

For release
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HKUST TO LAUNCH GRADUATE PROGRAM IN TRANSPORTATION LOGISTICS

The Hong Kong University of Science and Technology will launch in July 1999 a graduate diploma program in Transportation Logistics Management. The program aims to train executives and engineers for an emerging value-added services industry known as "third-party logistics industry".

Hong Kong has one of the world's largest international airports and container terminals. The traditional transportation logistics industry and related industries have been contributing more than 20% to Hong Kong GDP and employs well over 20% of the total work force. While Hong Kong has been very successful as an international hub, it may not be able to remain competitive if it cannot keep a close eye on the changing socio-economic environment. "With globalization as the driving force, transportation and logistics, which are becoming more complex, need effective and efficient management," said Dr Raymond Cheung, Director of the Program and Assistant Professor of the Department of Industrial Engineering and Engineering Management (IEEM).

Generally speaking, the new third-party logistics industry provides value-added transportation logistics services to their customers, in addition to traditional freight forwarding services. These extra services include sourcing raw materials and components, providing support for light assembly, warehouse management and inventory management, and order fulfillment. "This is basically a holistic approach that requires new management skills and strategic thinking," said Dr Cheung.

"The third-party logistics industry is now flourishing in many nearby regions like Yiantan, Shekou, Zhuhai, Macau, and Shenzhen, as well as Taiwan and Singapore," added Dr Cheung. "If Hong Kong does not catch up, it will probably lose a critical opportunity to become the super international hub of this region. We believe, however, that the job opportunities created and the value added to Hong Kong's economy would be substantial if it can successfully become a third-party logistics center in this region," he said.

The IEEM Department will host an information session on the Program. Details are as follows:

Date: 15 May 1999 (Saturday)
Time: 2:30 pm
Venue: Classroom on LG1, University Library
The Hong Kong University of Science and Technology
Clear Water Bay, Kowloon

Note to Editors:

For further information about the information session or the course, please visit the web site: <http://www.seng.ust.hk/cpep/graddipieem1.html> or contact Miss Amy Chiang (tel: 2358-8234, email: ieamy@ust.hk).