

Startup Logistics adopts Ge-TS ROCARS To comply with Government's Road Cargo Logistics Information System Requirements

"As a practitioner in the logistics industry, nothing is more important than accurate information and smooth border crossing of cargo. At Startup Logistics, we do not have an in-house IT department so we rely on our outsourcing partners. Starting from end of last year, we adopted Ge-TS's Road Cargo System (ROCARS) that operated well in the past 6 months and has been by far our most ideal solution."

Charles Wong
Vice General Manager - Sea-Air Operation Dept
Startup Logistics Group



Company Overview

Founded in 2005, Startup Logistics has grown into a logistics group consisting of over 200 employees, with a fleet of vehicles as well as a fully-owned logistics centre aiming at providing its clients with one-stop logistics support. Currently, Startup Logistics has three subsidiaries in Hong Kong and has branches in Shenzhen, Yantai, Qingdao, Kunshan and Zhengzhou.

Business Operations

Charles Wong, Vice General Manager – Sea-Air Operations at Startup Logistics, revealed that the company currently has 14 container tractors, 7 lorries of various capacities, and 20-foot and 40-foot containers that perform over 50 cross border vehicle trips per day, demonstrating the sheer volume of its logistics operations.

Upon the HKSAR government's launch of ROCARS, an 18-month transitional period has been introduced before the policy came into effect on 17 November 2011. Since then, written customs declaration forms for road cargo must be replaced by electronic processing.

Simplicity, Clarity and Accuracy

Charles remarked that Startup Logistics does not have its own IT department, therefore, in order to cater for the new government policy, the company searched for possible solutions. For example, Startup tried the free trial service of road logistics information system provided by the Hong Kong Customs and trained internal staff on this system. However, colleagues encountered many questions towards the handling processes during training, which sparked Charles's concerns about efficiency of this solution.

Fortunately, Starstop was introduced to Ge-TS ROCARS service. Through its usage of Ge-TS TDEC service, the service proves to

have ideal performance. Hence before the government implementation of ROCARS, they also ran a trial use of Ge-TS ROCARS and the trial result shows that its procedure is simpler, clearer and able to speed up data input processes. Subsequently, the company redeployed its manpower, re-engineered workflows and time resources to work on Ge-TS ROCARS. In response, Ge-TS also allocated its technical staff to Startup's mainland offices at Border and Futian for system implementation and arrange demonstration to familiarise Startup's colleagues with the system.

Business Advice from Startup Logistics

According to Charles, the competitiveness of Startup Logistics is its ability to provide clients with one-stop goods delivery service and outsource the IT solution and support to its reliable business partners.

The key focus of the logistics industry is to deliver goods with complete accuracy. Otherwise, the delivery trucks may be stopped by the customs officers, which will affect delivery and cause extra workload for contingency arrangements. Even without its own IT department, accuracy is the utmost important area for Startup due to the high cross-border traffic bought by its 50 vehicles a day. Since they adopted Ge-TS ROCARS at the end of last year, the processes have proven to be efficient. Charles would give a score of 8 out of 10 to Ge-TS ROCAR service and recommend it to industry partners.

Development of Priority Enterprises

Charles believes that logistics, being designated as one of the six key enterprises in Hong Kong, still has room for expansion. Looking ahead, Startup Logistics will further expand in Mainland China, set up branches in Tai Yuen and Chengdu, and increase its competitive edge with the support of excellent IT services. ■