

Hacis Ready to Ride the e-commerce Wave

Hacis準備就緒 迎接電子商貿熱潮

The liberalisation of Chinese Government regulations governing e-commerce, and China's growing prosperity, are spawning a new generation of smaller e-tailers. And Hactl subsidiary Hacis is poised to grab a share of this exciting young market.

China's 12th Five-Year Plan (2011-2015) aims to make China a global force in e-commerce, and Hong Kong expects to benefit from a boom in cross border e-commerce logistics for e-tailers selling to, or buying from China. Shippers of commodities from milk powder to computer components are already taking advantage of the modern and efficient Customs regime in Hong Kong to achieve simple and efficient transits into China.

To improve response times, many e-tailers are now holding buffer stocks of fast-moving lines, creating additional bulk shipments into and out of China via Hong Kong.

Hacis Sees Dramatic Growth in e-commerce Business

The newer e-tailers do not have the close tie-ups with major integrators; this is opening the door to established supply chain operators such as freight

forwarders, warehouse operators, last mile delivery specialists... and Hacis.

Hacis has already seen a dramatic growth in enquiries from forwarders on behalf of e-commerce customers. For one such company, Hacis is now providing sorting, bar-code scanning and X-ray screening prior to shipping goods by international mail, to save on higher courier costs. Not surprisingly, the business has grown 255% in a year.

Inbound e-commerce customers are also interested in Hacis' cross border road feeder services to move merchandise into mainland China. Hacis' largest e-commerce shipment to date was 120 tonnes; now it's working on creating multimodal transshipment services combining road and barge operations. Barges offer the advantage of direct access to Pearl River ports like Nansha – where Hacis aims to open an operation in collaboration with its existing Chinese partner.

Hong Kong and Hacis Satisfy e-commerce Needs

New markets eventually attract new regulation. Proposed increased regulation of cross-border e-commerce is likely to include enterprise registration and tighter records management. Such new controls



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Hacis Senior Manager, Ringo Chan
香港空運服務有限公司 (Hacis) 高級經理陳樹華

would require close collaboration with China Customs – an area of particular Hacis expertise.

Says Hacis Senior Manager, Ringo Chan: “Hacis aims to develop innovative services for e-commerce shipments, using our proven operational model, and our trusted service partners in China. With Hong Kong's strong international flight network, we believe it is the ideal hub for e-shipments to and from China – and this will also create growing traffic for Hactl's airline customers.”

“Delivery efficiency, economy and service reliability are the key requirements in e-commerce logistics. Hong Kong and Hacis can deliver them all.”

中國經濟日益繁盛，加上中央政府對電子商貿的規管正常化，推動小型網上零售商加入市場。有見及此，香港空運貨站 (Hactl) 之附屬公司香港空運服務有限公司 (Hacis) 已做好準備，迎接這個新興行業帶來的機遇。

在「十二五規劃」中，中國政府銳意將中國發展成全球電子商貿中心，香港亦將受惠於進出中國內地的電子商貿貨物跨境物流活動。香港具有先進及高效的清關系統，因此，不少付運人已選擇把貨物 (由奶粉以至電子零件等不同種類的電子商貿貨品) 經香港運往中國。

為了進一步縮短商品供應時間，很多網上零售商現已為快銷商品準備應急存貨，海外備貨倉庫選址在香港亦帶動了經香港進出國內的散貨數量。

Hacis預料電子商貿將迅速發展

一些新經營商尚未與主要綜合物流商建立緊密合作關係，這為發展成熟的航空貨運供應商及相關機構，包括貨運代理、貨倉營辦商及配送公司等提供了發展商機。當然，Hacis亦受惠其中。

很多貨運代理已替其網上零售商客戶向 Hacis查詢有關運送及儲貨服務，而Hacis亦正為其中一個客戶提供貨物分類、條碼掃描及X光檢查服務，以便其後以國際郵遞方式運送其貨物，為客戶節省費用。這項新業務為該客戶於一年內帶來達255%的增長。

Hacis高效快捷的跨境陸路聯運服務，亦受到進口中國的電子商務客戶歡迎。目前為止，Hacis處理過最大批的電子商貿貨物為120公噸。此外，Hacis正發展結合海陸兩運的多式聯運服務，將貨物由船運直接運抵南沙等珠江各口岸，Hacis更計劃與國內合作夥伴於南沙設立服務點。

電子商貿不二之選

新興市場的出現，必帶來相關的新監管規定。在加強跨境電子商貿管制的建議中，對企業註冊及庫存管理方面的要求將會更加嚴格。這些新管制會要求服務供應商與中國海關緊密合作，而Hacis在這方面已具相當的經驗及優勢。

Hacis高級經理陳樹華指出：「Hacis將利用我們高效成熟的營運系統，與可靠的中國合作夥伴共同努力，為客戶提供嶄新的電子商貿物流服務。香港擁有強大及完善的航空交通網絡，我們深信是電子商貿進出中國內地的理想中轉站，這亦可為Hactl的航空公司客戶帶來更多商機。」

他續道：「運輸效率、合理收費及可靠服務是發展電子商貿物流的要素。香港和Hacis正是完全符合以上三個條件的不二之選。」