

INFORMATION TECHNOLOGY SUB-COMMITTEE

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Members: GLOBAL ALLIANCE LOGISTICS (HK) LTD
SIMX PROJECT X & TRADE COOPERATION ASSOCIATED LTD
BEL INTERNATIONAL LOGISTICS LTD

Revamped HAFFA Website Launched

The revamped HAFFA website was launched on 01 September 2014, one of the big projects last year. Not only does the new webpage have an updated look, it features new functionality as well. In its entirety, the new HAFFA website provides a clean, concise, contemporary, user-friendly and easy-to-navigate layout with strong brand reinforcement. Moreover, it also works well on a mobile phone device. The new website is compatible with Internet Explorer 9, Firefox 30 & Chrome 37 or newer version.



The screenshot shows the HAFFA website homepage. At the top, there is a navigation bar with links: HOME, ABOUT HAFFA, MEMBER ONLY, MEMBERSHIP, EVENTS, SERVICES, EDUCATION, INFO CENTRE, DOWNLOAD CORNER, and CONTACT HAFFA. Below the navigation bar, there is a large banner for the HAFFA TRAINING SCHOOL, Cargo Training & Development, IATA Accredited Training School, and RAR & DG Programmes Approved by CAD. To the right of the banner is a calendar for February 2015. Below the banner, there are three columns: EVENTS, WHAT'S NEW, and HAFFA COURSES. The EVENTS column lists several events, including Terminal Visits at Hactl and AAT in One Day, Hactl Terminal Visit, Career Talk 7 - Caritas Institute of Higher Education (CIHE) 明愛專上學院, The 25th Education & Careers Expo (HAFFA Career Talk) 第廿五屆香港貿易發展局教育及職業博覽 (HAFFA 講座), and The 25th Education & Careers Expo (2-5 Feb 2015) 第廿五屆香港貿易發展局教育及職業博覽 (2-5 Feb 2015). The WHAT'S NEW column lists several news items, including HAFFA News #54 (2014-2015), HAFFA News #53 (2014-2015), New Service: HAFFA Website (Web Banner) Advertising Placement 全新服務: HAFFA 網站廣告平台 (Exclusively for Members Only 只供會員申請), HAFFA Recruitment Services, and Lithium Battery Best Practice 012 鋰電池最佳指引12號文件 (BP012). The HAFFA COURSES column lists several courses, including Dangerous Goods Awareness (for Category 4 & 5 Personnel) (DGA), Dangerous Goods Awareness (for Category 4 & 5 Personnel) (DGA), Dangerous Goods Regulations (for Category 1, 2, 3 & 6 Personnel) (DG), EU Aviation Security Training (ACC3, RA3 and KC3), RAR - Cargo Security Training (Regulated Agent Regime) Course, and Refresher Dangerous Goods Regulations (for Category 1, 2, 3 & 6 Personnel) (RDG). At the bottom of the page, there is a link to <http://www.haffa.com.hk>.

Visitors can easily catch the latest information through the moving banner (*with left or right arrows for fast viewing*) and “What’s New” column under the Home page. You can quickly get access to the details of activities like courses and events through the calendar embedded under the Home Page. In respond to the market needs, an advanced search engine with selected criteria is built in to empower the public to search for a Member company they desired for better business matching purpose.

As a privilege for Members, a web page with login feature is developed. Members can manage or update your company information on-line (*note: the Secretariat will check the edited information before uploading onto the HAFFA website*). Moreover some important information (*e.g. HAFFA News, Cargo Security, Trading Conditions, Statistics, etc.*) can only be accessed after Members successfully login under the “Member Only” page.



HAFFA Website (Web Banner) Advertising Placement

Exclusively for Members Only 只供會員申請

只需\$500即可於HAFFA網站首頁刊登橫額廣告30日

We are delighted to share that since the launch of revamped HAFFA website, it became one of the most popular websites in the Hong Kong's freight forwarders and logistics industry, averaging more than 13,000 visitors per month. The extensive and high-quality resources attracted visitors who search for business partners and industry-wide information. In January 2015, we start to offer website banner advertising exclusively for Members, which gives you the privilege to extend your brand exposure to a highly targeted audience for business opportunity.

Feature and Pricing

Privilege:	✓ Exclusively for HAFFA Members only
Position:	✓ Prime top banner of HAFFA website's main page http://www.haffa.com.hk
Format:	✓ Shared space with up to 20 banners (<i>advertisers</i>) and HAFFA rotate randomly in every 5 seconds (<i>application will be accepted on a first-come first-served basis</i>) ✓ Each ad embeds with hyperlink to advertiser's own website/link
Specification:	✓ 900 x 190 pixel (<i>file size should not exceed 500KB</i>) ✓ Image such as jpg, gif, png file; video file is NOT supported. ✓ Banner file to be provided by member advertiser; HAFFA will not make any modifications on the file.
Pricing:	✓ HK\$500 (<i>online display for 30 calendar days</i>)

Interested Members please visit HAFFA website or contact the Secretariat at 2796 3121.

Be seen by potential customers at once when they're searching on HAFFA for the services you offer!

Last but not the least, to allow for continuous improvement and to help fix any yet unknown errors, we thank you in advance for reporting any kind of problems you may run into on our new webpage by emailing us at enquiry@haffa.com.hk.

Date: 21 April 2015

(END OF REPORT)