

The Chartered Institute of Logistics and Transport in Hong Kong Strategic Plan (2021-2022)

Aim

To strengthen professional status and image of CILTHK and to enhance its service value to our members for enlarging its coverage and influence in the Industry and attracting new members.

“5C” Objectives

- **Concentration** of our limited resources to those services with maximum benefits to our members
- **Concerted effort** to influence the Government policy for the best benefits of the Industry
- **Communication** with our members to present our service value and to understand their real needs
- **Connection** with SMEs, mass media and the public to enhance exposure and to expedite membership recruitment
- **Control** through corporate governance and financial discipline for answerable to our members

Key initiatives

Connecting to the Government

1. Establish sensible collaboration, such as joint functions, with the Government to enhance our influence to the Government;
2. Provide forward-looking advice to the Government to facilitate the growth of the Industry, such as submission of our position papers, specific comments and research and study results to the Government for reference from time to time, like advice to the Government on the post Covid-19 recovery for the Industry;
3. Manage to arrange a brief to THB for presenting key advice and essential matters of the Industry every year;
4. Provide advice on the Policy Address to the Chief Executive every year;
5. Arrange more seminars (or webinars) with government officials as speakers to facilitate view exchanges between government officials and our members to enhance communication;
6. Prepare Policy Package for reference to potential candidates who will be running for the Chief Executive Election in 2022.

Attending to real needs of our members

7. Understand the real needs from our members and concentrate our limited resources to those services with maximum benefits to members;
8. Courtesy visits to major organization members and leading public sector (like Airport Authority) to explore collaboration and to convince them to adopt the professional qualification of CILT as a “preferable” qualification on their staff recruitment;
9. Proactively gather latest best trade practices and applications of related new technology around the world for sharing with our members;
10. Through the platform of CILT International, proactively gather and share latest best practices, new technology and information to our members;
11. Recruit new organization members, especially those SME companies to enlarge our coverage in the Industry and to generate new source of income;
12. Be more vocal, manage to increase our exposure and connection with the Industry, the mass media and the public, including the possible launching of new social media channels for such reaching;
13. Explore the possibility of arranging a sizeable one-day conference per year as a highlight of our activities, ideally one for logistics and one for transport, and including the possibility of joint function with other professional bodies;
14. Given to the fact that the available sources of donation and sponsorship are limited under the current harsh economic environment, exercise cooperate governance and financial discipline for best use of our limited resources.