



IPIC 2020

Shenzhen China

CONNECT ASIA & EUROPE WITH PHYSICAL INTERNET

7th International Physical Internet Conference

Jun 17-19 2020
Shenzhen China

Organizing Committee :



深圳大學
SHENZHEN UNIVERSITY



香港大學
THE UNIVERSITY OF HONG-KONG



Scientific Committee :



Industrial Committee :





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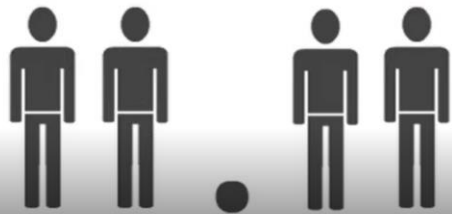
01

A Story about "Singles Day"



The First "Singles Day"

11.11
"Singles' Day"



10 Years Ago

2009 11.11

The first online shopping festival



Alibaba sales on Singles' Day

50,000,000 RMB

(€ 6,410,000)

"Singles Day" 10 Years

Alibaba online shopping Festival 2018 11.11



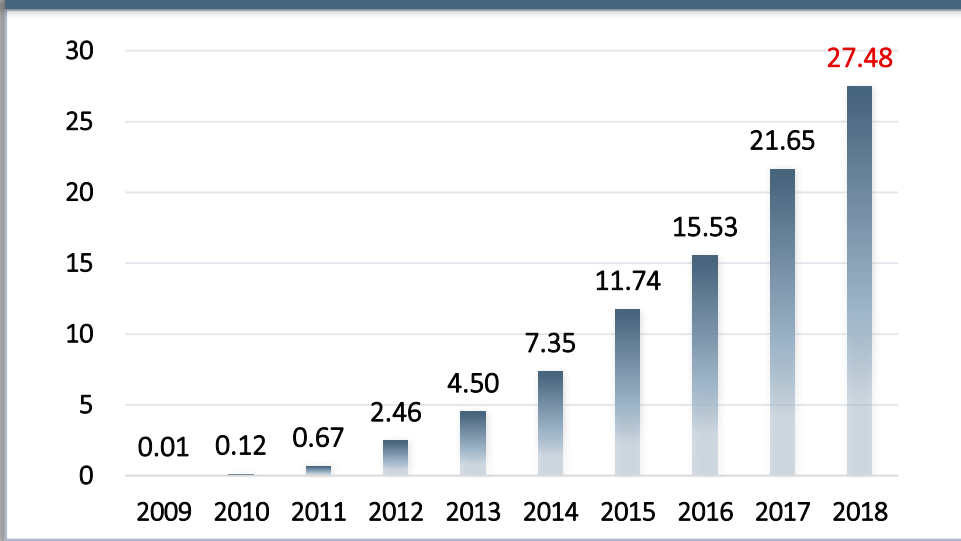
Tmall.com online sales (RMB)

- 10 billion
- 100 billion
- 150 billion
- 162.8 billion (break the record of 2017)

213.5 billion RMB
(€ 27.5 billion)



Alibaba "Singles day" 10 years sales (Billion/EUR)

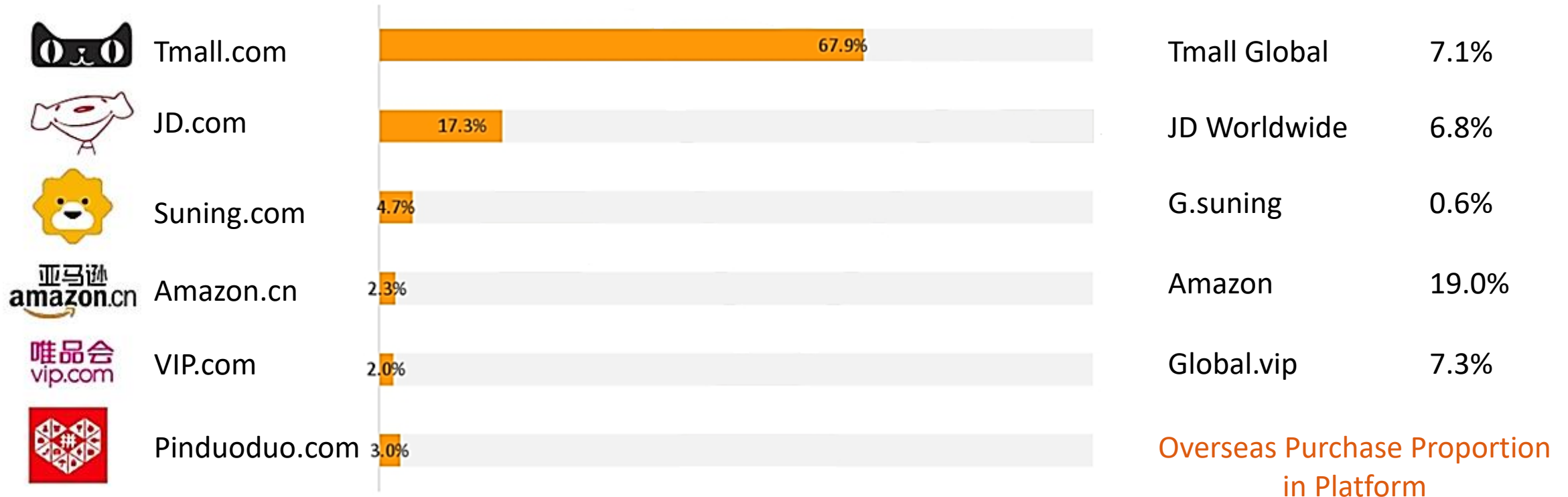


“Singles Day” is not only Alibaba

Total net sales in 11/11/2018:

