



# Shanghai International Shipping Center: *Positioning China for Export Success...*



## Huang Youfang



SHANGHAI  
MARITIME  
UNIVERSITY

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# 1. The Shanghai International Shipping Center facility (SISC)



# Shanghai as World leader

- **World No. 1 position in total cargo throughputs (last 5 y.)**
- **World No. 2 in container throughputs (last three y.)**

| Year                       | 2005  | 2010 Est. |
|----------------------------|-------|-----------|
| Freight<br>(Bn Tons)       | 0.443 | 0.600     |
| Container<br>(Million TEU) | 18.08 | 34.00     |



# World leader in sea and air freight...

- The shipping lines cover 12 global shipping zones, 500 ports in 200 countries.
- World No.1 number for new ship building
- *Pudong Airport holds world No.3 position.*





## 2. Policy framework behind the SISC development

- Vision
- Policy framework



# Vision of SISC Construction

**Enable Shanghai as leading shipping center through high-clustered shipping resources, coupled with a total shipping services offer and highly efficient logistics and dispatching services.**

- International Hub
- Modern port collection and distribution system for multimodal transportation
- International shipping service system with convenient, efficient, safe, secured and legal port environment



# Policy Framework for SISC Development

- Establish the shipping broker market and management system and optimize the shipping trade market.
- Simplify access procedures for shipping services; and improving the access system for the maritime-related businesses
- Improve shipping taxation policies.







### **3. SISC: key driver of China's export competitiveness**

- Integrated and Interactive Concept
- Seamless backward linkages
- Success Factors
- Creative and adaptive investment policy
- Social responsiveness



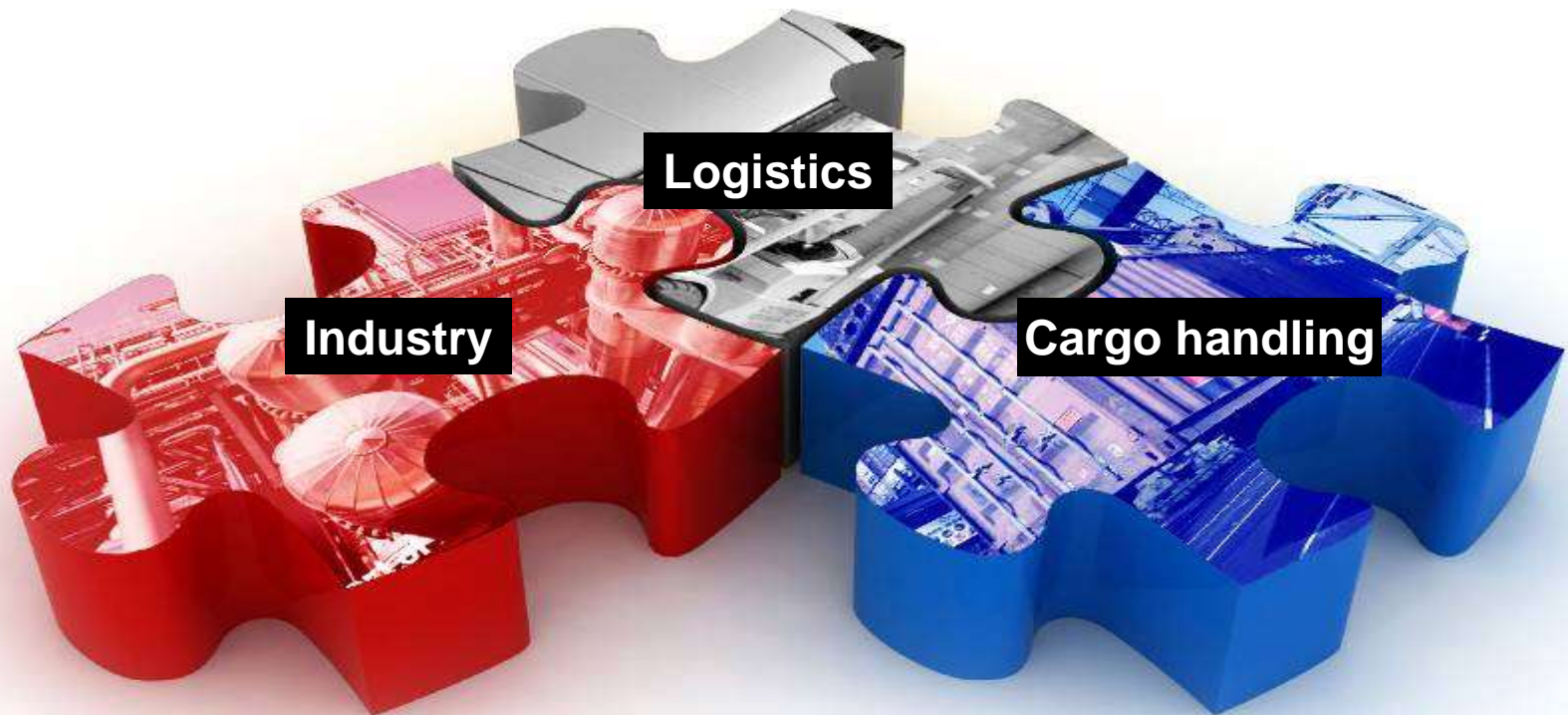
# Integrated and Interactive Concept

- Integration to the whole logistics chain
- Ports are not just competing on geographical location (hinterland) but on services provided to logistics chains
- Interaction w/ seaport hubs in the world supply chain: need for collaboration in order to achieve a sustainable competitive advantage in a port network and the global network as a whole.



# Seamless backward linkages

Collaboration and interaction amongst logistics activities, industrial sectors and cargo handling



# Success Factors

- **Integration:** Optimize logistics resources for multi-functional operations.
- **Information:** use IT to optimize logistics processes.
- **Customization:** provide customized logistics services via 3PL and 4PL enterprises.
- **Globalization:** Enhance logistics services throughout the global logistics market.



# Creative and adaptive investment policy

## Encourage multiple source investment

- Accelerated the construction of SISC and its transformation to international transshipment port facility
- Contributes the structural adjustment of Shanghai economic development.



# Social Responsibility

- Risk or emergency management of logistics and supply chain systems becomes an imperative.
- Green port logistics technology includes green metrics (e.g. energy-saving, waste handling, etc.) and security planning (e.g. oil leakage monitoring, safe navigation, cargo inspection/quarantine, etc.).





# Yangshan Deep-water Port Zone

