



International Cargo & Logistics Conference 2012

Transcend Economic Growth
Through Integration & Collaboration

10th & 11th April 2012
Kuala Lumpur, Malaysia

ICLC 2012

Conference

Transcend Economic Growth Through Integration & Collaboration

KEY BENEFITS

- **Overcoming** the issue of Cargo Capacity and Market Demand
- **Researching** into ways of Reducing Cost and sustaining Competitive Pricing
- **Analysing** the prospect of the Shipping, Airline and Logistic industry
- **Grasping** the strategies of effective Crisis Management
- **Examining** methods to enhance Container and Intermodal Facilities
- **Understanding** the key factors of successful Supply Chain Management
- **Learning** the skills of competent Warehouse Management
- **Exploring** the potential of International Logistic Hubs
- **Discovering** technologies to improve Service Efficiency & Quality
- **Understanding** the benefits of Environmental Initiatives
- **Researching** into the challenges and solution in operating Cold Chain Logistics

“The pressure on logistics companies to continuously become more cost effective has never been greater. The companies best able to improve on service levels without increasing cost will be the winners – on logistics services providers in China” - Steffen Christensen, Asia CEO, DAMCO



CONTACT INFORMATION

Evolution Mind Power Sdn Bhd

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www.evolution-asia.com/iclc2012/iclc2012.html



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Why You Should Attend?

In today's rapidly advancing cargo and logistics industry, it is important for industry players to remain cognizant about the latest developments emerging in various sectors. Globalisation stimulates the increase in international trade spurring greater volumes in cargo. Transport modality, storage and distribution methods have also become more sophisticated as cold chain and dangerous goods require increasingly complex facilities. The growing industry is moving towards escalation of multimodal transportation that implicates the involvement of many organisations from various related logistics industry sectors. It has become advent that the cargo and logistics industry need to collaborate and integrate as a whole in order to excel economically.

The cargo and logistics industry experienced a turbulent year in 2011 as international trade has been unstable due to economic instability, political turmoil and natural catastrophes. The industry is also facing challenges in coping with security issues and bad weather conditions. Due to the global uncertainty, there has been a shift in cargo routes and change in trading trends. Many logistics and cargo traffic has move towards the inland of most regions, coercing external logistics activities towards internal ports, airports, warehouse and cargo hubs. Hence, there has been a change in the way logistics activities operate paving new opportunities as economic directions transform.

Capacity leveraging has always been the main concern in every sector of the cargo and logistics industry. It is important that an optimum level is maintained to ensure cargo capacity and market demand is balanced in a cost effective manner. The logistics industry requires strong financing, insurance and brokering institutions to support the operations as well as hi-tech infrastructure as a foundation to cater for complex logistics requirements. Green technology is an important aspect that requires acute attention and effort to reduce carbon footprint and operate in a mores sustainable manner.

The cargo and logistics industry is moving forward towards greater heights with better prospects of international trade. Multimodal transport hub is the way forward for international ports around the world to remain competitive in the industry. Logistic companies need to diversify services and cater to all levels of the market in order to boost revenue and to sustain through this challenging era when competition is great in the industry. This conference provides participants with valuable insights from experts across various logistic industries. Learn from their experience and share opinions on how to excel in this rampantly transforming cargo and logistics industry. Gather practical information and skills to lead your organisation towards a better future in the cargo industry.

Who Should Attend

Presidents, Vice Presidents, CEOs, COOs, Directors, Managers, Heads, Leaders and Professionals from the following industries:

- Logistic
- Transportation
- Supply Chain
- Warehouse
- Cargo & Container
- Shipping
- Railway
- Airline
- Freight Forwarder
- Postal Service
- Courier Service
- Third Party Logistics (3PL)
- Government Institutions
- Banking
- Finance
- Insurance
- Oil & Gas
- Manufacturers
- Importers
- Exporters
- Technology & Innovation
- IT
- Others

Testimonials

"This conference which organized by EMP Asia is very helpful and informative since it enable us to have an exposure towards what was happening in the industry and the direction that the industry are moving into." - *Sahidah Bt Zakariah, Postgraduate Student (PHD), MITRANS, UiTM Malaysia*

"It's a good event to attend, good platform to learn from other and addressing issues of our concern." - *Mohd Faizal Sulaiman, Student, MITRANS, UiTM Malaysia*

"This conference is informative and gave me a lot of new information to expand my knowledge about logistics and international trade." - *Sheila Farrah, Postgraduate Student (Master), MITRANS, UiTM Malaysia*