314,300,000,000 RMB

(€ 40,282,500,000)



“Singles Day” is not only 11.11



12.12

Tmall.com

Year-end celebrations



3.8

Tmall.com

Queen's Day



6.18

JD.com

Mid-Year Shopping Festival



8.14

VIP.com

Glamour Day



8.18

Suning.com

Enthusiast Shopping Festival












10.10

JD.com






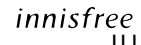



Double 10 celebrations

What to buy on “Singles Day”

“Singles Day” Pre-sale TOP10 Brand in 2018

Ranking	Brand	Pre-sale volume (unit)
2	 OLAY	1,402,000
3	 ANTA	1,266,000
4	 LI-NING	1,250,000
5	 L'OREAL	1,140,000
6	 ADIDAS	1,006,000
7	 UNIQLO	980,000
8	 SKECHERS	852,000
9	 PURCOTTON	803,000
10	 LANCOME	693,000

“Singles Day” Pre-sale TOP10 Shop in 2018

Ranking	Shop	Pre-sale volume (unit)
2	 Tmall global official camp	1,869,000
3	 Olay official flagship store	1,279,000
4	 Nike official flagship store	1,223,000
5	 L-Ning official store	1,207,000
6	 Suning official flagship store	1,189,000
7	 innisfree official flagship store	956,000
8	 Uniqlo official flagship store	923,000
9	 Anta official flagship store	913,000
10	 Adidas official flagship store	851,000

Logistics competition on “Singles Day”



8 min

First order
(Tmall)

At 00:00:08, A consumer in Qingdao received a Tmall supermarket parcel, a box of mineral water.



9 min and **2** sec

First Food Delivery
(Ele.me)

At 00:09:02, Ele.me delivery staff sent the first cup of Starbucks coffee of this year “Singles Day” to a Shanghai consumer.



12 min

First bulky good order:
(RRS)

At 00:12:00, Mr. Liu from Shanghai Putuo District received his Haier wine cabinet from Tmall.com, delivered by RiRiShun Logistics.



26 min

First Cross-border order
(Kaola)

At 00:26:00, Ms. Fu, who lives in Jinhua City, Zhejiang Province, bought 2 packs of diapers on the Kaola.com.

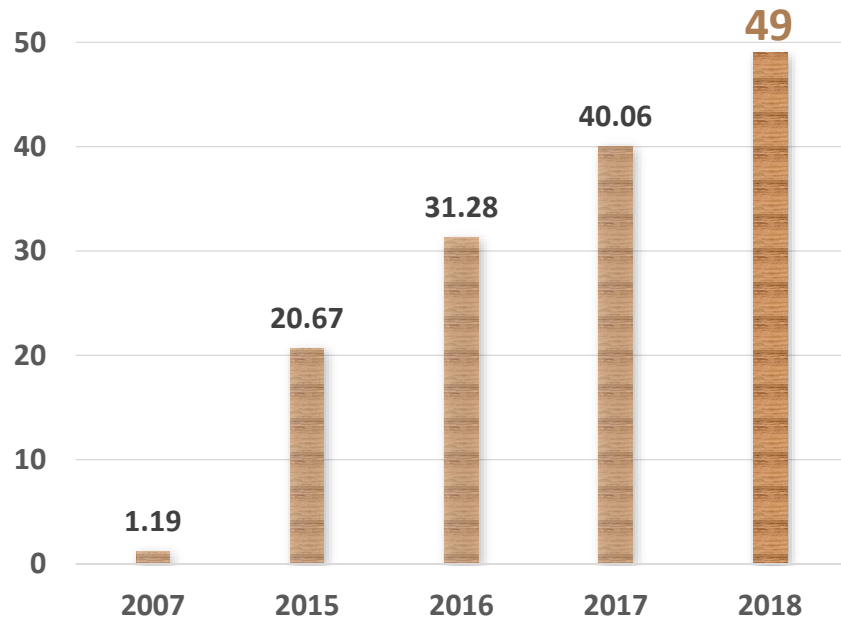
Logistics Challenges behind the “Singles Day”

Total Number of Parcels on 2018 “Singles Day”

1.34 Billion

Number of Parcels from 2007-2018(billion)

49 Billion in 2018



Logistics Challenges behind the “Singles Day”

