

Chairman Report for the Year 2015-2016

Date: 19 April 2016



Dear HAFFA Members,

50-Year Heritage – Foundations for the Future with Success

2016 marks the Golden Jubilee of HAFFA! The Association's beginnings go back to the 1960s, when a small group of reputable freight forwarding companies formed the Association of Air Freight Forwarding Agents (AHFA) in 1966 to explore the needs of the emerging air cargo industry. The efforts of the founders centred on the key objectives to represent, promote, protect and develop the interests of the forwarders by coordinating with and lobbying Government and industry bodies. In recognition of the growing importance of sea freight activity in the 1980s, and logistics in the late 1990s, the Association continues to move with the times by reflecting the ever-increasing complexity of the freight industry. In 2002, it expanded its mission and changed its name to the Hongkong Association of Freight Forwarding and Logistics.

The pace of Hong Kong's cargo industrial progress over the past 50 years has astonished the world. In particular, the Hong Kong International Airport (HKIA) has been ranked as the busiest airport for international air cargo since 1996, and the role played by our hard-working members in the global supply chain has undergone rapid changes and expansion, becoming more robust and sophisticated in the consolidation business. As an advocate for Hong Kong's cargo industry, we have faced multifaceted challenges, hence building strong working relationships with many regulatory and industrial bodies, and the commitment to facilitating international trade, have been the driving forces of HAFFA in its development to enable our world class members to prosper. We have consistently been supportive of Government schemes such as the Regulated Agent Regime (RAR), Wine Storage Management Systems Certification Scheme (WSMS), ROCARS (Road Cargo System) and Hong Kong Authorized Economic Operator (AEO). We have worked to improve and sustain our competitiveness by developing the Vocational Training Programme (VTP), an educational program for all modes of transport, opened the HAFFA Training School and with carriers have developed, the Airlines Import Shipment Release System (AISRS), a highly secure data system ensuring consistent efficiency and integrity of cargo operations. These snapshots are a strong testament to the important past, present and future role of HAFFA.

The LOGSCOUNCIL is concrete evidence of the Government's commitment to the phenomenal growth and development of our industry. Over the years HAFFA has collaborated with the Government and other parties, submitting its many proposals with the aim of reflecting the imminent industrial needs and constructing competitive standards and programmes that will reconcile legitimate business concerns with sound policies.

HAFFA has also forged close links with prominent international associations including the International Air Transport Association (IATA), the International Federation of Freight Forwarders Associations (FIATA), the Federation of Asia-Pacific Air cargo Associations (FAPAA), the national body in Mainland China – the China International Freight Forwarders Association (CIFA) – and associations in the Pearl River Delta and Chinese Taipei to conduct meaningful discussions about international cargo trends.

Representing many sectors of the freight logistics industry, our corporate membership consists of both local and international companies of all sizes. As many of the top agents worldwide and SMEs are also HAFFA member companies, our role relates directly to the well-being of the workforce and to serving the business community. In our endeavours over the past five decades, HAFFA has proactively served as a catalyst to promote best practices to ensure more effective operations. Many of the best practices, and in particular





Dangerous Goods, have now become key guidelines for all operators in the freight logistics community. The Association continues its commitment to enhancing positive change throughout the industry by professional education and the dissemination of up-to-date information pertinent to members, including regulations, technologies, operators' concerns and statistics.

As HAFFA marks its 50th year – and a new landmark in its history – you will appreciate what those who began and built this organization have achieved in responding to the needs of our industry. Although some of these leaders no longer work with HAFFA, we nonetheless remember their contributions with deepest gratitude and acknowledge that without their foresight, wisdom, courage and commitment, HAFFA would not have been able to achieve so much in driving Hong Kong's cargo development. We are also very grateful to receive the trust, unfailing support and confidence of our fellow members and dedicated committee members, so crucial to the work of HAFFA in our long, proud history of success.

Thanks to your enthusiastic support and participation, a spectacular Anniversary Gala Dinner – the key celebratory event – was held successfully with a full house of nearly 800 guests on 19 February 2016. We have received many positive and encouraging responses from the participants who have appreciated the great atmosphere and entertaining program throughout the evening.

The occasion was graced by the presence of the Honourable C Y Leung, the Chief Executive of the Hong Kong Special Administrative Region. This was the second time the leader of the Hong Kong administration has attended the association's annual spring gathering, emphasizing the importance of the industry to Hong Kong, both today and over the past five decades.

The evening was a wonderful celebration of the success of the Association, and an opportunity to thank all those who have contributed so much to its current standing as an influential industry voice. Amongst them, our former Chairmen, fellow members, Government bodies, industrial partners and commercial organizations with which we work so closely, the Board of HAFFA, the 50th Anniversary Organizing Committee and the HAFFA Secretariat Office.

As we look ahead, we are certain that the strong foundations of our 50-year heritage will enable us to achieve and maintain the high business standards and a reputation for diligence and excellence. HAFFA will go from strength to strength scaling new heights and continue to forge close partnerships which will further enhance the culture of professionalism and bring greater economic success to Hong Kong.

Best wishes for a healthy and prosperous year!

Yours truly,

Cliff Sullivan
Chairman