"What I appreciate through this conference is the opportunity to meet and hear from different players in the market even from the overseas." - *Rebecca Sia, Senior Manager, DHL Global Forwarding*

"Good conference event, we exchange information between the participants and new methodologies with other country." - *Mohammad Riad Puasa, Business Development Manager, SA Kargo Sdn Bhd*

"The EMP' teams are very warm organizer ever! Thanks for the hospitality and you've succeeded in bringing good speakers on different subjects. Congratulations! I have gained a lot of knowledge on logistics and cargo industry." - *Noor Aishah Kamarzaman, KPSU (LSC), Ministry of Transport, Putrajaya*

"Well organized event with good line up of speakers. Relevant theme with good choice of topics." - *Gopal R, Director, Frost & Sullivan, Malaysia*

"All the topic are very relevant to the conference title. Good discussion on various topics." - *May Yee, Executive Director, Agility Logistics Sdn Bhd, Malaysia*

"It was extremely well organized and speakers were well chosen with great personal attention to all participants." - *Swati Nair, GM Business Development, St. John Freight Systems Pte Ltd, Singapore*

"It gives me an insight in understanding of the Cargo & Logistics industry in the Asian Region." - *Azharan Ramlee, Manager of Logistics, Bintulu Port Sdn Bhd*



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Masterclass

Global Supply Chain Management (SCM)

The Economic Perspective of Logistic Management

KEY BENEFITS

- **Understanding** the key supply chain logistics activity areas
- **Analysing** logistics in the economy from a macro perspective
- **Examining** logistics in the company a micro perspective
- **Viewing** logistics activities as an integrated system
- **Researching** supply chain product and logistic cost relationship
- **Exploring** strategies and methods in reducing logistics cost
- **Conducting** performance measure and financial analysis
- **Leveraging** between supply and demand
- **Discovering** the effective approaches in Transport, Distribution, Order and Customer Service Management

“If you start talking about a vehicle that is maybe 25 percent more expensive than the conventional thing, but 80 percent more efficient, now you’ve really got something - on the courier operator’s drive to use more electric trucks” - *Frederick Smith, Founder and Chief Executive, FedEx Corp*



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Global Supply Chain Management (SCM)

The Economic Perspective of Logistic Management

12th April 2012

Kuala Lumpur, Malaysia

Why You Should Attend?

Logistics is the most crucial aspect in Supply Chain Management whereby business operations are primarily centralised around transportation and distribution. Logistics is the management of the flow of goods, information and other resources between the point of origin and the point of consumption in order to meet the requirements and demands of consumers. Logistics involves the integration of information, transportation, inventory, warehousing, material handling and packaging.

It is important for organisations to ensure that key logistics activity areas are operating efficiently with an effective supply chain plan and strategy. Industry players need to be sentient about economic changes and remain vigilant about the economic impact of logistics. Business planning for logistics operations need to be planned from a macro and micro perspective. It is crucial for companies to consider the impact of logistics on the economy as well as on the company. The value added role of logistics is the key driving factor of the supply chain process.

Another critical aspect of logistics is costing and pricing which is extremely crucial in determining the direction of the business. Logistics cost is strongly influenced by supply and demand which is greatly affected by the market. Hence, it is vital for companies to conduct supply chain performance measures and financial analysis to ensure the stability of the logistics business. It is also essential for organisations to ensure efficiency in the aspects of transportation, distribution, warehousing, inventory and customer service.

This masterclass provides participants with practical skills and knowledge in the key areas of logistics in supply chain management. Learn the best practices in logistic management and drive your organisation operations towards a more efficient and competitive future.

Who Should Attend

Presidents, Vice Presidents, CEOs, COOs, Directors, Managers, Heads, Leaders and Professionals from the following industries:

- Supply Chain
- Logistic
- Cargo & Container
- Freight Forwarder
- Courier Service
- Warehouse
- Transportation
- Third Party Logistics (3PL)
- Manufacturers
- Importers
- Exporters
- Procurement
- Merchandising
- Business Planning
- Costing
- Marketing
- Airline
- Shipping
- Railway
- Postal Service
- Government Institutions
- Technology & Innovation
- IT
- Others

***“Excess capacity remains a problem for the less-than-truckload and truckload markets and opportunities to improve margin will be difficult
- on the overcapacity in the US trucking sector”
- Doug Stotlar, Chief Executive, Con-way***