Waste and Over packaging in e-commerce Logistics



2 fish



1 steel bowl and 2 forks



2 boxes of pen refill

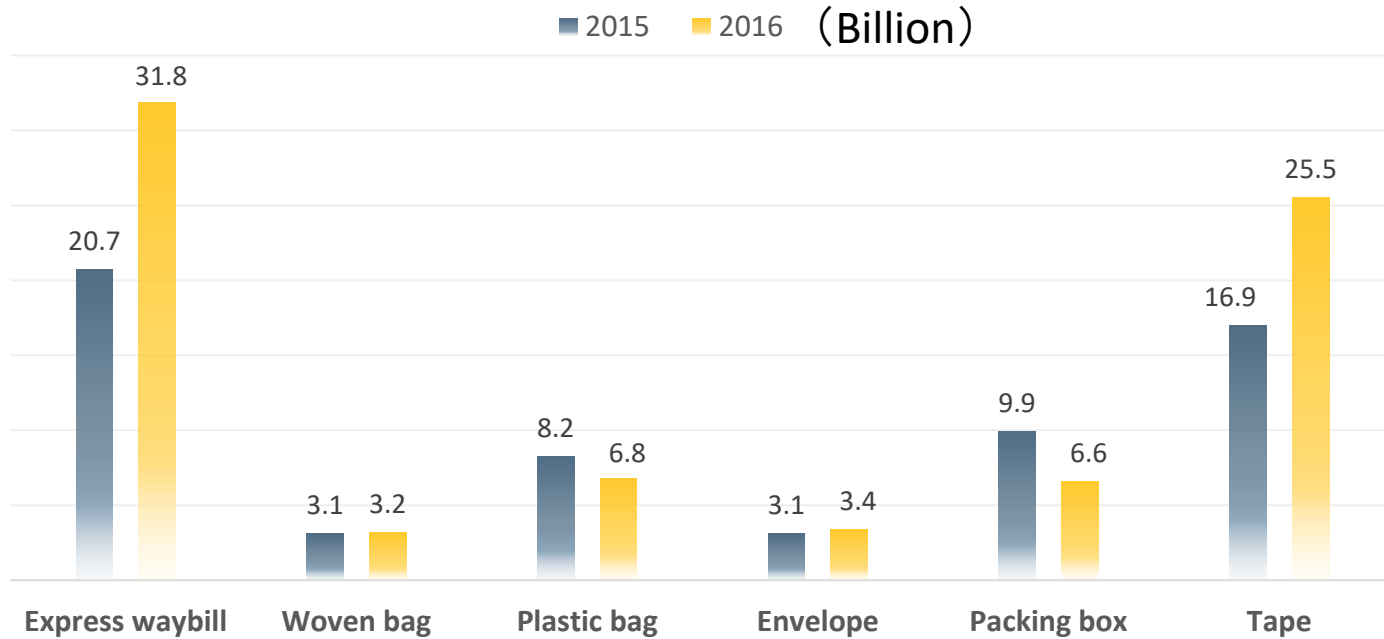


1 USB Charger

Logistics Challenges behind the “Singles Day”

Waste and Over packaging in e-commerce Logistics

EXPRESS PACKAGING CONSUMPTION



The packing tape used in China in **1** year can wrap **1077** circles around the earth



Logistics Challenges China

E-commerce Logistics is only a small part of China Logistics

7% of China Logistics Industry

China has become the largest logistics market in the world

Logistics market size **12 Trillion** RMB

The logistics efficiency in China is still low

Logistics cost accounts for **14%** of GDP
(8%-10% in US and EU)

Map of China's Logistics Industry in 2016



Bring Physical Internet to China !

02

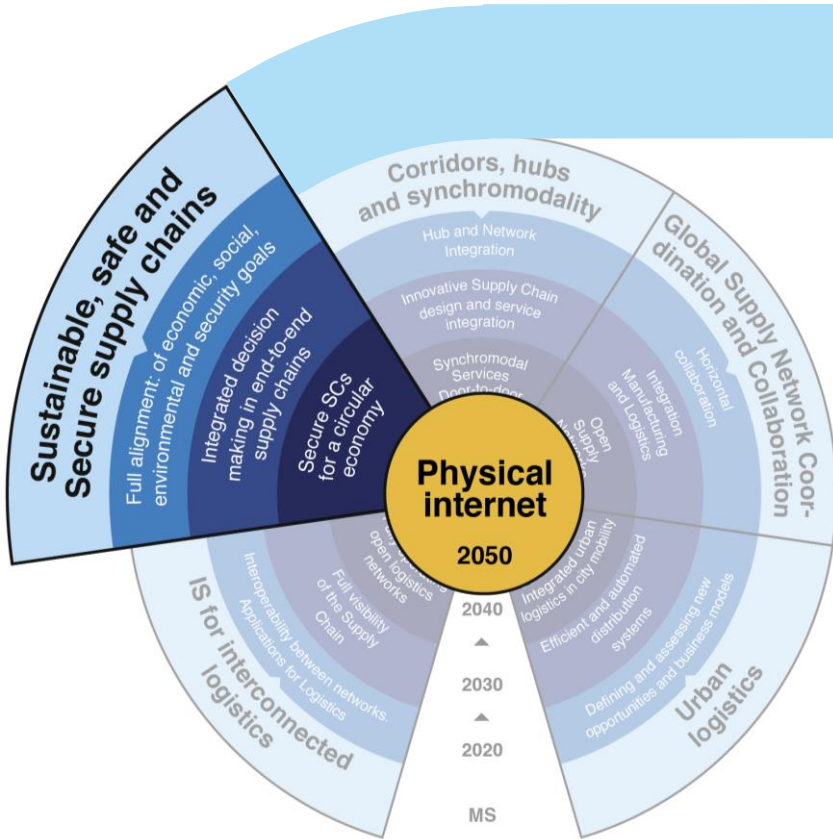
Bring Physical Internet to
China



Bring Physical Internet to China

Sustainable Logistics Supply Chains

CAINIAO 菜鸟



The "Green Action Plan"-- Starting "green" construction from warehousing, packaging, to transportation and distribution.

The "Recycling carton plan" was launched in 2017.

