

# *The University-Business Partnership with China: Emerging Trends*

## **新趋势：与中国大学的合作！**

Dr. Oliver Hedgepeth  
University of Alaska Anchorage  
奥利佛 亨吉帕斯 博士  
安克雷奇, 阿拉斯加州立大学

Dr. Jean-Pierre Emond  
University of Florida

Elisa Liu  
Mandarin Workshop

# US Opens Logistics Forum in China

## 美国与中国开起物流论坛



# Shenzhen Port 深圳港口



# What is Perishable Cargo?

## 什么是易腐坏货物？

- Floriculture
- Horticulture
- Aquaculture
- Pastoral
- Agriculture

- 新鲜花卉
- 园艺盆栽
- 水产养殖
- 畜牧业
- 农作物

# Damages

## 损坏

- Types of packages
- Transportation
- Distribution
- 包装种类
- 运输工具
- 分发

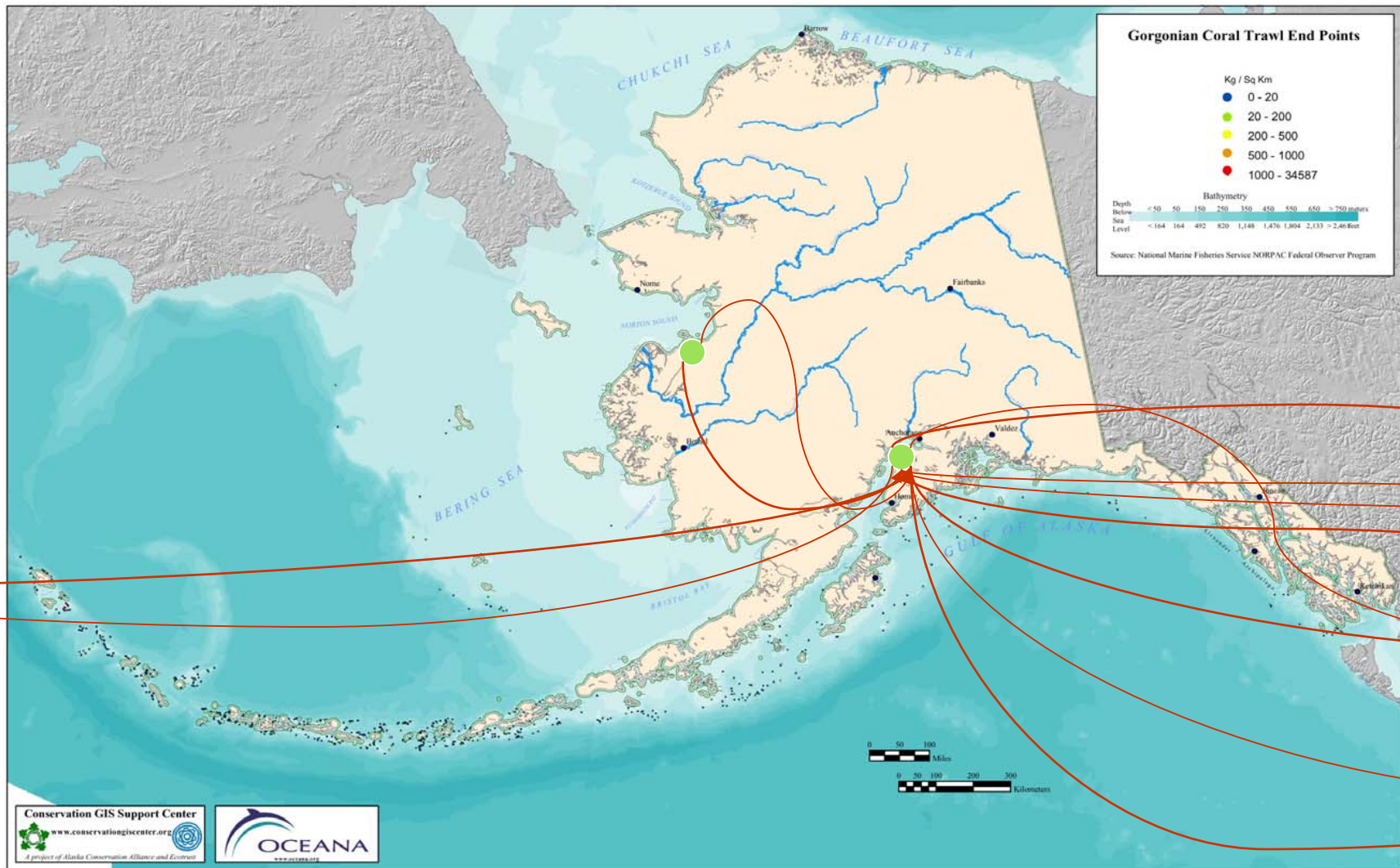
# The Cool Chain Problem

## 冷藏供应链的问题

- The process is slowed by using a variety of temperature environments
  - Breakdown in the cool chain or poor handling
  - Exporters must worry about the right quality when leaving their possession
  - Exporters must now be responsive to the entire supply chain that moves its product
  - Both buyer and exporter are looking through the supply chain to share and minimize risk
  - How do you distinguish the responsible operators from the fly-by-night operators?
- 不同的温度环境可减缓腐坏时间
  - 失败的冷藏供应链或劣质的处理
  - 离场前出口商需考虑到货物的品质
  - 出口商需要随时注意货物供应链过程
  - 买卖方和出口商都必须降低供应链的风险
  - 要如何辨别货运商的可信度?

