

**To: Shipping/Logistics News Editors**

## **Key Industry Leaders Gather for HAFFA 58<sup>th</sup> Anniversary**

### **Chairman calls for unity in face of strong recovery headwinds**

In one of the city's largest and most significant industry gatherings, the Hong Kong Association of Freight Forwarding and Logistics (HAFFA) marked its 58<sup>th</sup> anniversary with a Spring dinner attended by almost 550 guests at the Crowne Plaza Hong Kong Kowloon East.



In attendance along with HAFFA members were the Association's Committee and secretariat, with the event presided over by guest of honour Mr. Lam Sai Hung, GBS, JP, Secretary for Transport and Logistics.

Lending yet more weight to the prestigious gathering of influential industry figures were guest speaker The Hon. Frankie Yick, Legislative Council Member for Transport, Mr. Mark Woo, Deputy Commissioner of Customs and Excise (Control and Enforcement), Mr. Richard Wu, Deputy Director-General of Civil Aviation, and Mr. Fred Lam, CEO of the Airport Authority Hong Kong.

While highlighting recent positive initiatives implemented as a result of the close cooperation between the Association and the government, among them the Action Plan on Modern Logistics Development and enhancements to the Pilot Subsidy Scheme for Third-party Logistics Service Providers, HAFFA Chairman Mr. Gary Lau also outlined the formidable hurdles currently faced by operators.

"Despite Hong Kong's return to economic growth, it still has some distance to go in reaching pre-pandemic levels due to its external orientation and changing geopolitical tensions. Goods exports have not yet returned to normal, indicating the economy is yet to fully recover. Businesses face significant challenges in their recovery efforts, including drastic turnover declines, depleted reserves, high interest rates and manpower shortages. The road to a fast comeback is daunting, and Hong Kong has a long way to go before fully recovering," warned Mr. Lau.

On a positive note, HAFFA has achieved numerous successes on behalf of its members over the last twelve months, notably its role in piloting the path toward the passing of the Import and Export (Amendment) Bill 2023, a milestone victory for the Association and underscoring its pivotal role in safeguarding one of the city's four pillar industries. HAFFA's contributions to the effective roll out of the



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Alternative Smoking Product Transshipment Control Scheme (ATCS) were recognised when it became the first cargo logistics association to receive the Elite Enterprise Partnership Distinguished Award 2023 from the Hong Kong Customs and Excise Department.

In November, HAFFA hosted its first-ever pavilion at the prominent Asian Logistics, Maritime and Aviation Conference (ALMAC), held at the Hong Kong Convention and Exhibition Centre. Twenty-one companies were showcased under the pavilion, representing 25% of all exhibitors and highlighting the growing status of HAFFA as an influential industry body.

To support and encourage the participation of SMEs, and to assist its broader membership base, HAFFA successfully secured a discount from the Hong Kong Trade Development Council (HKTDC). The concession, along with other government subsidies, resulted in 60% participation from the SME sector.

Members' feedback from the event was extremely positive, and included creating potential business opportunities and exchanging useful industry intelligence. So successful was the event that the HKTDC has already approached HAFFA with regard to repeating the collaboration.

HAFFA continues to vigorously advocate on behalf of its members on the crucial issue of cargo fuel surcharges. The association regularly communicates to the government the vital importance of extending the Civil Aviation Department's regulated cargo fuel surcharge, warning that the increased costs brought by a failure to do so would significantly undermine the SAR's competitiveness. The Association will not relent in its efforts to pursue the best interests of its members on this and other important issues.

Established in 1966, and now with over 310 corporate members, HAFFA is responsible for setting industry standards as well as providing educational courses which enhance the professional standards of freight forwarders and logistics services providers.

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Issued on behalf of the Hong Kong Association of Freight Forwarding and Logistics (HAFFA) by PR Plus Limited. For further information, please email [nikki@prplus.com.hk](mailto:nikki@prplus.com.hk).