



# HONG KONG AIR CARGO EXCHANGE (HKACE) 2011

## Enhancing the Competitiveness of the Hong Kong Air Freight Forwarding Industry Using RFID and Software Agent Technologies\*

HKACE 2011 is a seminar for the Hong Kong air cargo industry. It aims to provide a forum for academics and people in the industry to exchange their experiences, views, and visions of the air cargo industry. Furthermore, the results of the Innovation and Technology Fund (ITF) project entitled "Enhancing the Competitiveness of the Hong Kong Air Freight Forwarding Industry Using RFID and Software Agent Technologies" will be presented. These include the results of a Hong Kong – Taiwan RFID Pilot Run Test. Funded by the Innovation and Technology Commission (ITC) through the Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM), and with the collaboration of the Hong Kong Association of Freight Forwarding And Logistics (HAFFA) and other industrial partners, the aim of aforementioned ITF project is to investigate the use of RFID and software agent technologies to enhance the competitiveness of Hong Kong's air freight forwarding industry.

### Seminar Schedule:

- 13:30 Registration and Reception
- 14:00 Welcome Address by Prof. Jiannong Gao, Acting Head, Department of Computing
- 14:05 Opening Addresses by:
  - Ir Dr Hon Samson TAM Wai-ho, JP, Legislative Councillor
  - Ir Dr Paul TSUI, Chairman, HAFFA
  - Dr Kelvin LEUNG, CEO, North Asia Pacific, DHL Global Forwarding
- 14:45 "Cambridge Auto-ID Lab: Overview and Airport-related Projects"  
by Mr Alan THORNE, Associate Director, Cambridge Auto-ID Lab
- 15:30 Break
- 15:50 "Global Security Compliance – Way Forward for Hong Kong"  
by Ir Dr Paul TSUI, Chairman, HAFFA
- 16:15 "Outlook for the Air Cargo Industry in South China"  
by Mr Anthony WONG, Senior Advisor & Former Managing Director, HACTL
- 16:40 "Experience Sharing: Airfreight and Customer Services in Hong Kong"  
by Mr Tom Li, Vice President Airfreight & Customer Services, DHL Global Forwarding HK
- 17:05 "Enhancing the Competitiveness of the Hong Kong Air Freight Forwarding Industry Using RFID and Software Agent Technologies" by ITF Project Team

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### Date & Venue

▶ 28 February 2011

▶ 14:00 - 17:30

### Senate Room (M1603)

Li Ka Shing Tower, The  
Hong Kong Polytechnic  
University, Hung Hom,  
Kowloon, Hong Kong

Free Admission

Online Registration:

<http://airfreight.comp.polyu.edu.hk/hkace2011>

Reservations will be taken on a first-come, first-served basis.

### Organiser

Department of Computing,  
The Hong Kong Polytechnic University

### Enquiries

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### Co-organisers (In Alphabetical Order)

