



## Industry and Technology Forum

(Market Intelligence on Enabling Technologies for Industries related to Logistics and Supply Chain Management)

**Date:** 26 November 2008  
**Time:** 1345 – 1715  
**Venue:** 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon  
**Language:** All speeches will be conducted in Cantonese with English terminology

### Agenda

1345 – 1400	<b>Registration</b>
1400 – 1415	<b>Welcome Speech</b> Mr. Anthony KWOK Manager, Industry and Technology Programs, Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies
1415 – 1445	<b>Keynote Speech</b> Dr. Lawrence CHEUNG Principal Consultant, IT Industry Development Hong Kong Productivity Council
1445 – 1515	<b>Survey Result of Hong Kong Logistics and Supply Chain Industry (more than 2000 companies)</b> Ms. Kelly LAM Marketing Manager Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies
1515 – 1545	<b>China RFID Industry Development</b> Mr. William CHAN Consultant Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies
1545 – 1615	<b>Coffee Break &amp; Networking</b> [Solutions Showcase by Industry Members]



**Agenda (cont'd)**

	<p style="text-align: center;"><b>Panel Discussion I</b></p> <p><b>Topic: Crisis breeds opportunity?</b>  <b>How do we reposition our advanced container shipping industry in the global financial crisis?</b>  <b>Moderator: Dr. Frank TONG, Director of Research &amp; Technology Development, LSCM R&amp;D Centre</b>  <b>Language: Cantonese/English</b></p> <p>As the global financial tsunami is hitting major economies around the world, the once booming ocean shipping industry has plunged in face of the sacked market. Slowing down of the US import is hurting global suppliers. In her reaction, China begins to shift from export orientation to more domestic consumption. Nevertheless, continuous growth is still recorded in countries exporting with Asian focus.</p> <p>The market dynamics are still evolving. Hong Kong has always been among the most technologically advanced forerunners with our container shipping industry, in all sectors of oceanic logistics, river trade and land transport. Crisis breeds opportunity. How we continue our technology advantage and reposition our leverage in the global logistics landscape shall be the determining factor for our success over our competitors in getting through the current financial crisis.</p> <p>In this session, we will invite prominent panelists among us to address the reality in the current crisis and share their vision about the opportunities for our container shipping industry.</p>
1615 – 1715	<p style="text-align: center;"><b>Panel Discussion II</b></p> <p><b>Topic: RFID Applications Beyond the Mandates</b>  <b>Moderator: Dr. Terry YE, Director of Research &amp; Technology Development, LSCM R&amp;D Centre</b>  <b>Language: English/Putonghua</b></p> <p>Although progressing slower than originally planned, Wal-Mart, along with other heavyweights in the world's retail industry, are still re-affirming their RFID mandates recently. Slower-than-expected RFID deployment in the past years can be attributed to various factors, i.e., high cost of adoption, performance over-expectation, lack of required expertise, slowing down economy, etc. Nevertheless, nobody can underestimate the great potential this new technology can bring to us, and people are still confident that RFID will eventually prevail into everyone's daily life.</p> <p>In fact, in the past years, RFID already found its ways into applications beyond the logistic and supply chain industry, these applications are often close-loop scenarios, and they are tailor-made to solve the special problems that no other alternative solutions exist. Actually, it is from those close-loop applications that most ROI are created.</p> <p>In this panel, we would like to invite experts from industries to share their views on RFID. The views are multi-dimensional, from that need to comply with RFID mandates, to companies that find niche applications to use RFID. We expect that through interaction with the panelists, the audience can get a better picture about RFID's current status, and future perspectives.</p>
1715	<b>Program Ends</b>

*(Agenda subject to change without prior notice.)*





*Reply Slip*

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**on or before 21 November, 2008***

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Please tick as appropriate:

I regret that I will not be able to attend the Industry and Technology Forum

I am pleased to attend the Industry and Technology Forum

Panel Discussion I – Crisis breeds opportunity? How do we reposition our advanced container shipping industry in the global financial crisis? (led by Dr. Frank Fong)

**OR**

Panel Discussion II – RFID Applications Beyond the Mandates (led by Dr. Terry Ye)

For enquiries, please call Christina Yue at 2299 0148 or Joanne Chu at 2255 0853.