



Press Release – For Immediate Release

18 July 2025

Attn: Shipping, Logistics, Business & News Editors

HAFFA’s “Innovate & Lead – Inter-school Competition (The New Wave Logistics Competition)” Uniting Government and Industry to Inspire a New Era in Logistics and the Low-Altitude Economy

Organized by the Hong Kong Association of Freight Forwarding & Logistics Ltd. (HAFFA), the inaugural “Innovate & Lead – Inter-school Competition (The New Wave Logistics Competition)” will be held on 19 July at the Grand Hall of Hong Kong Science Park. Strongly supported by the Transport and Logistics Bureau and the Logistics Development Council, and funded by the Maritime and Aviation Training Fund, this event aims to promote industry innovation and talent development, aligning with government policies to establish Hong Kong as a smart logistics hub and a center for low-altitude economic development.

Under Secretary for Transport and Logistics, Mr. Liu Chun-san, will serve as the Guest of Honour and attend the award ceremony on 19 July (Saturday) to deliver a speech encouraging the younger generation to boldly explore new logistics opportunities and inject fresh momentum into Hong Kong’s logistics ecosystem.

Pioneering the Future of the Industry

In response to the rapid transformation of global supply chains, the logistics industry is embracing smart technologies (AI), low-carbon practices, and regionalization. The low-altitude economy—spanning drone transport, artificial intelligence, and big data analytics—is also emerging as a key development area within the Guangdong-Hong Kong-Macao Greater Bay Area.

In recent years, the Logistics Development Council has actively promoted industry innovation and sustainable transformation by integrating ESG principles, green transport technologies, smart warehousing, and digital solutions. Through talent development funds, various training initiatives are supported to enhance workforce capabilities and encourage young professionals to join the sector and tackle the challenges of a new generation.

Cultivating the Next Wave of Innovation

This competition provides secondary school students with the opportunity to explore future trends and challenges in logistics. Through simulation activities, expert training, and innovative project design, students develop interdisciplinary skills and a global perspective—nurturing a new generation of innovation for the cargo industry.

Months of training have covered:

- Flight and vessel simulation, truck logistics, and exploration of Advanced Aerial Mobility (AAM)
- Sustainable logistics and ESG workshops, entrepreneurship and innovation training
- Guidance from industry mentors regarding presentations of creative solutions

During the competition, students will focus on three core themes:

- Smart city logistics
- Sustainable logistics and ESG
- Entrepreneurship and innovation in logistics

They will present their research findings and solutions to a judging panel comprising representatives from the government, industry, and academia tomorrow.

Event Highlights

Venue: Grand Hall, 1/F, Building 12W, Hong Kong Science Park, Sha Tin (12 Science Park West Avenue)

Date: Saturday, 19 July

- Opening & Showcase Day: Student teams present their creative logistics solutions and engage with judges and the public.
- **Award Ceremony (4:00 PM): Gold, silver, and bronze awards, merit prizes, and an Overall Grand Champion will be announced to recognize the most innovative and impactful solutions. Media and the public are welcome to attend.**



Mr. Gary Lau Ho-yin, Chairman of HAFFA, remarked: “Hong Kong’s logistics sector is at a pivotal moment of transformation—facing both challenges and opportunities. We must leverage Hong Kong’s strategic position in the Greater Bay Area and strengthen regional cooperation. Through this competition, we aim to equip the next generation with deep insights into the future of logistics, empowering them to innovate and energize the industry, and become the driving force behind its advancement and transformation.”

🔗 For more details, visit the official event website: <https://haffa.aiatros.com>.

📧 Media inquiries: enquiry@haffa.com.hk | info@haffa.aiatros.com

Established in 1966, and now with more than 300 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.

###