# Alaska Seafood Supply Chain

## 阿拉斯加海产供应链



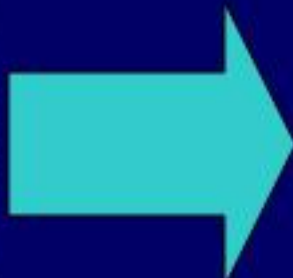
# Shipping Considerations

## 货物运送考量

- Selecting the right shipping system for your material
  - Consider country specific challenges
  - Couriers -what can they actually deliver?
  - Airports - what are the risks?
  - What are the options if things should go wrong?
  - Can a depot safeguard your cold chain supplies?
- 选择正确的货物运送系统
  - 克服不同的国情环境
  - 货运商-实际上是否有正确的运送方法?
  - 机场-有何风险?
  - 如果发生错误, 有何补救方法?
  - 仓库对低温供应是否有保障?

# Distribution Chain

## 分发链



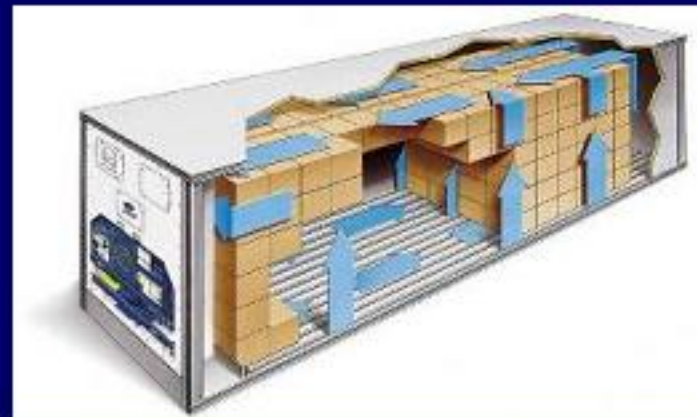
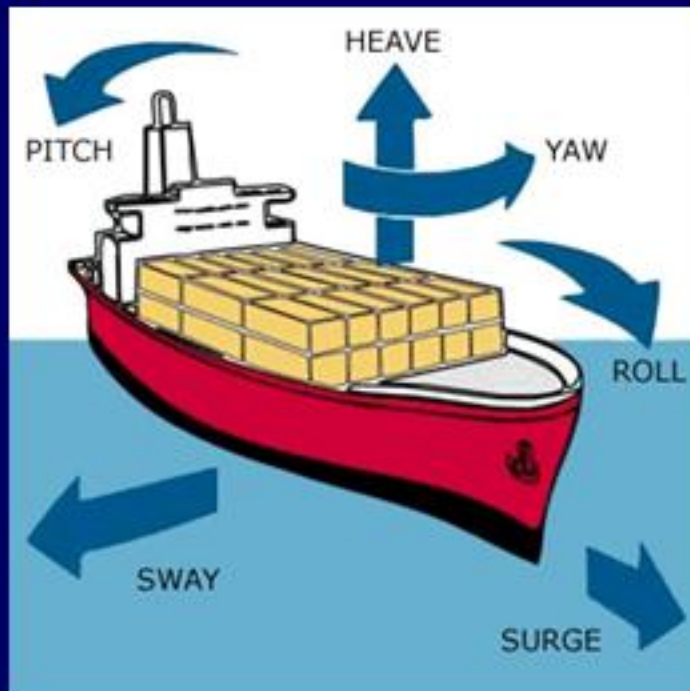
# Handling Issues

## 处理的问题

- Total loss in typical retail store in US from bad packaging and handling is over \$40,000. per year.
- Problem is due to:
  - Poor handling
  - Lack of knowledge
  - Temperature abuses
  - Bad packaging design
- 美国零售商因包装处理不当，而每年损失超过\$40,000美元
- 问题在于：
  - 劣质的处理方式
  - 知识的缺乏
  - 滥用温度
  - 不良的包装设计

