



OYM LOGISTICS Co. LTD.

Empowering Chinese Enterprise

EDMON FUNG is an industry godsend. The Managing Director and veteran of the trade has for two decades witnessed and greatly contributed to its growth.

Established in 2005, OYM Logistics Co. Ltd. is a Hong Kong-based organization mainly focused on 3PL operation and 4PL supervision activities.

Its founder Edmon Fung used to handle office-stationery supplies and e-commerce logistics across Hong Kong and Mainland China. Fung is a keen industry observer and is well regarded across the logistics industry, owing to experience spanning 20 years of operating and developing business in the Mainland.

New Challenges

"The overall logistics revenue for Hong Kong has been on the upturn in the last 20 years especially in the e-logistics services. This is the key element which led us to concentrate on local and cross-border logistics services in the last 10 years," says Fung.

"In the last decade, we aimed at local 3PL operational service and became more focused on cross-border services for our global customers, and in recent years we are making more effort on IT system and alliance platforms from and out of China."

Logistics Alliance

Beside the general logistics services offer to its customers, the company has also strongly assisted clients in developing their e-business channels in the China market. These include products' application and registration vs. China Customs, 3PL and 4PL, online cross border service, overseas consolidation points, local logistics fulfillment, and real-time information visibility through in-house developed IT systems.

"In 2012, in order to better facilitate fulfillment to our global customers in the China market, we founded the OYM Logistics Alliance, an information service and fulfillment platform in the



Mainland. As of today this alliance has already enrolled almost 4,000 members in 281 cities with total storage size over 966 million square feet across Mainland China. In late 2015, we introduced version 2.0 of this platform which enables members to update their own account details, providing global customers with updated information in real-time."

OYM continues to run related projects. "In order to give our members better exposure opportunity both in China and the overseas market, we published two print and online OYM Logistics Alliance Catalogs (2014-2015 and 2015-2016) for China members. We also introduced a supplementary catalog for the China logistics industry – Hong Kong Story, a special booklet for Hong Kong logistics and related service providers. We put together an online list of elite 3PL members in China, which we named as Best-Selected-Warehouse. In 2016, ISCA (International Supply Chain Alliance) will be introduced to enlarge mapping and enrich the service scope across ASEAN/Europe/USA/AUS."

Days Ahead

"In China, we face differences in culture and respect for business-law, perhaps because different locations might have different interpretations of the same

policies. Therefore, anticipating different problems or issues, we formed the logistics alliance to align with local service providers, thus eliminating obstacles and gaining full support from local government and communities.

"Since this project was kicked-off from the Mainland, having secured nearly 4,000 members, we've needed a knowledgeable team to contribute effort and expertise, but always encountered trouble in fulfilling the expansion requirement," says Fung, alluding to the need to employ talent from Hong Kong to support the company's development and supervision duties in China. With its growing reputation, OYM Logistics will likely have less difficulty attracting talent.

"We are hugely honoured to have won this year's HKMVC Awards as it will truly inspire the team and reassure our customers that we are here for the long haul. This truly is due recognition of our services." ■

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