



Research Seminar

Green Port Development and Competitiveness

– Its driving forces and latest practices in shipping sectors

Ms. Pauline Sau-Ching, WONG

Business Researcher, Hongkong International Terminals (HIT)

Wednesday, 31 March 2010 (12:45 -14:00)

Room 829, Knowles Building, The University of Hong Kong

Abstract:

Opportunities in greening the international supply chain of cargoes are widely discussed around the world now. Since the Earth Day Conference in 1970, the increasing worldwide environmental consciousness has dramatically changed the perspectives of consumers, manufacturers, retailers and the logistics industry towards a Green Supply Chain Management (GSCM). The green perspective shift creates a concept of gaining competitiveness through enhancing resources productivity and thus, saving costs in resources depletion and wastage. This concept has driven the shipping companies and container terminals to work more collaboratively on providing the greener sea transportation options for global shippers such as Wal-Mart. The presentation adopts the Five Forces Model by Michael Porter of Harvard Business School to evaluate the opportunities for container port terminals in gaining competitiveness through going green, by taking Pearl River Delta as an example. Latest green initiatives and practices in shipping sectors will be featured for a timely understanding of greening trend in sea transportation industry.

About the Speaker:

Pauline Wong is the Business Researcher of Hongkong International Terminals (HIT). She was the guest speaker for the University of the Thai Chamber of Commerce in 2009. Pauline graduated from Master of Science in Urban Planning in the University of Hong Kong. She has been the transport professional for more than 10 years with CILTHK membership.

ALL INTERESTED ARE WELCOME

Please visit our website www.hku.hk/cusup, click on 'Events' for Seminar Series.

Enquiries: 2859 2721

CENTRE OF URBAN STUDIES AND URBAN PLANNING
THE UNIVERSITY OF HONG KONG

