies**

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