

# LOOK INTO THE FUTURE

Looking at Future Logistics Development Trends from Customer Demand Challenges

Make it easy to share supply chain information via email, management platform, social media, and other channels.



Last mile transport services determine whether you are different from other suppliers.



The improvement of identification technology brings updated supply chain management solutions.



Provide in-depth value-added services to enhance our core competitiveness.



## Challenging Demands:

**Customer:** Shower room manufacturer, mainly exporting to the UK/Europe/US market.

**Challenging Demands:** Consignee requests to deliver the goods to the final construction site in 2-3 installments, which is located in a relatively remote inland area.

**Solution Proposal:** We arrange a third-party warehouse close to the construction site for container unloading and warehousing, short-term storage, and then arrange for goods to be shipped out in batches according to the project progress requirements. The final delivery will be using LTL or FTL trucks.

**Customer:** Brake line manufacturer, mainly exporting to Toronto, Canada.

**Challenging Demands:** Customer had a batch of goods in the destination port warehouse in August that had quality issues and needed to be repaired in the warehouse, the required time was very tight.

**Solution Proposal:** We tracked the project progress throughout the entire process, coordinated repair personnel, warehouse, and consignee, promptly addressed relevant issues, and ultimately completed the repair work on time and perfectly.

**Customer:** Clothing manufacturer, mainly exporting to USA.

**Challenging Demands:** DDP USA, they require a warehouse with receiving/delivery/distribution/retail services. Warehouse location is not limited to Hong Kong, transport mode by sea or air.

**Solution Proposal:** We propose the cooperation with e-commerce warehouse or general cargo warehouse that providing comprehensive services. Online inventory management and just in time delivery are the core concerns.

## Future Logistics Development Trends:

**1. Digitalization of the supply chain has become a standard feature of the industrial internet.** Enterprises have increased their awareness of the necessity of digital transformation in supply chains. At the same time, with the support of new technologies such as 5G, artificial intelligence, big data, and blockchain, the industrial internet has deepened digitization from the consumer side to the supply side, further opening up the scene of supply chain digitization. **2. Hydrogen energy will transform mainline transportation.** At present, hydrogen energy battery vehicles have entered the stage of large-scale commercial demonstration, accelerating the layout planning of the hydrogen energy industry and gradually promoting the construction of hydrogen high-speed channels. Under the trend of energy conservation and emission reduction, it is more in line with the efficiency of logistics operations, and has smaller differences from traditional fuel heavy-duty trucks. Logistics companies are easier to switch, and drivers are also easier to get started. **3. Logistics technology enters the era of green packaging.** The application of new green packaging technologies and materials will have a wider range of applications in the field of modern logistics. Biodegradable packaging bags, recycled express boxes, and foldable insulation turnover boxes will replace disposable plastic packaging. Green logistics models such as original packaging shipment and recycling of cardboard boxes will gradually mature, and perhaps zero new cardboard boxes will no longer be far away. **4. The third-generation identification technology represented by RFID ushers in large-scale commercial use.** Due to the complexity of the operating environment, the accuracy of RFID in the logistics industry has always been around 80%. Now, the accuracy of RFID precise identification technology has increased to 99.8%, and it is expected to become the third generation identification technology after barcode and QR code, promoting the digital strategy upgrade of the logistics supply chain. A new supply chain management solution created with innovative technologies such as RFID can achieve full digitalization of logistics information, enhancing the transparency of information related to personnel, goods, and logistics. **5. Unmanned driving - last mile delivery.** From a trend perspective, the "last mile" logistics cost of terminal delivery is the most widely used field of low-speed unmanned driving technology. With the development of technologies such as 5G and AI and the continuous increase in labor costs, the value of low-speed autonomous driving will be further unleashed in the future. After achieving large-scale application, it will bring about a significant decrease in costs and is expected to breed the next logistics trillion market. **6. Blockchain.** Blockchain is still a developing technology that can increase the visibility of the transportation industry. It allows for real-time asset tracking to accurately plan operations. Its dispersed structure achieves transparency and prevents the occurrence of fraudulent transactions. Blockchain based smart contracts facilitate the successful exchange and settlement of goods, while blockchain ensures payment security. In addition, it effectively integrates various documents involved in transportation or logistics processes. **7. Intelligent shipping.** The shipping industry faces safety challenges and needs to avoid human error and inevitable natural disasters. The emergence of unmanned or low manned intelligent ships has reduced the number of people facing danger at sea. Intelligent shipping automates ship operations to ensure crew safety and improve fuel efficiency by providing a deeper understanding of ship performance. In addition, automated transportation reduces labor costs and errors, thereby improving efficiency.

# LEADING STAFF

Rocky Wang (Chinese, born 1979) has been the Chief Financial Officer (CFO) of AEL-Berkman Forwarding Group, a global logistics provider based in the Netherlands, since June 1, 2016.



**Rocky Wang**  
Chief Financial Officer

- **Master in Business Administration from the IPAG Business School in France**
- **Fellow of CPA Australia**
- **International Affiliate of CPA Hong Kong**
- **Fellow of CIMA UK**
- **Registered Financial Analysts UK**

Rocky has more than 23 years of experience in financial management and prior to joining AEL-Berkman Forwarding Group, he served several large multinational corporations with extensive team management experience.

Rocky is currently responsible for the financial management of AEL-Berkman Forwarding Group across Asia Pacific. Since joining the organization, he restructured the finance department, introducing more efficient processes and a more optimized cost structure. Under his leadership, the finance department has been reorganized in all regions and has established full-process risk control mechanisms, multi-scenario digital applications, and data automation systems in line with corporate growth and digitalization trends.

In addition, Rocky is an expert think-tank member of the Financial Management Committee of the China Management Science Society, he is also recognized as a talent in short supply by the city of Shanghai, China.