

Attn: Shipping, Logistics, Business & News Editors

HAFFA becomes first logistics group recognised by Customs and Excise Department with prestigious award

Association honoured with *Elite Enterprise Partnership Distinguished Award 2023*

The Hong Kong Association of Freight Forwarding and Logistics (HAFFA), has become the first logistics association to be honoured by the Customs and Excise Department, receiving the *Elite Enterprise Partnership Distinguished Award 2023*, in recognition of its outstanding efforts in the rollout of a new Trade Facilitation Scheme, namely the “Alternative Smoking Product Transshipment Control Scheme (ATCS)”.

Accepting the award from the Commissioner for Customs and Excise Ms. Louise Ho at a ceremony held on Thursday October 26, Association Chairman Mr. Gary Lau commented: "I am delighted to accept the *Elite Enterprise Partnership Distinguished Award 2023* on behalf of HAFFA. We are deeply honoured to receive such a prestigious award in recognition of our unceasing efforts in supporting the crucial work of the Customs and Excise Department. We pledge to continue to fortify our cooperation in the future with the aim of elevating the logistics industry in Hong Kong to new heights."

The award scheme was first introduced in 2022, and assessment criteria include: providing intelligence or information for Customs officers to take timely enforcement action; exemplary cooperation with Customs officers for enforcement and investigation; and providing outstanding assistance in relation to the Trade Facilitation Scheme.

This year, among the 13 organizations recognized for their exceptional contributions, HAFFA stands out as one of the three recipients of the *Distinguished Award*. The Association is proud to be counted among this esteemed group, showcasing its commitment to excellence. Additionally, 10 other organizations were presented with awards of merit.

Established in 1966, and now with over 320 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.