

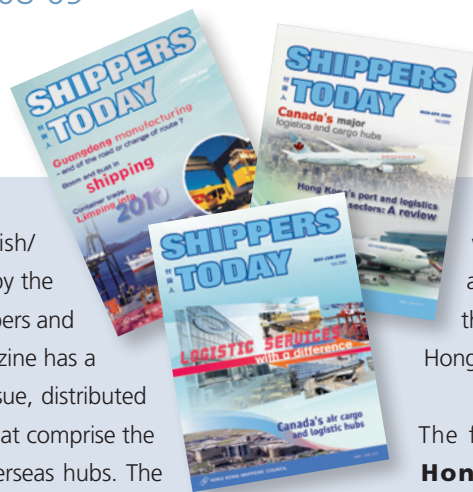
## Publications

**Shippers Today** is the bilingual (English/Chinese), bi-monthly magazine published by the Hong Kong Shippers' Council, for its members and the Hong Kong shipping public. The magazine has a controlled print-run of 8,000 copies per issue, distributed to members of the 15 trade associations that comprise the Council, to paid subscribers and some overseas hubs. The magazine serves to promote the Council's objectives and serves as a constructive forum for channeling information from the various transport sectors to shippers and vice versa.

The magazine is aimed primarily as an information tool for its members and the shipping transport community, informing them of the latest developments in topics vital to their businesses. The magazine's content covers ocean and air transportation of cargo in Hong Kong and China, trade, logistics, Information Technology and all related services.

Shippers Today is published online @ [www.hktdc.com/info/mi/st/en/Shippers-Today.htm](http://www.hktdc.com/info/mi/st/en/Shippers-Today.htm), the trade portal of the Hong Kong Trade Development Council. The portal averages up to 6 million hits per day and Shippers Today has been one of the HKTDC portal's most consistent high-traffic generating websites.

With the ever-increasing importance of Hong Kong's economic ties to the Pearl River Delta and Southern China, along with the key role of Hong Kong as the shipping hub of the region, the Council strives to keep its members



widely informed of the transport and logistics developments within the region, particularly in areas where Hong Kong shippers conduct their trade.

### The first edition of the **Guangdong Hong Kong Freight Transport**

**Guide**, published in 1992, dealt with freight transportation between Hong Kong and 14 Guangdong cities, counties and towns. The 22-chapter volume covered the transport and shipping details of 20 cities and regions in Guangdong. The Guide was updated in 1995, and then the English edition was published in 1996.

**China Multimodal Freight Transport** was published in July 1998 and gives a comprehensive coverage of all 30 major ports and inland distribution centres in greater China. It is considered to be an excellent reference book on the transport of containerised cargo in China.

**South China Freight Transport Guide 2000** is an expanded version that covers not only the all-important province of Guangdong but the surrounding provinces of Fujian, Guangxi and Hainan as well. The Council commissions consultants to carry out a study on the carriage of goods between Southern China and Hong Kong making the Guide books truly unique in the kind of information they provide, and a definitive information tool.

**China Logistics Guide** (Chinese edition) was published in late 2002. The Council aims to fill the enormous need in the industry for information on China's vast and diversified logistics industry and had commissioned consultants from the Mainland to carry out a comprehensive study on logistics developments in China. The highly detailed and informative study covers logistics in the manufacturing regions of Shenzhen, Guangzhou, Shanghai, Tianjin, Beijing and Zhengzhou.

The **Pearl River Delta Manufacturing/Logistics Investment Guide** (Chinese edition) was published in June 2005. The guide gives comprehensive information on the latest investment situation and policies for both manufacturers and logistics providers in the PRD regions of Guangzhou, Shenzhen, Zhuhai, Foshan, Jiangmen, Dongguan, Zhongshan, Huizhou, Zhaoqing and Qingyuan.

**The Logistics Law and Insurance FAQ** (English edition) was published in July 2005. The book lists frequently asked questions and practical answers on insurance and legal aspects that have been compiled by a legal team with expertise in maritime, insurance and logistics law.

A reference book entitled **Mainland Customs Bonded Logistics Guidelines** is currently in production and will be in print by the middle of 2010. All the publications listed here are available through the Council's website, [www.hkshippers.org.hk](http://www.hkshippers.org.hk), and for further information contact [ron@hkshippers.org.hk](mailto:ron@hkshippers.org.hk).