# Transportation

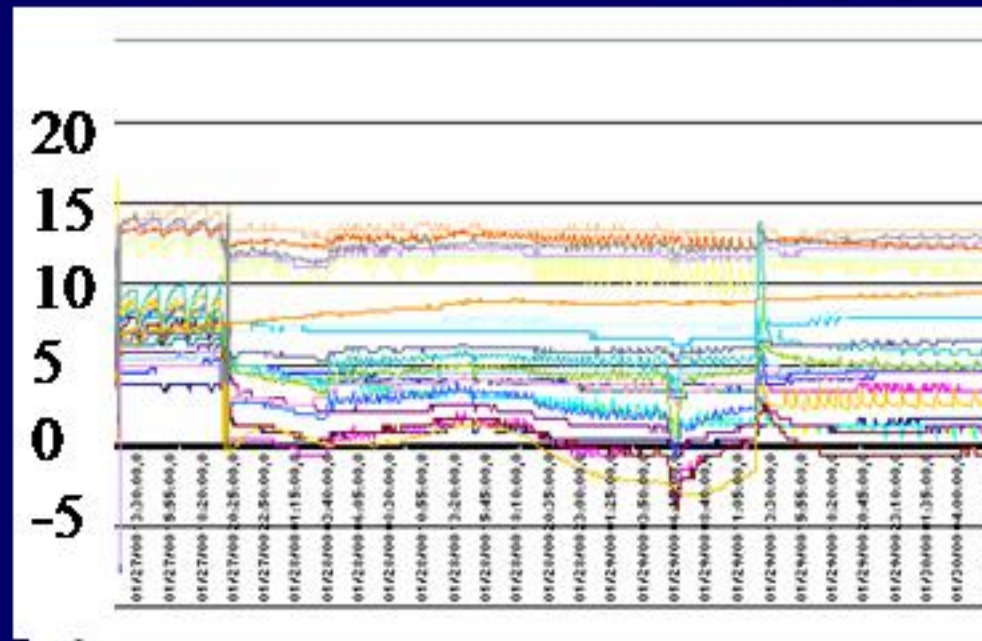
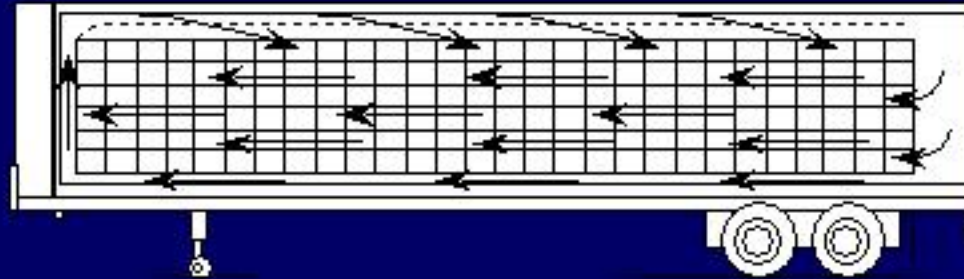
## Sea 海运



# Transportation

## Ground

路运



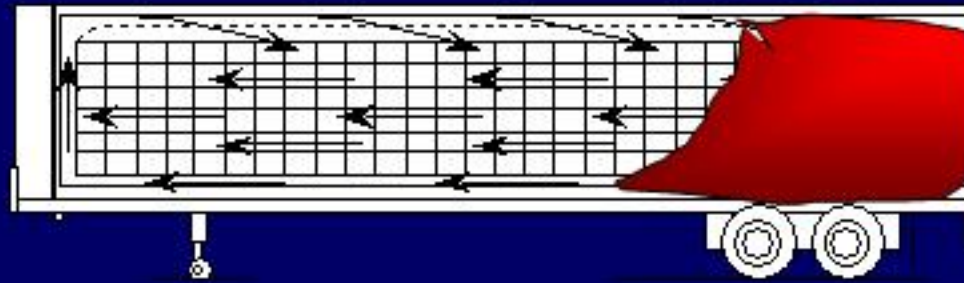
# Transportation

Ground

summer

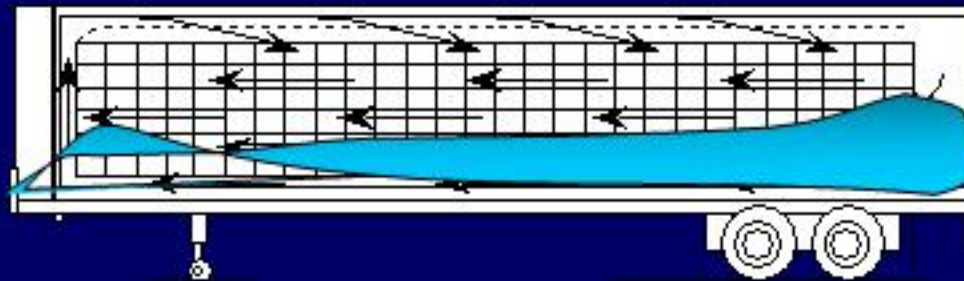
夏天

路运



winter

冬天



# CONCLUSION: Logistics Management and Project Management Needs 物流与规划管理的需求



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# Contact Information

## 联络讯息

- Dr. Oliver Hedgepeth
- 奥利佛 亨吉帕斯 博士
- [afwoh@cbpp.uaa.alaska.edu](mailto:afwoh@cbpp.uaa.alaska.edu)
- US Telephone: 1-907-786-4116
- 电话：1-907-786-4116