



ALFRED CHEUNG - Founder, Green Society Association limited (NPO in Hong Kong)

Alfred has extensive experience in container transportation, port developments, logistics planning, IT applications, human resources and cold-chain management throughout his affiliation with the shipping industry for the past 3 decades. Currently, he is a council member serving both The Japan Society of Hong Kong and The Japan Hong Kong Society in Tokyo. Alfred is appointed as Adjunct Professor to University of Yunnan, and Adjunct Professor of the City University of Hong Kong. In addition, he also delivers lectures to under graduates and MBA students in China, including Yunnan University and the Polytechnic University of Hong Kong.

Alfred is regularly invited to international forums and universities as keynote speaker on global reefer logistics, supply-chain management, human resources and related topics.

Alfred is formerly the director of Reefer trade at OOCL and after his retirement in 2007, he took up the role as consultant to explore the reefer logistics business in China. From January 2008 to June 2010, Alfred served as Managing Director of ZIM Integrated Shipping Services Limited in Japan.

Thereafter, Alfred has established the Green Society Association Limited with University researchers and logistics professionals to promote more efficient global logistics transportation through the application of RFID tags, pressure sensors wireless communication and web technology in order to achieve higher traceability, transparency, and yield optimization with dedication to a better environment for everybody. Alfred is now the advisor to Tsuruga Port in Japan, brand ambassador of Fukui Prefecture of Japan, consultant to Denso Corporation (Nagoya) on reefer container marketing and consultant to NYK Line (Hong Kong) related to in-house training programs.

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張樹榮先生履歷簡介



1946年生於香港、祖籍廣東省南海縣。

1973年畢業於香港中文大學崇基學院社會學系榮譽社會科學學士。同年考取日本政府文部省獎學金赴日本慶應義塾大學留學、並於1976年獲頒文學碩士。

1978年加入東方海外貨櫃船運有限公司服務、歷任總公司及海外各分公司管理職位、包括船務運作、物流策劃、資訊網絡發展、人力資源開發及冷凍物流等業務。

張樹榮先生現被委任為香港日本文化協會理事、日本香港協會理事、香港城市大學及雲南大學校外客員教授及校外顧問。亦為香港城市大學特約講師主講冷凍物流科學、日本敦賀港顧問及日本福井縣市場推廣大使。

張樹榮先生經常被邀請到國際性研討會及著名大學發表冷凍物流運營模式、人力資源管理等專題論文、譽為冷凍物流運輸資深工作者之一。

2007年中就退休而離開服務近30年的東方海外貨櫃船運有限公司後隨即被委任為日本以星綜合航運有限公司總裁直至2010年6月後正式退任。從2010年8月開始、張樹榮先生與大學研究員及冷凍物流專業人仕在香港組成 **Green Society Association Limited** 致力發展高效率及環保的冷凍物流輸送系統配合日新月異的高科技去達到更好的服務水準及安全指標。

張樹榮先生現職為日本名古屋 **DENSO** 冷凍物流顧問及日本郵船香港有限公司社內研修顧問。

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