行政人員智能電子供應鏈技術

FUTURESKILLS 裝備未來

課程費用: HK$3,300 (最高可獲得資助: HK$2,200)

*此為最高資助金額，資助款項以最終批核為準.

RTTP 認可課程

隨著人工智能 (AI) 和商業智能 (BI) 的應用，電子供應鏈得以高速發展，以提高企業運營效率並且實現持續改善 (CI)。

本課程專為供應鏈和物流管理人員設計，旨在培養實用的電子供應鏈知識和現成的技能組合，重點介紹日常管理中的實際案例、挑戰和行業最佳實踐。

課程編號	10011124-02
日期及時間	2022年1月13-14日 09:00-18:00
地點	九龍塘達之路78號生產力大樓一樓
語言	廣東話
課程費用	港幣3,300元 (最高獲得資助港幣2,200元)
備註	全課程共15小時 每日7.5小時

課程重點

現今企業需要透過開發電子供應鏈功能、相關技術和現代化系統，以在不斷變化的環境中生存。 近年，電子供應鏈已成為提高信息共享水平、創造新的優勢來源以確保在當今瞬息萬變的市場中保持競爭力的有力武器。 在本課程中，參與者將能夠：

- 了解在行業中應用電子供應鏈技術的原理和精髓
- 評估掌握電子供應鏈時代的發展
- 研究多個案例：電子供應鏈技術的應用，尤其預測是下一步的發展
- 洞悉與電子商務和供應鏈管理相關的當前問題

出席率達到70%或以上的參與者將獲發出席證書。

支持機構（以英文字母排序）

HAFFA Hongkong Association of Freight Forwarding & Logistics Ltd. 香港貨運物流業協會

HKCS HONG KONG COMPUTER SOCIETY 香港電腦學會

HKCTOA Hong Kong Container Terminal Operators Association Limited 香港貨櫃碼頭商會有限公司

HKOEF

RTIA 香港零售科技商會 Hong Kong Retail Technology Industry Association

HKSTLA Hong Kong Sea Transport & Logistics Association 香港航運物流協會

IOTHK 香港物聯網

LSCM Logistics and Supply Chain MultiTech R&D Centre 物流及供應鏈多元技術研發中心

SUCCESS 中小企業支援與諮詢中心 Support and Consultation Centre for SMEs

The Chartered Institute of Logistics and Transport

此課程已獲「再工業化及科技培訓計劃」認可，合資格學員最高可獲得2/3學費資助。
詳情請瀏覽：https://rttp.vtc.edu.hk 。

課程大綱

日期	內容
第一節	**體驗「什麼」（WHAT）** **全球供應鏈產業與電子供應鏈技術矩陣** ▪ 全球環境下供應鏈行業的發展與演進 ▪ 當代電子供應鏈技術概述 ▪ 影響電子供應鏈的現狀、問題和主要因素 ▪ 電子供應鏈基礎設施以及不同利益相關者在過去、現在和未來的作用
第二節	**思考「如何」（HOW）** **了解電子商務與供應鏈的關係** ▪ 電子商務和供應鏈之間的獨特方面和差異 ▪ 使用電子服務提供和電子支付時質量和可靠性的重要性 ▪ 電子商務和供應鏈的服務管理：服務質量、客戶滿意度、服務故障和恢復策略 ▪ 介紹常用的電子商務和供應鏈技術、情報和分析
第三節及第四節	**反映「什麼」+「如何」（WHAT + HOW）** **了解營運和營銷領域的電子供應鏈** ▪ 對比市場和運營需求、有效需求和交付承諾與海量數據分析相一致 ▪ 比較不同背景下的傳統和電子供應鏈實踐 ▪ 電子供應鏈與人工智能和商業智能技術在創造競爭優勢中的應用 ▪ 電子供應鏈合同義務和行為準則的重要性
第五節	**在「WHERE」中應用「WHO」和「HOW」** **案例研究：香港和中國的電子供應鏈** ▪ 香港和中國市場的電子供應鏈概覽，以及政府在該領域的角色 ▪ 信息系統在電子供應鏈中的應用 ▪ 以電子供應鍊為導向，而不是傳統的採購和物流 ▪ 提供電子供應鏈服務的成功案例

