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## ***Innovation in e-Commerce Supply Chain***

**22 Sept., 2015**

**HKTDC SME Centre, G/F., HKCEC, 1 Expo Drive, Wanchai, Hong Kong**

ISCEA Ptak Prize Hong Kong 2015 is co-hosted by

**DataDevelop Consulting Ltd. (AKP of ISCEA in Hong Kong) and SCNext Global.**

### **Event Sponsors**



### **Competition participants from 4 Universities in Hong Kong:**



### **Ptak Prize event at Hong Kong**

The Ptak Prize case competition is for undergraduate students with interests in supply chain management. Student teams (comprising up to 4 students each) are given 3 days to provide a response to the realistic, open-ended questions on the subject of “Innovation in e-Commerce Supply Chain”.

Before the case competition was held on 22 Sept., 2016, ISCEA.hk had organized one pre-event workshop for warming up the team members and briefing the case questions.

### **Pre-event workshop : Experiencing Supply Chain Challenges in hands-on simulation with competition case briefing on 2015.9.19**





### **Why ISCEA Ptak Prize is important for students?**

Why should you spend the time and effort to participate in a competition, when you are not even sure that you will get something for the effort? There are several reasons why participating in a competition is a worthwhile activity, you learn much, have a better chance of winning than you think and can gain valuable experience for your CV.

### **Why ISCEA Ptak Prize is important for supply chain community?**

The purpose of competition event is not just designed for sharing your bright ideas in single direction. The full-day event consists of seasoned experts presenting real-life examples with best practices and practical applications in industries. It encourages the interest in the field of supply chain management, discussion and interaction among students and senior management.

In ISCEA Ptak Prize HK 2015, industry-academia interested with CXO's and human resources management from industry leaders such as AFAC Ltd., Speedo, City University of HK, Digital Green Technology Co., Ltd., Freedom Communications Ltd. G&I Lab., GS1 Hong Kong, House of Parcels Ltd., Innoconcept International Ltd., Institute of Systematic Innovation, Kelly Services Ltd., Kerry EAS Logistics Ltd., Linkbynet, PCCW Solutions, Pentland Asia, Pure Venture, Sheenera International Ltd., Tradeport HK Ltd., Zhongshang Education. Operation and supply chain management students and faculty from City University of HK, Hang Seng Management College, The Hong Kong University of Science and Technology, HKPU-SPEED also participated.



Mr. Henry Soo, Director of Operation – ISCEA.HK, China delivered the opening speech for the innovation in e-Commerce Supply Chain conference & Ptak Prize competition. He explained the overview of new trends in supply chain about convergence in technologies, unpredictable consumer demand, O2O convergence and hyper connected consumers

Keynote speaker Ms. Iris Lai, Director of Integrated Logistics Division of Kerry Logistics in China (KEAS) precisely connected the trend of e-commerce, challenges in the future and service innovation from Kerry.



Seasoned HR practitioner & consultant – Mr. Christopher Lee presented the creative ideas how to discover opportunities in supply chain services design. He used the interesting video clips and interactive communications in this session for illustrating the bright ideas.

Head of industry engagement GS1 HK presented the GS1 standard for integration with traceability and connectivity in e-commerce. It resolves the maze how to link and connect among all e-commerce parties by internet and intranet.



After lunch break, Ptak Prize completion teams are invited to present their case solutions one by one:



After exciting and interactive presentation by team members, judges were busy to make the final judgement on team's scores. After the tea break, we invited the entrepreneurial speaker – Mr. Christian Secci to present one of innovative last mile logistical solutions.



Co-founder – Managing Director at House of Parcels (HOP!) Mr. Christian Secci energetically presented HOP!'s revolutionary parcel last mile delivery solution made of inspiration, motivation and innovation.

Final Ptak Prize competition results:



2<sup>nd</sup> runner-up team by HKPU – SPEED, 1<sup>st</sup> runner-up team by CityU, Winning team by HKUST  
Thanks for our Judges of Ptak Prize in our event!

Mr. M.F. Yung

Mr. K. K. Suen

Dr. Frankie Law

Ms. Candy Chui

Mr. James Wong



Hope to see you in Ptak Prize 2016 again!

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