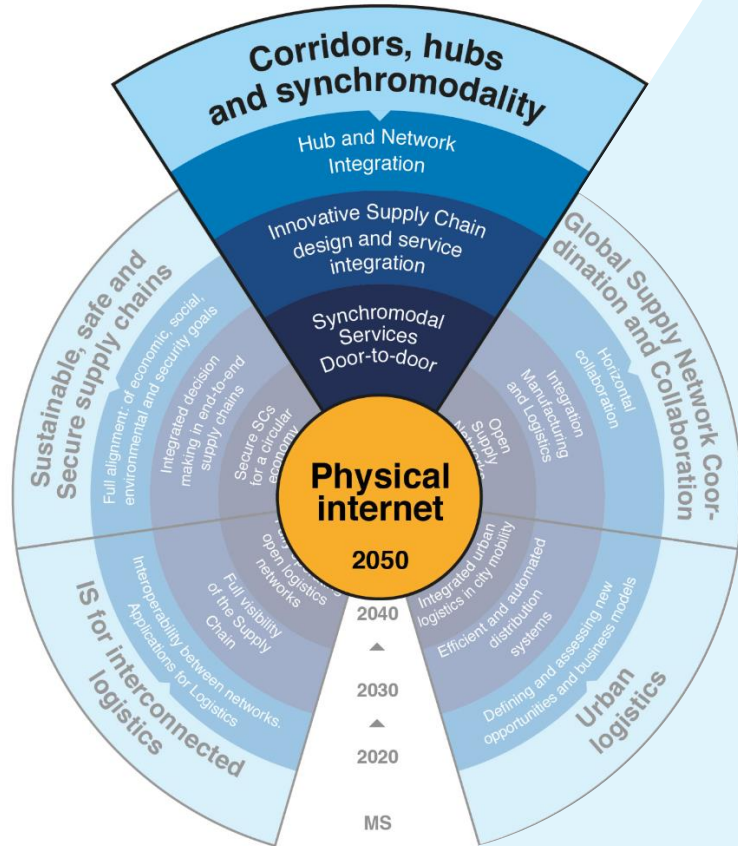


Urban Map Covered by "Recycling carton plan" of CAINIAO Network from 2017 to 2018



Bring Physical Internet to China

Corridors, Hubs and Sychromodality



商桥物流

Transport

The unitized logistics business - "ShangQiao cardo bus" for express box transportation



Scheduling



Loading



highway logistics operation system

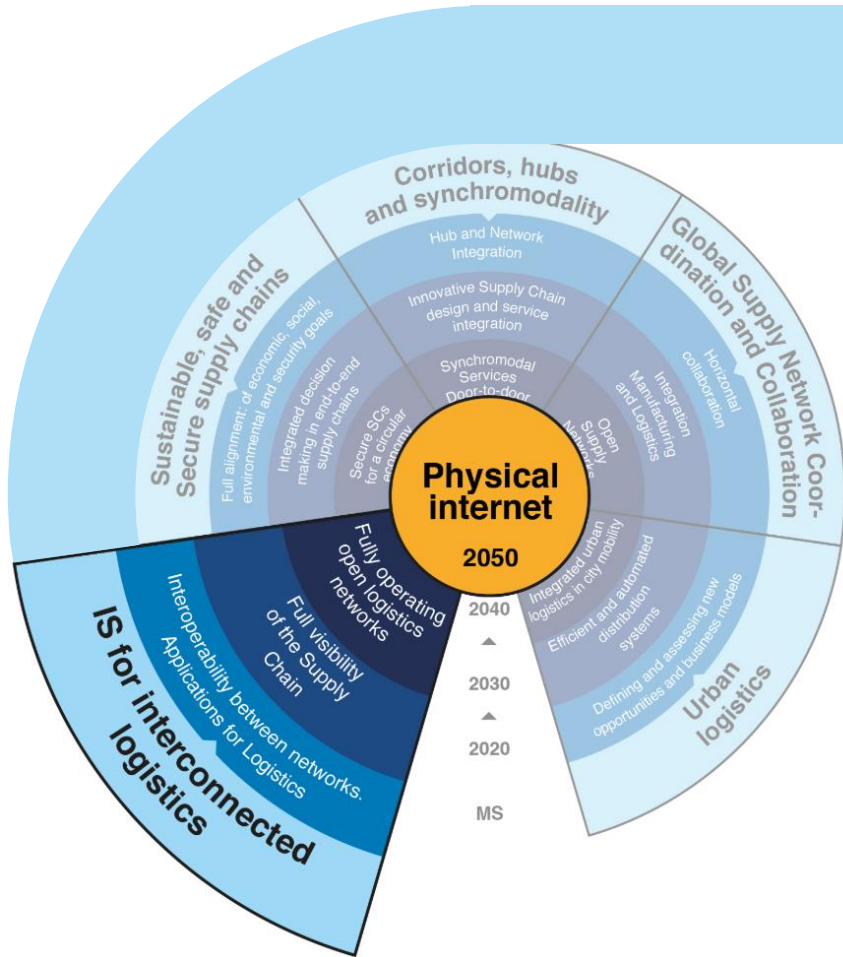


Bring Physical Internet to China

Systems & Technologies for Interconnected Logistics



JD.COM



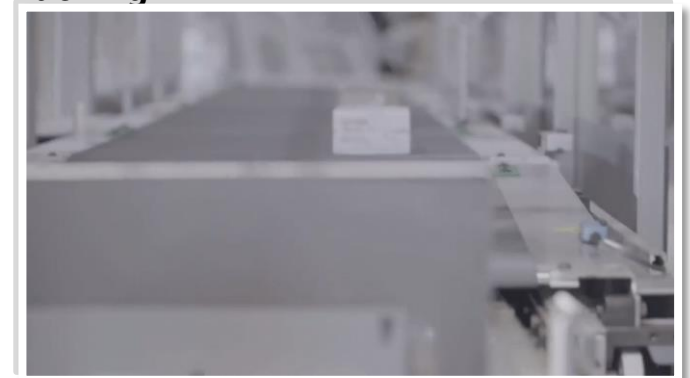
Jingdong has *the largest Self-built logistics* in China

