



**Asia-Pacific
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Session 2

OnePort

Submitted by: OnePort Limited



**Seminar on APEC Model E-Ports
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Seminar on APEC Model E-Ports

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Topics Today

- OnePort Background
- Reasons for Existence
- OnePort Community Users
- OnePort Services
- Some Lessons Learned
- Meeting the challenges

OnePort Background



- Found by the three world-leading Hong Kong,China terminal operators in 2003

- Our founders are world-renowned terminal operators



- Tradelink (HKSE:0536) is also one of the shareholders



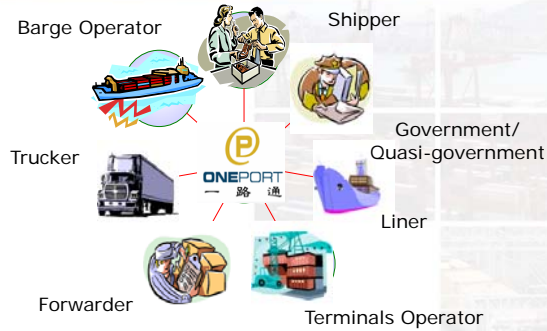
- The mission of OnePort is to provide value-added information and related services to strengthen the competitive position of Hong Kong,China as a logistics hub
- Our primary focus is to improve the efficiency of container movement through the port of Hong Kong,China by empowering our port users with electronic solutions to improve efficiency, reduce operating costs, and enhance timeliness and visibility of cargo information

Reasons for Existence



- We see the needs of a port community system in the Hong Kong,China logistics market
- Hong Kong,China logistics market characteristics:
 - A highly fragmented market with numerous SME players
 - Many business processes remain “outdated” and paper intensive
 - Investment in information technology is limited
- There are opportunities to offer affordable low cost application services which facilitate information exchange and business processes automation on a neutral, secured port community platform
- Port Community System is a proven concept

OnePort Community Users



The ePort Community

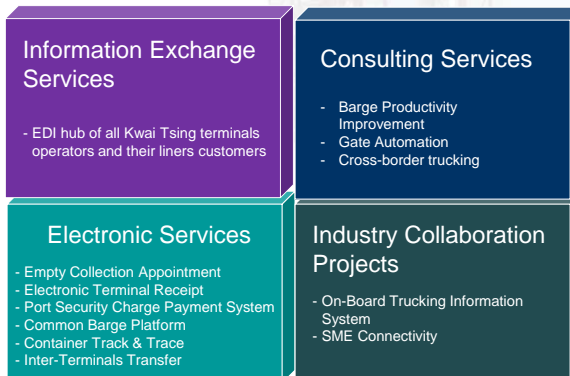
- Five Kwai Tsing terminals operators (100%)
- Liners: 100 (100%)
- Barge operators: 200 (100%)
- Freight forwarders: 2,000 (95%)
- Shippers: 20,000 (90%)
- Truckers: 3,000 (100%)
- Government / Quasi-government

OnePort Users represent over 90% of port users in HK

OnePort Services



- Four areas of focus



OnePort Services



• EDI Hub

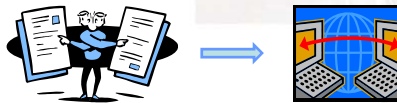
- A single hub of electronic data interchange among the four major terminal operators – ACT, CHT, HIT, and MTL – representing over 90% of container throughput at the port of Hong Kong, China
- Connect terminals with over 60 international shipping lines
- Exchange information of vessel bookings, gate transactions and container status, etc.
- The one-to-many hubbing approach significantly reduces long-term maintenance costs in exchanging information with multiple liners
- Facilitates cross terminals data analysis which helps identify rooms for improvement in inter-terminals operation efficiency

OnePort Services



• Electronic Terminal Receipt (eTR) Service

- Replace conventional process of passing paper terminal receipts physically through many hands from terminal to truck drivers, shippers, forwarders and finally liners for collection of bill of lading
- Substantially reduce costs, operational risk & improve the efficiency of information exchange among parties
- A major step towards the long-term goal of paperless port



OnePort Services



• Empty Collection Appointment (ECA) service

- In response to the '24-hour rule' requiring shippers to submit container and seal number to shipping lines/NVOCCs between 48 to 72 hours before the cargo is loaded on board
- Allow customers to obtain container and seal numbers in advance without physical collection of the empty container for maximum 3 days
- A flexible & cost-saving alternative by avoiding extra lifting, haulage & storage costs when shippers are forced to arrange empty pick-up much earlier than necessary



OnePort Services



• Port Security Charge Payment Service (PSC)