Mr Andy SUN

Andy SUN 博士是一名認證供應鏈專家，擁有超過 25 年的行業經驗，在商業智能解決方案和諮詢方面擁有強大的背景。 他的職業經歷包括在北美、大中華區和亞太地區的自動化和供應鏈技術領域的項目管理和諮詢。

Andy 擁有理學博士學位，三個碩士學位，並在哈佛法學院和歐洲工商管理學院商學院接受過專業教育。 他在許多國際協會中擁有多個公認的專業機構和特許研究員。 Andy 還曾在香港和中國的多所大學擔任兼職講師多年。

報名方法

- 請掃描QR code並完成網上報名及付款；或

- 請填妥報名表、連同劃線支票郵寄至香港生產力促進局: 九龍達之路78號生產力大樓三樓(收件人: Ms Jade Tai)。請於信封上註明課程名稱及編號。報名表請於https://www.hkpcacademy.org 下載。

申請RTTP培訓資助
公司如需為僱員申請RTTP培訓資助，須於開課至少兩星期前於https://rttp.vtc.edu.hk/rttp/login
提交申請。另外，申請表連同證明文件亦可電郵至rttp@vtc.edu.hk提交予秘書處。

Smart e-Logistics Technology for Executives

FUTURESKILLS
CONNECTION TECHNOLOGY 裝備未來

Course Fee: HK$3,300   (May apply up to HK$2,200 subsidy)
*Maximum saving, with the final grant subjects to approval.

RTTP Approved

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	10011124-02
Date and time	13 & 14 Jan 2022 9:00 – 18:00
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 7.5 hours per day

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 Organizations (in alphabetical order)

HAFFA Hongkong Association of Freight Forwarding & Logistics Ltd. 香港貨運物流業協會

HKCS HONG KONG COMPUTER SOCIETY 香港電腦學會

HKCTOA Hong Kong Container Terminal Operators Association Limited 香港貨櫃碼頭商會有限公司

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SUCCESS 中小企業支援與諮詢中心 Support and Consultation Centre for SMEs

The Chartered Institute of Logistics and Transport

This course is an approved Reindustrialisation and Technology Training Programme (RTTP), which offers up to 2/3 course fee reimbursement upon successful applications. For details: https://rttp.vtc.edu.hk.

Date	Course Outline
Session 1	**EXPERIENCING "WHAT"** **The Global Logistic Industry and e-Logistics Technology Matrix** ■ Development and evolution of logistics industry under the global environment ■ Overview of contemporary e-Logistics technology ■ Present status, problems and principal factors affecting e-Logistics ■ e-Logistics infrastructure and the role of different stakeholders in the past, present, and future
Session 2	**THINKING "HOW"** **Understanding the Relationship of e-Commerce and e-Logistics** ■ Distinctive aspects and differences between e-Commerce and e-Logistics ■ Importance of quality and reliability in the use of electronic service provision and e-payment ■ Service management for e-Commerce and e-Logistics: service quality, customer satisfaction, service failures and recovery strategies ■ Introduce the commonly used e-Commerce and e-Logistics technologies, intelligence and analysis
Session 3 & 4	**REFLECTING "WHAT" + "HOW"** **Knowing e-Logistics in Operation and Marketing Spectrums** ■ Contrast market and operation needs, effective demand and the delivery promise alignment with massive data analytic ■ Compare traditional and e-Logistics practices in different contexts ■ Application of e-Logistics with AI and business intelligence technology in creating competitive edge ■ Importance of e-Logistics contractual obligation and codes of practice
Session 5	**APPLYING "WHO" & "HOW" IN "WHERE"** **Case Study: e-Logistics in Hong Kong and China** ■ Overview of the e-Logistics in Hong Kong and China markets, and the role of Governments in this sector ■ Application of information systems in e-Logistics ■ e-Logistics orientation as opposed to traditional warehousing and distribution ■ The success stories of e-Logistics service provision

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

- Scan the QR code to complete the enrolment and payment online; or

- 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 along with supporting documents.