Focus on "*Internet + logistics*" to build an *intelligent warehouse logistics system*

Pick-up



Packing



Delivery



Distribution

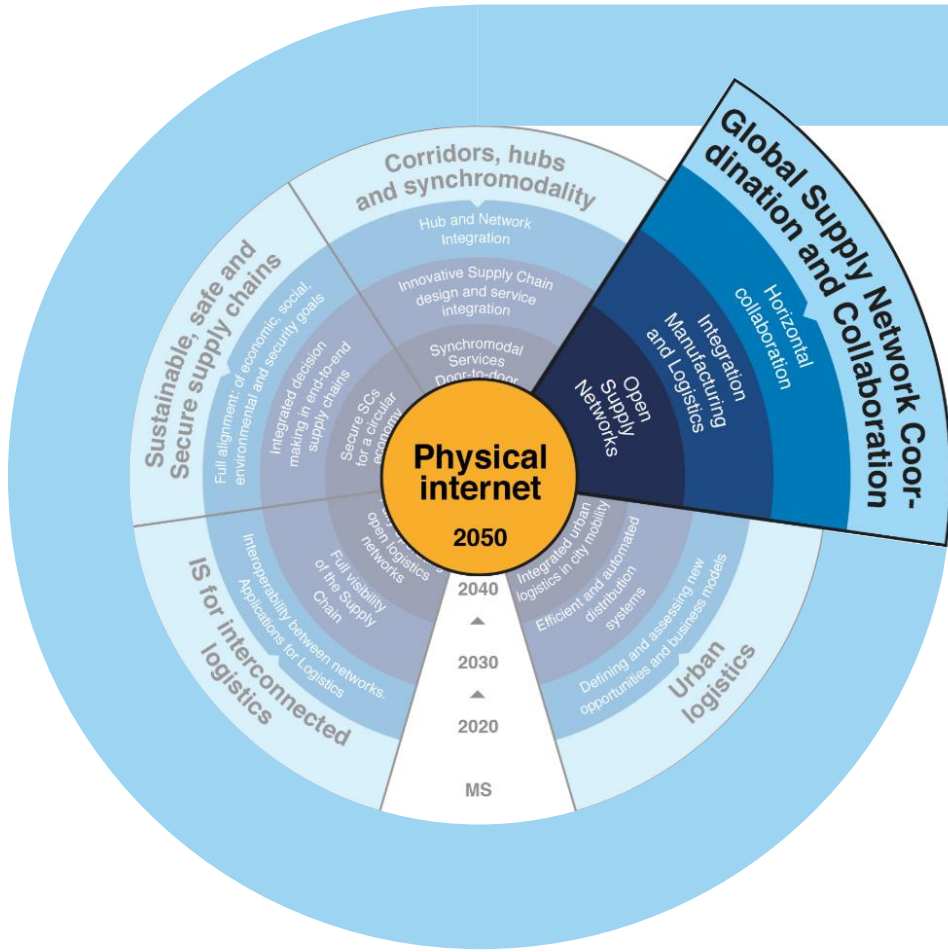


Bring Physical Internet to China

Global supply network coordination and collaboration



CIMC intermodal development CO.,LTD

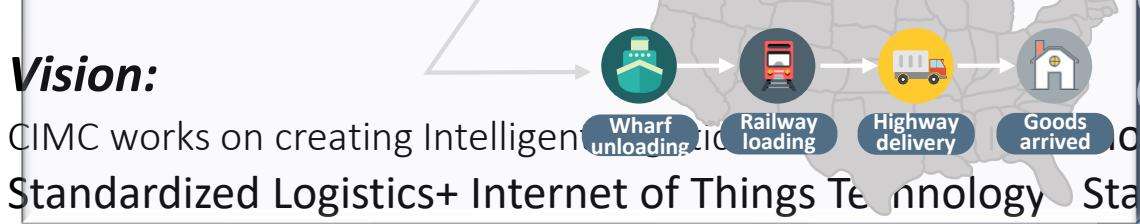


International multimodal transport

A global leader in the container industry
The global market share of CIMC Containers has ranked the world



Its annual production capacity of dry cargo container exceeds 2 million units. Its annual production capacity of refrigerated container surpasses 2 million units. Its products being widely used in North America, Europe, Asia



Vision:

