

# Smart e-Logistics Technology for Executives

Course Fee: HK\$3,300 (May apply up to HK\$2,200 subsidy)

\*Maximum saving, with the final grant subjects to approval.



**e-Logistics** has evolved with the applications of Artificial Intelligence (AI) and Business Intelligence (BI) to enhance operational efficiency.

This course is designed for logistics managers to develop practical e-logistics knowledge and ready-in-mind skill sets, highlighting real case challenges and industry best practices in daily operation management.

Programme code	10011124-01
Date and time	6, 13, 20, 27 Sep & 4 Oct (Mon) 19:00 – 22:00
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Course fee	HK\$3,300* (May apply up to HK\$2,200 subsidy)
Remarks	Duration: 15 hours (5 lectures)

## Programme Highlights

Nowadays, organisations need to develop e-logistics features, related technologies and modernised systems to survive in the changing environment. Recently “e-logistics” has become a powerful weapon that can improve the level of the information sharing and creates a new source of advantage to ensure competitiveness in today’s dynamic marketplace. In this programme, participants will be able to:

- Apply the principles and essence of e-Logistics Technology in The Industry
- Evaluate the development of e-Logistics
- Examine a case study: Applications of e-Logistics with the focus on next course of development
- Identify current Issues related to e-commerce and e-logistics

**Certificate of Attendance** will be issued to participants who have attended 70% or more of the classes.

Supporting Organisations  
(In Alphabetical Order)



Date	Course Outline
Session 1	<p><b>EXPERIENCING “WHAT”</b></p> <p><b>The Global Logistic Industry and e-Logistics Technology Matrix</b></p> <ul style="list-style-type: none"> <li>Development and evolution of logistics industry under the global environment</li> <li>Overview of contemporary e-Logistics technology</li> <li>Present status, problems and principal factors affecting e-Logistics</li> <li>e-Logistics infrastructure and the role of different stakeholders in the past, present, and future</li> </ul>
Session 2	<p><b>THINKING “HOW”</b></p> <p><b>Understanding the Relationship of e-Commerce and e-Logistics</b></p> <ul style="list-style-type: none"> <li>Distinctive aspects and differences between e-Commerce and e-Logistics</li> <li>Importance of quality and reliability in the use of electronic service provision and e-payment</li> <li>Service management for e-Commerce and e-Logistics: service quality, customer satisfaction, service failures and recovery strategies</li> <li>Introduce the commonly used e-Commerce and e-Logistics technologies, intelligence and analysis</li> </ul>
Session 3 & 4	<p><b>REFLECTING “WHAT” + “HOW”</b></p> <p><b>Knowing e-Logistics in Operation and Marketing Spectrums</b></p> <ul style="list-style-type: none"> <li>Contrast market and operation needs, effective demand and the delivery promise alignment with massive data analytic</li> <li>Compare traditional and e-Logistics practices in different contexts</li> <li>Application of e-Logistics with AI and business intelligence technology in creating competitive edge</li> <li>Importance of e-Logistics contractual obligation and codes of practice</li> </ul>
Session 5	<p><b>APPLYING “WHO” &amp; “HOW” IN “WHERE”</b></p> <p><b>Case Study: e-Logistics in Hong Kong and China</b></p> <ul style="list-style-type: none"> <li>Overview of the e-Logistics in Hong Kong and China markets, and the role of Governments in this sector</li> <li>Application of information systems in e-Logistics</li> <li>e-Logistics orientation as opposed to traditional warehousing and distribution</li> <li>The success stories of e-Logistics service provision</li> </ul>

## Instructor: Mr Andy SUN

Mr Andy SUN, a logistics expert with over 25 years of experience in logistics industry, offers a strong background in business intelligence solution and consultation. His career history includes implementation work in the areas of e-Logistics technologies, AS/RS (Automated Storage/Retrieval System) and AGV (Automated Guide Vehicle) in the United States.

Andy holds EMBA and two Master of Science degrees and received his professional education from HARVARD Law School and INSEAD Business School. He has multiple recognised professional affiliations and chartered membership in different international associations. Andy has also been an adjunct lecturer for several universities in Hong Kong and China for many years.

## Enrolment method

1. Scan the QR code to complete the [enrolment](#) and payment online.
2. Mail the crossed cheque with payee name “Hong Kong Productivity Council” in HK dollar) and the application form should be mailed to Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Jade TAI). Please indicate the course name and course code on the envelope. Enrolment form can be downloaded at <https://www.hkpcacademy.org>

### RTTP Training Grant Application

Companies should submit their RTTP training grant application for their employee(s) via <https://rttp.vtc.edu.hk/rttp/login> at least two weeks before course commencement. Alternatively, [application form](#) could be submitted by email to [rttp@vtc.edu.hk](mailto:rttp@vtc.edu.hk) along with supporting documents.

