

North America Experiencing Economic Upswing and Trade Growth

Interview with JJ Ruest, Executive VP and CMO of CN



Riding on the positive momentum of the global economy, especially

increasing demand for trade and cargo in North America and Asia, Canadian-based railroad CN continues its drive to support its expanding service offerings in Asia.

He mentioned that CN tapped into Asian markets 30 years ago mainly as an exporter of natural resources. When container shipping of consumer goods started to become a popular trend 20 years ago, the company embarked on import business from Asia.

Through the alliance with its business partners such as ocean carriers and freight forwarders, the company's supply chain management service now covers the three major oceans, the seven major ports, a railway connecting with inland interchange points,

as well as many inland container terminals.

Ruest noted that North America and Canada are experiencing strong economic growth, which has led to an increase in imports. Consequently, the company's market share in the East Coast and West Coast of the United States has increased. The expansion of CN's Prince Rupert intermodal terminal in Western Canada will be completed this year, as well as the expansion of Deltaport at the Port of Vancouver will be complete as early as 2018, as the company sets out to capitalise on the growth of Asian markets.

He also highlighted that an increasing number of exporters and freight forwarders are seeking to raise the visibility levels on goods during shipment.

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At the Asian Logistics and Maritime Conference to be held on 23 and 24 November, Ruest will attend the thematic forum 'Extend Your Reach: Connect with North American Markets' and share his supply chain experience with industry peers. He will also offer analysis of North American economies and strategies for tapping into North American markets, especially the importance of business diversification, at the present time.

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北美經濟向好貿易增加

高可視性供應鏈服務利業務拓展

受惠於全球經濟積極向好，特別是北美與亞洲的貿易及貨運需求增加，總部設於加拿大的 CN 鐵路公司將繼續擴大亞洲服務網絡。



JJ Ruest (陸尚傑先生)提到，公司早於約 30 年前，已在拓展亞洲市場，當時以出口自然資源為主，約從 20 年前起，貨櫃裝載消費品開始普及，遂展開亞洲進口業務。

時至今天，通過與合作夥伴如船公司和貨運代理公司的聯盟，該公司的供應鏈管理服務已連接三大洋、七大主要港口、一條與內陸各中轉點連通的鐵路，以及眾多貨櫃內陸場站。

Ruest 表示，由於北美及加拿大經濟增長不俗，因此帶動進口的增加，令公司在美國東西岸的市場佔有率擴大；而位於加拿大西海岸 Prince Rupert(魯珀特王子港)的貨櫃碼頭擴展將於年內竣工，連同 2018 年初即將完成的溫哥華港 Deltaport 貨櫃碼頭擴

展，以迎接亞洲市場的增長。

他強調指出，愈來愈多的出口商和貨運代理商，希望提高其貨物於運輸期間的信息可視性。鑒於這種需求，公司用時 5 年投資約 5 億加拿大元研發信息技術，旨在提高供應鏈的信息連接及可視性。例如，它可以提供出口貨櫃在與公司合作的港口、鐵路及貨車等運輸環節中的綜合數據。「近年，將信息技術應用於物流供應鏈已成為發展趨勢，但能夠在整個運輸過程中，提供高度的貨物信息可視性，如 CN 所作的投資，在業內並不多見。」JJ Ruest 強調。

「加拿大及北美的經濟相信會穩健增長，所以希望在加拿大及美國中西部，與合作夥伴建立供應鏈服務，以擴大市場佔有率。」他認為，提升運輸的速度及效率，有助增強競爭力。

於 11 月 23 日和 24 日舉行的亞洲物流及航運會議，Ruest 將參加主題為「接軌北美市場，拓展商機」的論壇，與同業一起分享供應鏈的成功經驗，並分析當前的北美經濟，以及開發北美市場的策略，特別是業務多元化的重要性。

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