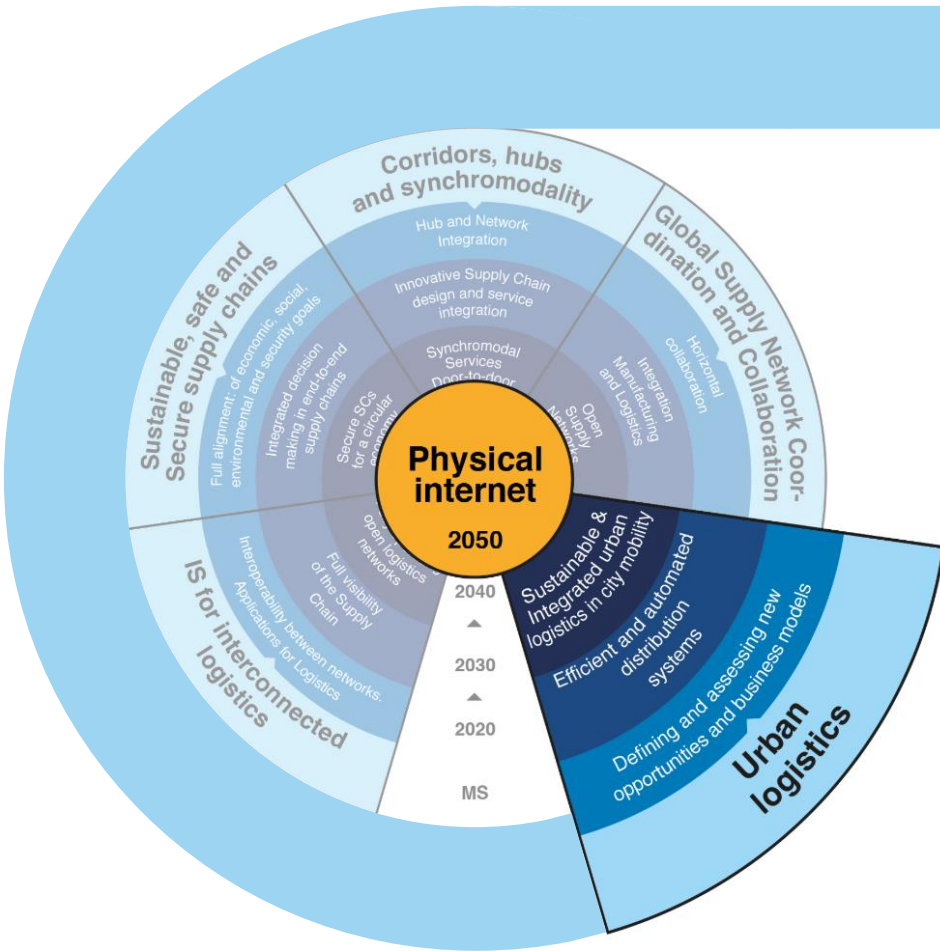
CIMC works on creating Intelligent Standardized Logistics+ Internet of Things Technology Stack

- CIMC intermodal informationization
- Internal Management System
- UPIN Customer Platform
- Logistic equipment based on IOT
- Intelligent Driver Terminal Management

Bring Physical Internet to China

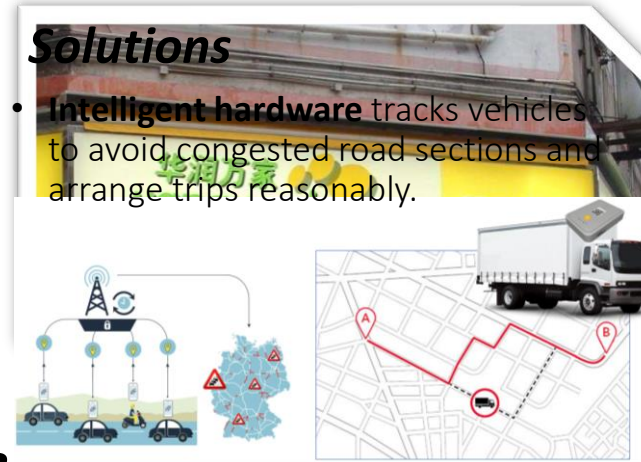
Urban Logistics

华润万家
vanguard



Solutions

- **Intelligent hardware** tracks vehicles to avoid congested road sections and arrange trips reasonably.



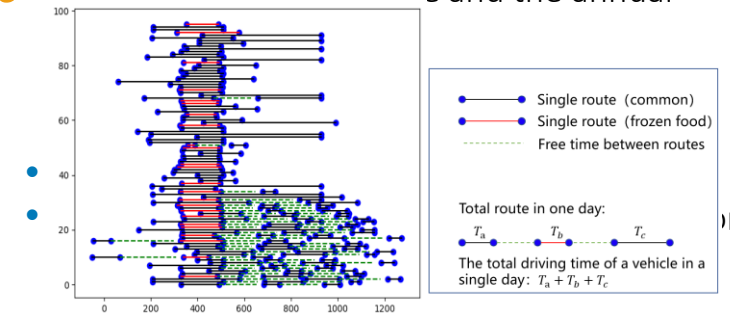
- **Reasonable planning** of loading goods to improve vehicle utilization

