



Three Major Trends Driving the Growth of Asia Pacific's Logistics Business

FedEx Express is one of the key players in global logistics. The company is seeing three major business trends in the Asia-Pacific region: the growing number of small and medium-sized enterprises (SMEs) going international, the increasing demand for healthcare logistics, and a fundamental shift in transport modes.

Asia Pacific: The world's growth driver

Karen Reddington, President, Asia Pacific Division, FedEx Express, points to the fact that the rising importance of the Asia-Pacific region as a trading bloc and the deepening intra-regional ties in Asia Pacific are having a positive impact on trade movements. "Intra-regional trade now accounts for 60% of total trade in Asia and 24% of the total trade in the ASEAN region," she notes, adding that Asia Pacific is a growth driver for the world and it has an important role to play in the global economy.

Recent research conducted by FedEx shows that the number of SMEs in Asia Pacific exporting to other regions is up 254% over four years. Nearly 80% of SMEs who engage in global trade believe that they will continue to or increase their imports from other regions in the next 12 months. Reddington believes that the newly signed Hong Kong-ASEAN Free Trade Agreement would put FedEx in a very good position to support the Hong Kong economy by maintaining its position as a leading trade facilitator and help Hong Kong SMEs to expand their businesses to the ASEAN region.

Multi-modal solutions for SMEs on diversified shipments

"FedEx strategy is to provide multi-modal solutions to make it easier for small businesses to access new markets," Reddington says. By developing a range of digital shipping tools, it helps make shipment and customs clearance processes easier and faster by being more efficient.

Reddington also notes that the rising demand for

healthcare logistics is one of the most prominent business trends FedEx is seeing. She says, "Our focus in growing healthcare services in Asia Pacific is a priority. This includes specialised packaging, the temperature-controlled shipping along with customised services."

Reddington also observes that, "large commodity consignments are going by sea with express networks capturing more urgent, lightweight and higher value shipments." While customers are looking to increase efficiencies, they have rationalised lead times and shifted towards deferred transit times, resulting in the changing dynamics of the ocean and air market.

"We continue to leverage our road network in Southeast Asia connecting Vietnam, Thailand, Singapore and Malaysia to provide our customers the flexibility to select the shipping options to match their needs," Reddington adds.

Adoption of innovative technologies

To improve the overall trade efficiency, Reddington believes that digitisation and adoption of new technologies, such as blockchain, would make it cheaper, quicker and simpler for businesses to trade globally. "We have always been focused on identifying innovative ways to provide the visibility required by customers up and down the supply chain. We believe that blockchain will enable that by improving package visibility even before entering and after exiting the FedEx system," according to Reddington.

The company believes that it is essential for the logistics industry to cooperate and collaborate to capitalise on this technology. For this reason, FedEx became one of the founding members of the Blockchain in Transport Alliance (BiTA).

Hong Kong as a regional logistics hub

Hong Kong is investing heavily in new logistics infrastructure, including the Hong Kong-Zhuhai-Macao Bridge and the new premium logistics centre at the Hong Kong International Airport to be completed in 2023. Reddington agrees that Hong Kong's location at the heart of Asia gives it a distinct advantage and makes it a pivotal part of the international express transportation market particularly with its investments in logistics infrastructure.

With respect to Hong Kong's role as a regional hub, she believes facilities to support the running of a hub is just as critical as the infrastructure itself. "For example, a hub operates mainly at night. The set-up of the general airport infrastructure needs to allow nighttime operations so that we can meet our next-day delivery commitments with the latest possible cut-offs. The airport authority also needs to be able to fully utilise airport

亞太區物流業增長三大趨勢

assets without interfering with passenger traffic," she says. "Hong Kong has done exceptionally well in this aspect. Not only is Hong Kong a world leader in air cargo volume with facilities to support it, its forward-looking third runway project is expected to accommodate future growth in demand for air traffic."

She continues, "A cargo hub involves significant and long-term investment, and to be successful and sustainable, associated fees and other charges must be reasonable, predictable and negotiable. This gives Hong Kong an edge over other airports in the region as its landing fees and fuel costs are globally competitive."