- A payment system facilitating shippers to settle Port Security Charge introduced by Hong Kong, China Kwai Tsing terminals in 2006 in response to achieving full compliance with **International Ship and Port Security Code (ISPS)** and **Hong Kong, China law in the Merchant Shipping (Security of Ships & Port Facilities) Ordinance 2004**
- Support multiple payment methods suiting the needs of the industry:
 - Fully electronic – online container nomination
 - Half electronic – purchase of electronic coupons
 - Manual – paper coupons (barcode verification)
- Generate electronic billing statements to 20,000 customers where it allows payments by cheque or via direct debit
- Provide central clearing service to process settlement for the 5 terminal operators for payment collected

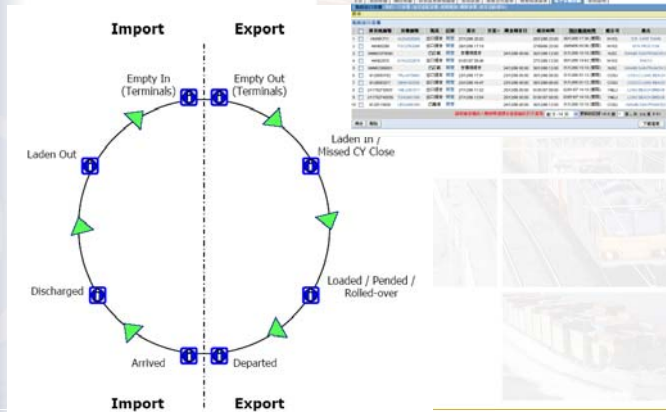


OnePort Services



- **Container Track and Trace**

- A non-linear specific, one-stop portal service which allows shippers & forwarders to track their containers and view other related information in Kwai Tsing port district

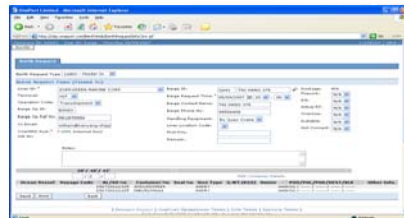


OnePort Services



- **Common Barge Platform (CBP)**

- Terminals face challenge of barge traffic congestion due to double-digit annual growth of barge volume
- Fully automate and streamline work flow of barge berthing requests and container declarations among terminals, liners, and barge operators on a unified platform
- Substantially reduces information delay errors, reworks caused by manual processes



OnePort Services



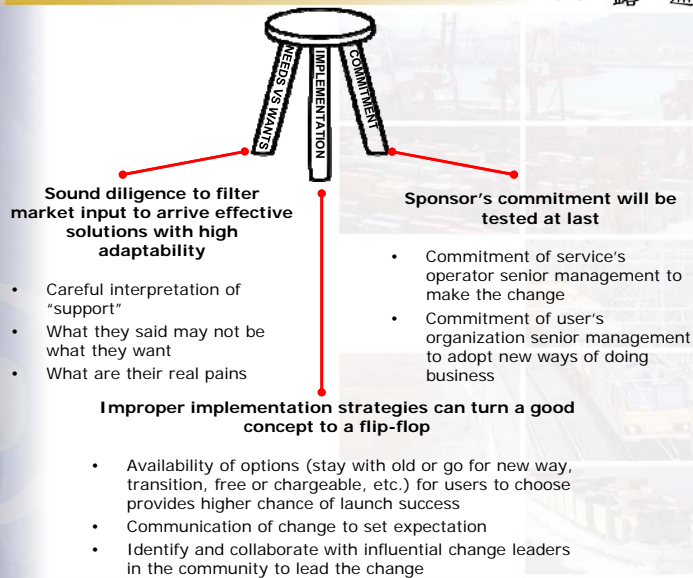
• Inter-Terminals Transfer (ITT)

- Volume of containers movement under ITT has been rising due to increasing volume of transshipment, vessel overflow, liners consortium and slot chartering
- Efficiency is critical as ITT costs hundreds of millions a year
- Common ITT Platform aims to reduce ITT costs by improving containers transfers efficiency and minimizing unnecessary ITT traffic
 - Construct a unified ITT Operations Scheme among the five terminal operators
 - Maximize dual and multi-lateral ITT movements, minimizing unproductive trip wastage
 - Review vessel berthing strategy to cut down cross-terminal traffic
 - Develop IT infrastructure and software applications



Connect to One, Connect to All

Some Lessons Learned



Meeting the Challenges



- Tighten data connectivity with Pearl River Delta ports to improve information transparency for better berth and yard planning
- Collaborate with influential change leaders (liners) to establish de facto standard of shipping documents and instructions for delivery and collection of containers at terminals
- Continue to drive adoption of electronic services in the port community by automating operational processes at terminals
- Develop common operational practices among different terminal operators with empowerment of communal systems
- Increase mobility of information for easy and timely access through portable devices

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