Assessing solutions in global cold chain management amidst new e-commerce opportunities in China

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Abstract

Cross border e-Commerce has been expanding with tremendous momentum on a global basis, particularly in China. However, there are hurdles and special focuses in e-Commerce practices in China in cold chain logistics for perishable commodities. The rise of new affluent middle-class in China, collectively known as G-2, changes the pattern and behaviour in purchasing and consumption. Smart phones and mobile applications have led to a changing platform in global cold chain logistics as well as the emerging importance of augmented reality.

About the Speaker

Mr. Alfred Cheung has extensive experience in container transportation, port development, logistics planning, IT applications, human resources and cold-chain management throughout his affiliation with the shipping industry for the past 3 decades. He was the director of Reefer trade at OOCL until his retirement in 2007. From January 2008 to June 2010, Alfred took up the position of Managing Director of ZIM Integrated Shipping Services Limited in Japan. Currently, he is a council member serving both The Japan Society of Hong Kong
and The Japan Hong Kong Society in Tokyo. Alfred has also been appointed as Adjunct Professor at University of Yunnan and City University of Hong Kong respectively.

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*All are Welcome!*