<table>
<thead>
<tr>
<th>Title</th>
<th>Estimation of maritime logistics demand and capacity : Zhuhai port as a case study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Yang, Cen</td>
</tr>
<tr>
<td>Citation</td>
<td>Yang, C. (2007, March). Estimation of maritime logistics demand and capacity Zhuhai port as a case study. Presented at Discover URECA @ NTU poster exhibition and competition, Nanyang Technological University, Singapore.</td>
</tr>
<tr>
<td>Date</td>
<td>2007</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/8930">http://hdl.handle.net/10220/8930</a></td>
</tr>
<tr>
<td>Rights</td>
<td>© 2007 The Author(s).</td>
</tr>
</tbody>
</table>
Estimation of maritime logistics demand and capacity
Zhuhai port as a case study

Methodology
- Pre-forecasting analysis
  ✓ Geographical factors of Zhuhai port & competing ports in the region
  ✓ Position ranking of ports—strengths & weaknesses
  ✓ Factors affecting port selections by port users
- Forecasting
  ✓ Quantitative forecasting—trend analysis
  ✓ Qualitative forecasting—expert opinions

Finding for Objective 1
Logistics demand of the Pearl River Delta
1) Total logistics demand and manufacturing logistics demand
The potential logistics demand is high in the Pearl River Delta, but the effective logistics demand is lacking, due to low outsourcing rate.
2) Import and export foreign trade and international logistics demand
Because of early development of open economy in the Pearl River Delta, this region plays an important role in China’s foreign trade, and thus high logistics demand.
3) Business logistics demand
China’s business is experiencing transforming from scattered operation to chain operation. The core of chain operation is logistics and supply chain management.

Finding for Objective 2
Throughtput of Zhuhai Port 1995-2020

Finding for Objective 3
Suggestions
1) To build a fleet of cargo transport mainly for the demand in the Pearl River Delta, and partly for coastal and short sea transportation.
2) The port facilities should be adapted to accommodate standardized large vessels.
3) To pay more attention to attract more talents in logistics.
4) The directional path for Zhuhai’s water transport should be for container feeder line, break chemical, oil and gas, coal along the south-north coastal route, metallic ore for foreign trade, steel for domestic trade, and construction material for domestic trade and trade with Hong Kong and Macao.