

For Immediate Release:

Industry Heavyweights To Attend ALMC Next Month Belt and Road, e-commerce, Big Data Analytics Spotlights

14 October 2015 — The fifth edition of the **Asian Logistics and Maritime Conference (ALMC)** will be held 17-18 November at the Hong Kong Convention and Exhibition Centre (HKCEC). The two-day event will bring together more than 50 experts and leaders in the logistics and maritime sector to explore new opportunities arising from **China's Belt and Road Initiative, e-commerce and Big Data analytics**.

Jointly organised by the Hong Kong Trade Development Council (HKTDC) and the Government of the Hong Kong Special Administration Region, the ALMC is the largest industry conference of its kind in Asia. This year's event is expected to attract 2,000 industry elites from some 30 countries and regions, about 40 per cent of whom are manufacturers, traders and suppliers that use logistics and maritime services. The ALMC Exhibition will be expanded this year to include 100 exhibitors showcasing their e-logistics and logistics services as well as shipping and other related services.

Raymond Yip, Deputy Executive Director of the HKTDC, said: "The ALMC is a major annual event for the industry that features a range of activities including an exhibition, forums, visits and plenary sessions. Through this event, stakeholders can get to know the latest trends and opportunities, while Hong Kong's competitive edge as a logistics and maritime hub is also highlighted. More than 150 one-on-one business-matching sessions will be arranged to help exhibitors and conference participants expand business connections and explore new market opportunities."

Three major logistics and maritime trends

Mr Yip outlined three hot issues for the global logistics and maritime industry; China's Belt and Road Initiative, e-commerce and Big Data analytics. He said the ALMC will be a great chance for industry players to gain insights from internationally renowned speakers at the conference.

The Belt and Road Initiative comprises the "Silk Road Economic Belt" and the "21st Century Maritime Silk Road", and is a key development strategy of the Chinese mainland. The Initiative promotes connectivity among Belt and Road countries in infrastructure, resources development, industrial co-operation, financial integration and other sectors. This will bring unprecedented business opportunities for various industries, including logistics and maritime services. Being a logistics and maritime centre in the Asia-Pacific region, and with a prime geographical location and advanced transport infrastructure, Hong Kong can play the role as a super-connector for enterprises along the Belt and Road routes.

E-commerce is a major growth area. According to Euromonitor International, a market intelligence firm, total online retail sales (excluding tax) reached US\$840 billion in 2014, which is double the amount five years ago. This trend will have long-term implications for the logistics industry, as companies can have access to more advanced electronic and information technologies to meet

Hong Kong Trade Development Council 香港貿易發展局

38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong

香港灣仔港灣道1號會展廣場辦公大樓38樓

Tel: (852) 2584 4333 Fax: (852) 2824 0249

growing demand for small-volume, high-frequency and time-sensitive goods delivery requirements. Since Big Data analytics makes it possible for the logistics and maritime sector to perform better, faster and more reliably, it is seen as a vital tool for companies to enhance their competitiveness.

Industry experts to share insights

This year, more than 50 leaders from the logistics and maritime industry and representatives of international brands will speak at the ALMC, including in the two plenary sessions. The theme of the first session (17 November) will be “**The Belt and Road: Journey to the New Era**”. The objective is to examine the impact of the Belt and Road Initiative for the logistics and maritime industry. Speakers will include Zhao Huxiang, Chairman, Sinotrans & CSC Holdings; George Yeo, Chairman, Kerry Logistics Network; and Eric Ip, Group Managing Director, Hutchison Port Holdings Limited.

The second plenary session (18 November) is titled “**Big Data Analytics: Envision the Future of Logistics**” and will feature such speakers as Herbert Chia, Vice President, Alibaba Group and Shaun Connolly, International Programme Director for Transport, Logistics, Postal and Supply Chain at Teradata. Participants will be introduced to the best practices and potential risks in the industry as well as the e-commerce opportunities brought about by Big Data.

In addition to the plenary sessions, forums will cover a host of topical issues related to logistics, shipping and maritime, air freight and supply-chain management. New to this year’s ALMC will be series of forums hosted by *China Daily* and various mainland provincial governments that will examine their strategic positioning under and opportunities arising out of the Belt and Road framework.

Heavyweight panel speakers will include, Pierre Poignant, Chief Operating Officer of the Lazada Group; Frank Lavin, CEO and Founder of Export Now; K.K. Leung, President for North Asia at UPS; Ivan Chu, Chief Executive, Cathay Pacific Airways; Andrew Herdman, Director General, Association of Asia Pacific Airlines; Dr Martin Stopford, President, Clarkson Research Services Limited; Peter Kerr-Dineen, Chairman, Howe Robinson Partners; Robbert van Trooijen, Chief Executive of North Asia, Maersk Line; Takeshi Hashimoto, Director and Managing Executive Officer, Mitsui O.S.K Lines; Cheung Fu Keung, Director Supply Chain, Nestle Hong Kong; Sundarajan B, Logistics Director, Unilever China; Craig Bowyer, Operations Director, Swire Pacific Cold Storage Limited; Andreas Dannenberg, Director Customer Supply Chain Asia Pacific, Logitech; and Jaya Moorthi Pillai, Director, APJ Logistics of Hewlett-Packard Asia Pacific.



The ALMC is supported by the Hong Kong Logistics Development Council, the Hong Kong Maritime Industry Council and the Hong Kong Port Development Council. ALMC has also invited 23 global leaders in the logistics and shipping industries and representatives of internationally renowned enterprises to serve as honorary advisors by providing valuable advice on the agenda and organising of the conference.

In addition, a Logistics and Maritime Weeks will be held around the conference period, bringing together international players in the logistics and shipping industries for a series of enlightening seminars, exhibitions and networking functions in Hong Kong that create synergy with the ALMC.

ALMC official website: www.almc.hk

Photo download:

https://hktdc.sharepoint.com/sites/public/CPA/_layouts/15/guestaccess.aspx?guestaccesstoken=2QHSzvoSBcyDHMaW HgSyn6zUbxzmOg7Lgtwgff%2bTzls%3d&docid=08ccf71eed0d34117bf12525b9785bfc8

	<p>From left: Orient Overseas (International) Ltd Chairman C.C. Tung, HKTDC Deputy Executive Director Raymond Yip, and Hong Kong Shippers' Council Chairman Willy Lin, introduce the 2015 Asian Logistics and Maritime Conference.</p> <p>Mr Yip says that the upcoming ALMC will focus on the key topics of China's Belt and Road Initiative, e-commerce and Big Data analytics</p>
	<p>About 1,700 industry players attended last year's ALMC</p>

Media Enquiries

Please contact the HKTDC's Communication and Public Affairs Department:

Joe Kainz Tel: (852) 2584 4216 Email: joe.kainz@hktdc.org

About the HKTDC

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, [manufacturers](#) and [services providers](#). With more than 40 offices globally, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organises [international exhibitions, conferences](#) and business missions to provide companies, particularly SMEs, with business opportunities on the mainland and in overseas markets, while providing information via [trade publications, research reports and digital channels including the media room](#). For more information, please visit: www.hktdc.com/aboutus. Follow us on  Google+  Twitter @hktdc  LinkedIn