



For immediate release
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Industry Backs New HKUST Degree to Keep Trade Moving

Industry is backing a new degree at the Hong Kong University of Science and Technology that will train the next generation of engineers and managers in transportation logistics.

The first of its kind in Hong Kong, the BEng in Industrial Engineering and Engineering Management (Transportation Logistics Management) is an option for new students this year, and will be offered through JUPAS in 1998.

Planned in partnership, the degree program includes industrial contact through case studies, site visits and speakers. The University is preparing customized course materials based on the operations and experience of local companies.

Dr Ken Chih, Director of the Information Services Department at Orient Overseas Container Line Ltd (OOCL), is one of the supporters of the new degree.

"We need new, young talent with a fundamental knowledge of transportation logistics," Dr Chih said. "Even MBA graduates need additional training to work in this field, so a new cross-curricular degree will be very beneficial."

The freight transport and distribution business has grown faster than the financial sector in Hong Kong. It now employs 36% of the local workforce but faces a shortage of suitably qualified staff in the next ten years, according to a 1996 Vocational Training Council survey.

The new degree is offered by the University's Department of Industrial Engineering and Engineering Management. The department worked with such organizations as OOCL, DHL, KCRC, Sea-Land, HK Freight Forwarders Association and HACTL to plan the program.

Note to Editors:

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