

SEMINAR

Title: Criticality of Modeling in Transport Logistics

Speaker: Mr Steve Au Yeung Ying Fai

Date: **21 September 2017**

Start Time: **10.30 a.m.**

End Time: **12.00 p.m. (including Q&A session)**

Venue: Executive Room Block **E1-07-21**, Faculty of Engineering

Abstract:

Transport logistics refers to the flow of goods and materials (and information) from one location to another, and was used to be something taken for granted until in recent years when product time to market and information relating to the movement of the goods become a critical businesses success factor.

When transportation cost, reliability, information and service quality of the service providers have significant impacts on the movement of goods, transport logistics management cannot simply rely on common sense and experience to derive a workable logistics solution. What is often lacking in the workplace are analytical resources required to model and solve logistics problems. Problems tend to be complex and cross-functional, and often time unique to each company that companies are better off developing their own logistics optimization model to quantify an ideal solution.

This seminar examines what are the critical elements and processes crucial for a successful transport logistics modeling. Practical business examples and challenges are given to help illustrate the importance and relevance.

Biography:

Mr Steve Au Yeung is a retired executive in the logistics and procurement profession from Philips Electronics. He was the Senior Director in Forwarding and Distribution for the Philips Asia Pacific Region. He was accredited with developing the transportation optimization tool for Philips, which was adopted and is still being widely used by Philips world-wide.

Mr Au Yeung has been in the logistics/procurement field for over 30 years and is one of the early logistics professional working in the China market since mid 80s. He has developed extensive experience in this region and was responsible for establishing the strategic global relationship between Cosco and Philips on sea freight transportation.

Mr Au Yeung received his BA degree in Business with cum laude honor in 1976 from Whitworth University and his MBA (1977) from Portland State University, specializing in Managerial Control and wrote his research paper on “safety controls at work places” for the US Federal Department of Labor for the State of Oregon

During his tenure in Philips, Mr Au Yeung also served as ad hoc advisor to logistics projects initiated by HKUST- Dept of Eng and Logistics as well as being invited to participate in giving inputs to the Better Hong Kong Foundation re Hong Kong Government’s plan to revitalize Hong Kong as a transshipment hub after 1997. He also took part in giving inputs to the joint project between the Royal Dutch Ministry of Transport and Cosco on inland river transport along the Changjiang River (1998).