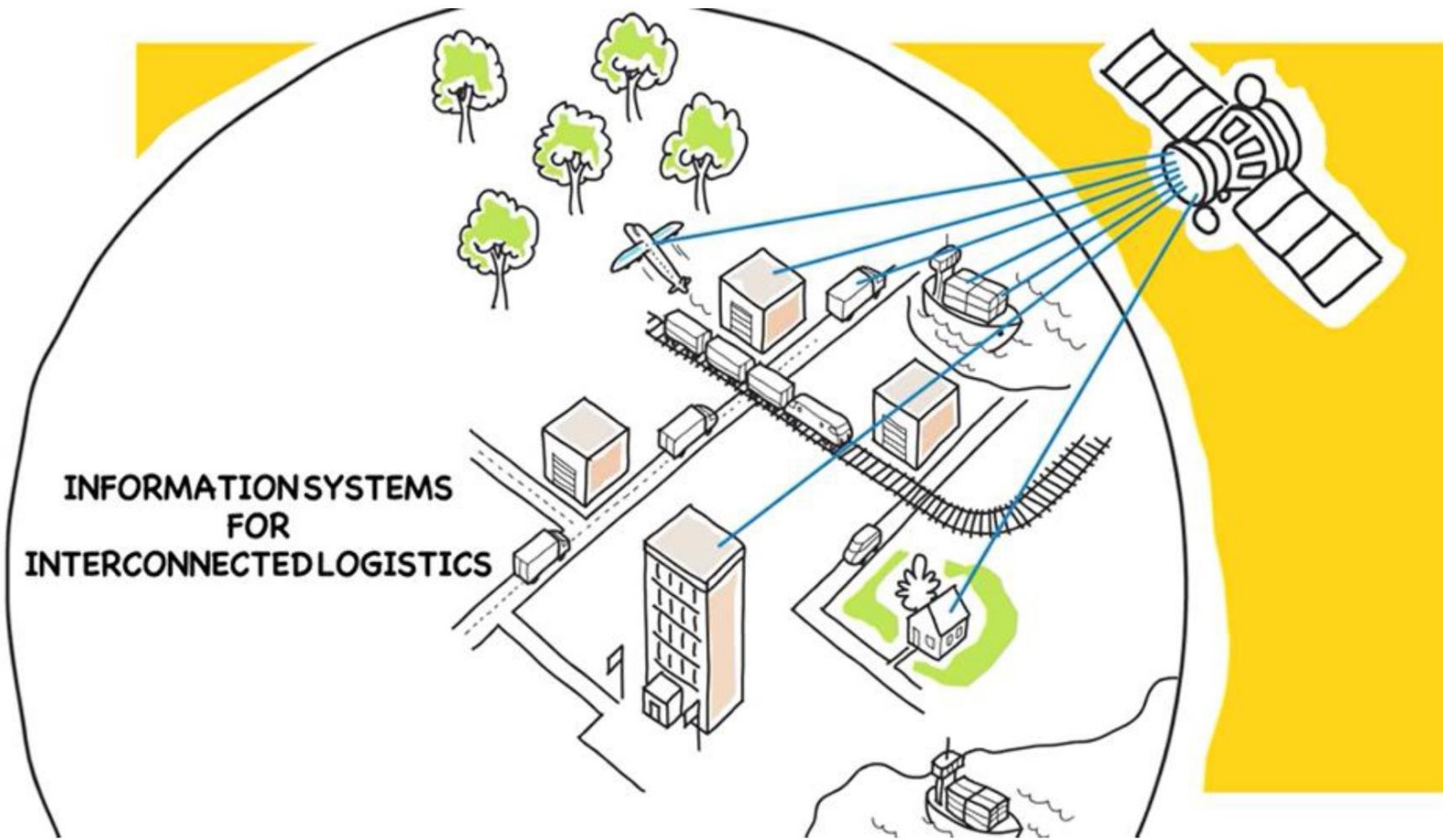
Background

- **Unified distribution** in different periods to meet the needs of stores
- Founded in 1994, the company of China Resources Group, a large supermarket chain with 2000+ cars every day nationwide and the annual



- **Two-stage algorithm, time window based-task assignment** to balance drivers' income and work intensity under multiple routes





**China will be a fertile ground for
Physical Internet research and innovation!**

03

SHENZHEN
&
SZU



SHENZHEN

Welcome To Shenzhen



China

Shen Zhen

Guangdong Province, China

Shenzhen is located on the South China coast neighboring *HongKong* and *Macau*.

It has a land area of **1996.8** square Km.



SHENZHEN

Welcome To Shenzhen

1978

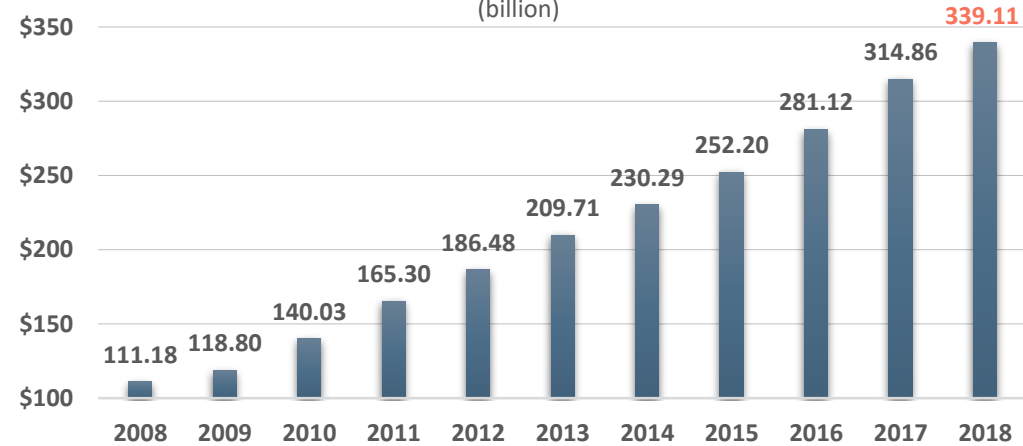


2019



GDP

(billion)

