

Defining Consumer Disruption and Upending the Sustainability Game

解構消費市場變化 引領可持續發展改革

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The world has been grappling with the COVID-19 for months now, leaving no businesses immune from its impact, not even for Swire Coca-Cola HK, the leading beverage company that supplies more than 20 brands of sparkling and still beverages in Hong Kong.

Neil Waters, Executive Director - Hong Kong & Taiwan of Swire Coca-Cola Limited, said ensuring safe and smooth operation of its local manufacturing facilities continues to be a priority. He also revealed how the company rides the storm together with its wide network of distribution partners, retailers and restaurant owners, looks beyond the crisis and continues to stride in its sustainability journey.

Turning around Swiftly from Disruptions

At the early stage of the virus outbreak, China's nationwide lockdowns caused a massive delay for factories to reopen after the Chinese New Year holiday. Packaging materials could not be delivered from the mainland and had posed challenges to Swire Coca Cola HK's local production plant.

Fortunately for the company, a contingency plan has been in place. The safety inventory built up before the holiday provided Swire Coca Cola HK extra time to react to the crisis. For a few weeks in February, the supply chain team worked tirelessly to monitor and resolve any potential issues along the supply chain. They flexibly adopted different logistical arrangements, such as temporarily storing raw materials at the ports instead of in-city warehouses, and considered different transportation routes from land, sea and air to ensure stable material supply. The production lines continued to run on schedule to fulfil demands from the retail stores. Neil applauded the excellent job of his teams in avoiding any out-of-stock situation.

新冠肺炎疫情持續肆虐，企業生意深受影響，而在本港提供20多款飲品的生產商 - 香港太古可口可樂亦不能倖免。

太古可口可樂執行董事 - 香港及台灣 - 利偉達表示，確保本地生產廠房能夠安全及暢順營運是其首要考慮。他亦透露如何通過廣泛的分銷合作夥伴、零售商和餐廳網絡來分散業務風險、跨過危機，並以前瞻性舉措，迎難而上，繼續邁向其可持續發展目標。

靈活應對供應鏈窒礙

中國早在病毒爆發初期已封鎖全國城市，導致工廠在新年假期後無法即時復工。部分包裝材料未能如期由內地運往香港的廠房，對生產一度構成挑戰。

猶幸公司早已部署應急計劃，在新年前準備好安全存庫儲備，應對材料短缺的風險。期間，供應鏈團隊一直密切監控、解除供應鏈的潛在問題，例如將原材料臨時儲存在港口而非市內倉庫，並研究出包括海、陸、空等不同運輸途徑，確保原材料供應穩定。廠房能繼續如常生產，以滿足各零售商的需求。利偉達稱讚團隊的出色表現，有效防止缺貨情況出現。