作為物流界的重要企業，FedEx Express指出，亞太區貿易正朝著三大發展趨勢：一是愈來愈多中小企走向國際市場；二是醫療保健物流需求日增；三則是貨運模式正走向根本性轉變。

亞太區成全球增長動力

FedEx Express亞太區總裁蕙嘉琳(Karen Reddington)指出，亞太區成為貿易圈(trading bloc)，加上區內愈見緊密的聯繫，對貿易流向帶來正面的影響。她引述數據指：「亞太區域內(intra-regional trade)的貿易已佔亞洲整體貿易約60%，亦佔東南亞國家聯盟(東盟)總貿易24%。」她直言，亞太區已成為全球經濟的增長動力，角色舉足輕重。

根據FedEx Express的一項近期調查，在過去4年，亞太區中小企的出口增長達254%；在從事環球貿易的受訪亞太區中小企中，接近80%更相信未來12個月從其他地區的入口將會持續增長。蕙嘉琳相信，香港與東盟簽訂《自由貿易協定》後，將有利FedEx Express業務發展，並支持香港繼續成為區內主要的貿易中心。

中小企多式聯運方案

蕙嘉琳續指，FedEx Express所提供多式聯運方案，令中小企更容易開拓新市場。該公司開發了一系列電子託運工具，令處理託運文件及清關程序更簡易、快捷及高效率。

她提到，醫療保健物流的需求增長最為顯著。「公司十分重視這發展方向，我們會提供專門包裹服務、溫控託運，以及度身訂製的服務等。」

蕙嘉琳亦發現，當顧客講求效率、需要準時送達的同時，也會在貨運服務上作出取捨：「大件貨物一般用海運，而高價值、

Reddington will be attending the Asian Logistics and Maritime Conference (ALMC) to be held on 20-21 November as one of plenary speakers on Asian connectivity. "We are in the business of connecting people and possibilities in today's increasingly globalised world. Similarly, ALMC plays an important role in connecting leaders in the logistics industry. It provides like-minded people in the industry a platform to discuss today's challenges and exchange ideas on a range of relevant topics," she concludes.

Find Karen at :

**Plenary Session I :
Boosting Asian Connectivity for
a New Regional Economic Order**

Date : 20 Nov (Tue)

Time : 09:30 – 10:45

Venue : Main Forum

輕巧的急件，則會選用空運速遞。」

「我們亦會繼續利用在東南亞的道路網絡連結越南、泰國、新加坡及馬來西亞等市場，靈活為客戶提供配合他們需要的航運服務。」蕙嘉琳說。

創新科技的應用

FedEx Express相信，數碼化工序及應用創新科技如區塊鏈等，可以讓同業以更低成本、更快捷及更簡便的方法，來提高環球貿易的效率。蕙嘉琳表示：「公司一直都應用創新的方法，來提高物流供應鏈的透明度。我們亦相信區塊鏈科技將提升包裹進出FedEx系統的透明度。」她強調公司相信物流業應該在科技應用上緊密合作，這亦促使該公司成為全球區塊鏈貨運聯盟(BITA)創會會員之一。

香港為區域內物流中心

近年，香港大量投資在大型物流基建上，包括興建港珠澳大橋，以及預計在2023年落成、位於赤鱘角機場的高增值物流中心。蕙嘉琳認為，除了大型物流基建項目的興建及落成外，香港位處亞洲的中心亦加強了其作為國際速遞中心的優勢。

惟她認為，大型基建外，相關的配套設施亦同樣重要。「舉例說，物流中心一般是晚上才運作，所以機場需要提供晚上運作的配套設施，才能讓我們達到翌日送遞的承諾。」她又指出，香港在機場貨運管理效能方面一向表現出色，並能同時兼顧客運處理能力。香港不單擁有完善的設施，配合其領先全球的貨運量，而興建第三條跑道更具備前瞻性，能應付長遠的空運增長。

「要成為貨運中心，當然需要長遠的投資。不過要地位得以持續，航機相關的附加費用，包括航機著陸費、燃油費等，亦需要保持在合理及可預測的水平，而且具有商討空間。這樣才能令香港，相對於區內其他機場更具環球優勢。」

蕙嘉琳將出席在11月20及21日舉行的「亞洲物流及航運會議」，並就亞洲供應鏈連通一題發表演講。「FedEx Express在愈趨全球化環境下，把人和商機聯繫起來。同樣地，ALMC亦一直充當物流業聯繫人的角色，將業界代表匯聚一堂，為業者提供一個平台，讓大家就一系列議題作互相交流。」

Karen Reddington, President, Asia Pacific Division, FedEx Express, points to the fact that ALMC plays an important role in connecting leaders in the logistics industry which is also an industry platform for knowledge exchange.

FedEx Express亞太區總裁蕙嘉琳認為，ALMC為物流業扮演聯繫業界的角色，並提供一個交流的平台。