

## AOAL Seminar: How to run a successful 3PL firm

13 FEBRUARY 2015



*With strong support from Chinese government, the e-commerce industry is developing at an unprecedented speed. Speedy logistics and delivery service is one of critical factors for being a successful firm in this sector. This has attracted growing numbers of third-party logistics service provider (3PL) firm to seek potential opportunities in Great China Region.*



*KDS Global Logistics Ltd is Korean-based logistics firm which targets on logistics and e-commerce industry in Greater China and Asia-Pacific Region. We were pleased to invited Ir. Elsa Yuen to give us a talk about her successful story of running a 3PL firm. More than 40 students and 4 academic staff including Dr. Joseph Chan, Dr. Kenny Ma, Dr. Fion Lee and Mr. Simon Chan had participated in the talk and learnt a lot on the contemporary knowledge and recent development of logistics industry in this digital age.*