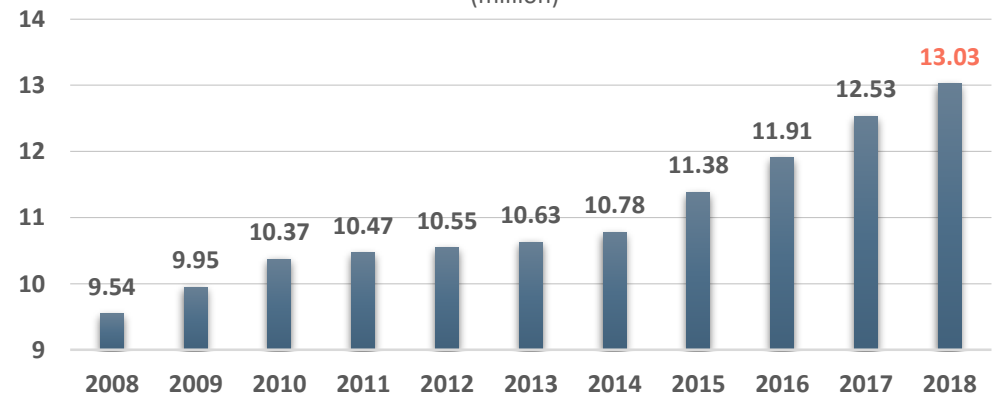


7.7%

The GDP tops \$339.11 billion with an average annual growth rate of 7.7%.

Resident Population

(million)



498000

ShenZhen has a resident population of 13.03 million in 2018, a net increase of 0.498 million over last year.

SHENZHEN

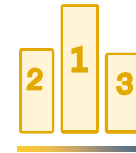
Logistics Hub of Asia-Pacific

Shenzhen is the **only** city in mainland China that has **sea, land, air and railroad ports of entry**

Shenzhen's **Bao'an International Airport** is one of mainland China's **four biggest airports**.

Shenzhen's **container shipping handling capacity** continues to rank **third** among the world's ports.

Shenzhen's **foreign trade exports** have ranked **first** among mainland China's cities for **23** years in a row.



SHENZHEN

City of Sci-Tech and Innovation

Shenzhen has produced many **international famous enterprises**

It is host to over **270** of **the world's Global 500 enterprises**

The number of **international patent applications** filed in Shenzhen has ranked **No.1** among mainland Chinese cities for **14** years in a row



Tencent 腾讯



dji 大疆创新



HUAWEI



SF EXPRESS
顺丰速运

SHENZHEN

Young and Active City

An open and inclusive city

94.4% of the permanent population comes from elsewhere

A young and active city

The average age of Shenzhen's population is 33.

A city of volunteers

ShenZhen has 1.25 million registered volunteers.



SHENZHEN

Green & Livable City



“A library city”

It has **620** libraries and was named by UNESCO as a **“Global Model for the Promotion of Reading”**



“A coastal city”

It has one of the **eight** most **beautiful coastlines** in China.



“Blue Shenzhen”

It’s **air quality** ranks **first** among China’s first-tier cities

SHENZHEN

Honors Achieved

No.1 on the list of “Most Innovative Cities in China’s Mainland

----Forbes

One of the world’s 31 must visit places

----New York Times

“Shenzhen is a miracle in China’s scientific development.”

----Nature magazine

“2019 Best in Travel City Top 10 ”

----Lonely Planet



Where Dreams

Begin

*The Special Economic Zone University
The Window University
The Experimental University*



深圳大學

SHENZHEN UNIVERSITY

Preface

External conditions

Shenzhen University is a public university established in **1983**, located in China's pioneering city of reform and open-up — Shenzhen.

Shenzhen University, is known as “the Special Economic Zone University, the Window University, the Experimental University,” and characterized by its **youthful vigor**, **beautiful campus** and **rapid growth**.



Achievement

Outstanding Alumni



Ma Huateng

- Chairman and CEO of Tencent Technology (Shenzhen) Co., Ltd.
- Chinese entrepreneur, one of the representatives of modern tide merchants.
- In 2013, he served as the National People's Congress(NPC) deputy, a total of three proposals centered on innovation, planning and going global.

Over the years, Hurun Report and Forbes China Rich List University has nurtured more than **100,000** graduates, most of whom have put down roots in Shenzhen Special Economic Zone and become backbone of their chosen fields.

Distinguished alumni of SZU include **Ma Huateng, Zhang Zhidong, Chen Yidan, Xu Chenxi, Shi Yuzhu**, etc.

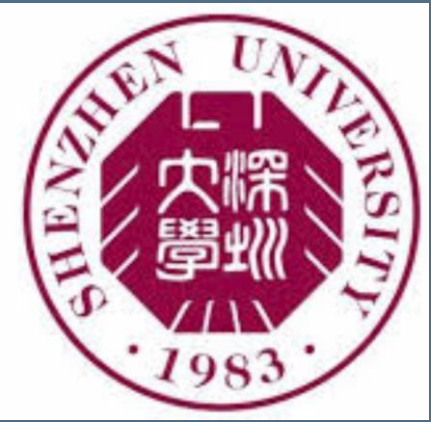


Shenzhen University

Activity

Litchi Festival in SZU





IPIC 2020

Looking forward to seeing
you in Shenzhen