



Virtual anhydrous in Hong Kong: Let the extension of the port ahead of schedule,

In response to the crisis, China launched the "Top Ten Industry Promotion Plan", logistics and information industry start-ups. From the perspective of the national strategy to develop the logistics and information industry, it is easy to see the country for the establishment of a modern logistics service system, reduce costs, improve efficiency focus, which is China's logistics industry by leaps and bounds development has provided an important opportunity.

China International Marine Network CEO Kang Shuchun based on years of industry experience, according to foreign logistics development experience and our own characteristics, the high-tech information technology and logistics services, system integration, innovation and introduction of "virtual water port."

Writer through interviews and industry veteran, Mr. Kang Shuchun, after revision, sorting, writing this article to explain the "virtual water port" concept the background, concepts and meaning, and industry to share.

Virtual water in Hong Kong: "Let's Port real advance"

To develop the hinterland of the port can "water"

The development of global economic integration and international trade and transport practices, the readjustment, the modern port is moving in a link in the supply chain development, and how to get to the broader economic hinterland and supply will be the port operators have to face an important issue. Anhydrous Hong Kong - a built in inland areas and coastal ports but have basically similar function in a modern logistics centre came into being.

Qingdao Port Group, Chairman of the Board and Chief Executive Chang Dechuan, said in an interview, anhydrous Hong Kong is to port moved to the Mainland, this approach is very effective,

in line with the rise of central China, western development as a whole the overall plans of economic development. We are Qingdao Port began in 1995 on the direction of the Mainland, the Mainland in recent years we have built a total of 15 offices, the furthest to Xinjiang, Southeast to Chongqing, Chengdu, as well as Lanzhou and Xi'an, Zhengzhou, and so on until. At that time we and customs, land-locked together to develop inland container market, now it is a great potential, which for our growth in the first half of the containers have great supporting role.

Ding Shaohua, vice president of Lianyungang Port Group, said the financial crisis early this year, container transport have emerged since the port opening and operation of 22 years, growth in the first decline, fell by 10%. A breakthrough in the search for container transportation, we increase the supply of domestic trade along the Longhai efforts to develop and promote open more container transport "five-scheduled column", in Ningxia, Zhengzhou, Luoyang, Shanxi, Qinghai opened its "water port"; along with the owner of the Longhai, Chinese and foreign shipping companies Bao Tuan heating and so on, through a number of listed measures, the port container traffic has been apparent resumption of growth.

The port, the water of Hong Kong, a powerful economic hinterland to expand the port, so that the vast central and western regions to become an important coastal port to expand supply a springboard to raise the core competitiveness. Meanwhile, the water and out of Hong Kong has also become inland transit of goods by land logistics base, further reducing the inland distance from the city and the international market and improve its level of opening up.

Currently, Tianjin, Qingdao, Dalian, Yingkou, Ningbo, Shenzhen, Xiamen, Lianyungang and other ports in succession and reach out into the interior, the building of "water port" has shown a looming trend.

But we also clearly see that the water in Hong Kong as a logistics nodes, its construction into a larger, and the obvious geographical restrictions. How to better serve the neighbouring economies and port businesses, to fully tap its potential, the formation of inland shipping centre is a must seriously face the issues!

Logistics not "smooth" calls for information

According to data released by National Bureau of Statistics, in 2008, China's foreign trade reached 2.56 trillion U.S. dollars, the completion of medium-sized port cargo throughput of more than 5.87 billion tons, of which 1.92 billion tons of

foreign trade cargo throughput, container throughput of 128.35 million standard containers . China has become the world's largest trading nation and the largest maritime countries, but trade power and shipping from there is a considerable gap between the powers. At present the total cost of logistics in China accounted for 18.1% of the GDP, while the average level in developed countries is around 9%, only the logistic cost of a higher than in developed countries has doubled. It is noteworthy that a single logistics cost in China rather than developed countries, whether it is warehousing, land, or labour costs.

China's logistics and transport costs are high, where the main crux of the problem? China Port Association, Jian Ye that modern logistics and transport of the traditional concept of not the same. "Traditional transportation" is a shift of goods from point A to point B transportation, through the loading and unloading, handling and transportation to accomplish; "logistics" is the basis of transportation, coupled with supply chain management concept, the information flow, logistics, capital flow effectively together, the whole process of scientific and reasonable arrangements to the greatest extent possible to reduce unnecessary loading and unloading, handling, storage areas, minimize Kong Shi, reduce costs, achieve the smooth flow of goods, so that saved time and cost savings that the parties can be shared. Now, information flow and logistics to match, how to e-commerce into which we have to study.

In order to judge, our integrated logistics costs are high, the main reason for inefficient configuration unscientific addition to industry, the transport node, a complex, service backward, there is no form of information integration is the key issue.

As an important node in the logistics, the port's international, information technology, electronic construction is to achieve its core competitiveness of an important means, but also to reduce costs and improve efficiency the key. China International Marine Network CEO Kang Shuchun said that in March 2009, the Chinese delegation to the formation of an international shipping network in Europe and elsewhere abroad, were studied. Developed countries in Europe and the United States has entered the port logistics development network, the information age and become a landlocked economies and international hub. Port and inland areas through road, rail, river and airport reasonable convergence, both for the local market is for the inland markets, expand port hinterland to form a container intermodal centre, to achieve safe and efficient container assembly and evacuation.

Virtual Age: Logistics and E-commerce "bundling"

Shanghai Bao Qifan group vice president, said in an interview, "information, intelligence, automation is the need for an international shipping centre, but also the future trend of development. Lately we have been doing work in this area, such as we have recently engaged in a container full real-time online system, the entire container logistics in the promotion of transparency and efficiency will play a significant role. "

Foreign ports integrated logistics information platform for their own building more and more attention is currently forming a more international logistics information platform include:

- 1) KCSMARTPORT (www.kcsmartport.com)
- 2) TRADEBEAM (www.tradebeam.com)
- 3) SOGETCCS (www.sogetccs.com)**
- 4) PORTINFOLINK (www.portinfolink.com)

The logistics network information platform is a better realization of the international trade and logistics integration, integration in international trade, shipping logistics, port, customs and other trade services, achieve on-line trading, on-line electronic data transmission, cargo tracking, on-line declaration , on-line cargo operations and other functions. The network information platform provides a new approach in international trade transactions, reducing the operational aspects of logistics services, logistics cost savings and enhance the port and logistics enterprise's core competitiveness.

International port logistics applications of information technology development, automation, intelligent and integrated. The future of key application technologies, including wireless Internet technology, satellite positioning technology (GPS), Geographic Information Systems (GIS), radio frequency identification technology (RFID), Automatic Guided Vehicle (AGV) technology, handling robots (RobotSystem) technology, electronic identification and electronic tracking technology, intelligent transportation systems (ITS). With these technologies to the international port international, large-scale, systematic development of the fourth generation of the port to form a highly integrated "big logistics", to further expand the value-added logistics service functions, to create technology-intensive "smart port" development " virtual logistics chain control centre. "

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By the China International Marine Network, sponsored in 2008 the Third Global Summit on shipping from around the world more than 600 maritime logistics managers to "new model" as the theme for the current global financial crisis, in-depth discussion. President of the United Nations International Multimodal Transport Association Miss Fang Heli said: "The response to the financial crisis, we have to do is not downsizing, cut, but rather to reduce costs. The market is needed is such a logistics service, cargo service established July 15 can not July 14, they can not July 16 as the goods arrived in July 14, customers will be an additional expenditure of warehousing costs and bank fees, if the July 16 arrival, plant shutdown may be dangerous. to would like to do this, we must build a modern port-centric integrated logistics system, and accurate means of information through the network to control the transport of the entire process. Miss Fang Heli's speech on behalf of the market needs, but also tells the market's future. Port economy is the world economy, regional economic and urban an important engine for rapid economic development, while the information age, perform a virtual water in Hong Kong's new model.

"Information technology, the highest state is: Open the virtual, Chang Ta-chien synergy." China International Marine Network CEO Kang Shuchun a way to explain the information requirements of the times. He led the team, based on six years of shipping experience, e-commerce, after a large number of incoming first-line research, listen to expert advice at home and abroad, combined with the current international economic situation, launched the first "virtual water port" concept:

"Virtual water port is the port facilities of water, functions and services and family support services virtual ports, and integrated into an electronic platform through electronic networks, extend to the hinterland of the transport hub cities (ie anhydrous Hong Kong), and anhydrous Hong Kong service for docking, collaborative customs, commodity inspection, banking and insurance sectors, exports of goods operation ahead of schedule and, through scientific and technological means to protect the safety of exported goods shipments modern integrated logistics information platform system. "

Virtual water port on the construction and implementation of the benefit of industries and agencies, including international trade, freight forwarding, logistics, shipping companies, ports, customs, three inspection, national policy-making institutions.

In response, Kang Shuchun said that international trade can make use of the virtual water trade in Hong Kong to achieve the carriage of goods door to door service and lower logistics cost, real-time grasp the carriage of goods by the state, and can quickly obtain a bill of lading, improve settlement speed, improve trading liquidity ratio . Freight forwarding logistics group can make use of virtual water in Hong Kong online for goods, contract, reduce labor costs and achieve online customs clearance, commodity inspection, insurance and other business operations online, real-time control operational progress to improve the overall level of service freight forwarding logistics business to enhance its core competitiveness force. Shipping companies can make use of virtual water to Hong Kong to achieve the scientific capacity to deploy, the deployment of science to achieve its container, and can be a very good grasp of supply distribution, the better to expand its service network system. Port through the virtual water supply of Hong Kong to achieve the contract inland, reducing the pressure on the port set Shugang to enhance the port's operational efficiency and use of scientific data analysis to guide port of scientific decision-making. Customs and inspection agencies can make use of a virtual three anhydrous Hong Kong to achieve real-time monitoring of goods to enhance the efficiency of customs clearance inspection, effective prevention of smuggling and so on. Government decision-making bodies can make use of virtual water to Hong Kong to achieve the scientific allocation of transport resources, and a better grasp of local economic development, through a multi-industry, information technology benign interaction to enhance China's overall logistics to achieve operational efficiency, reduce costs and enhance Chinese enterprises and information on competitiveness, the development of national land-locked economies. And the system provides massive data information can be as a government decision-making and to formulate a scientific reference for development planning to enhance predictability and achieve harmonious development.

Source: China International Marine Network