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Masterclass

Shipping Management In The Cargo Industry

A Systematic Approach From
The Operations Perspective

KEY BENEFITS

- **Understanding** the shipping 3P (Procedure, Practices & Performance)
- **Examining** the shipping transportation management process
- **Discovering** methods of shipping cost reduction
- **Leveraging** between operational cost and market expectation to sustain competitiveness
- **Applying** a systematic approach in managing shipping orders
- **Implementing** proper shipping documentation procedures
- **Conducting** shipping operation evaluation, analysis, auditing and reporting
- **Exploring** approaches to improve shipping efficiency

"Every direction you go, there is a major challenge you face getting your goods to market in a timely fashion - on shipping bottlenecks, such as the container crunch and slow steaming"
- El Sands, Executive, ICG Commerce



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Shipping Management In The Cargo Industry

A Systematic Approach From The Operations Perspective

12th April 2012

Kuala Lumpur, Malaysia

Why You Should Attend?

Shipping is a vital transportation link in international trade. The maritime industry encounters to a large extent various irregularities and discrepancies which will disrupt the distribution chain. It is crucial for shipping companies to operate with excellent shipping management in order to sustain and remain competitive.

The most vital aspects of shipping management are the Shipping 3P - Procedure, Practices & Performance. Shipping companies need to ensure that each of these key areas are well administered in order to achieve the most optimum financial and operational benefit. The primary step towards shipping management improvement is to first understand the shipping market environment. This is followed by an overall evaluation and assessment of the current shipping operations within the company to identify the key areas that needs to be addressed. It is also important for shipping companies to ensure that proper documentation practices and procedures are implemented to ascertain that shipping processes are carried out smoothly. Proactive efforts to maintain good shipping documentation will reduce dispute and discrepancies that may arise due to documentation irregularities.

Shipping cost is also a crucial aspect of shipping management that must be conscientiously evaluated, planned and implemented. Decision makers of shipping companies need to carefully consider every aspect of the shipping process as every trivial area can greatly affect the cost of shipping. It is also important for shipping companies to vigilantly monitor shipping activities through evaluation, analysis, auditing and reports.

This masterclass provides participants with practical skills and knowledge in the key areas of shipping operations and management. Learn the best practices in shipping management and drive your organisation operations towards a more efficient and competitive future.

Who Should Attend

Presidents, Vice Presidents, CEOs, COOs, Directors, Managers, Heads, Leaders and Professionals from the following industries:

- Shipping
- Cargo & Container
- Freight Forwarder
- Postal Service
- Courier Service
- Supply Chain
- Warehouse
- Transportation
- Logistic
- Third Party Logistics (3PL)
- Government Institutions
- Manufacturers
- Importers
- Exporters
- Technology & Innovation
- IT
- Costing
- Procurement
- Merchandising
- Business Planning

“The challenge for exporters now is to find equipment and/or vessel space to ship their cargo, rather than harp on rates”
**- Ooi Lean Hin, Chairman,
Shipping Association of Malaysia**



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Masterclass

Aviation Management From A Commercial Perspective

Excelling Profitability And Optimising Cost

KEY BENEFITS

- **Implementing** cost optimisation methods in aviation business operations
- **Exploring** strategies to improve aviation business profitability
- **Learning** accurate traffic forecasting techniques
- **Analysing** the feasibility of the cargo and aviation business
- **Discovering** the fundamentals of aviation route development
- **Applying** effective strategies to aviation business planning
- **Researching** into effective methods of aviation management
- **Understanding** the policies and regulations of the aviation industry

"With a loss of \$2.8 billion this year, I think we can say with a reasonable degree of certainty that we will be back in the black in 2011"
- on the future of the airline industry"
- Giovanni Bisignani, Chairman, IATA



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Aviation Management From A Commercial Perspective

Excelling Profitability And Optimising Cost

12th April 2012
Kuala Lumpur, Malaysia

Why You Should Attend?

The aviation industry today is highly competitive and it is crucial for companies in this sector to secure steady growth in order to sustain and succeed. Efficient strategic aviation management is the key to long term growth for aviation industry players such as airlines, airports and other aviation businesses. Hence, it is important for aviation companies to strategise the overall business planning, operations and management in order to remain competitive to survive in the industry.

The fundamental and initial planning in aviation management is critical to ensure that the aviation business is driven towards the right direction. It is important to obtain accurate data in traffic forecasting and market research in order to obtain a clear perspective of the true situation of the aviation business. Based on the traffic forecasting, industry players of the aviation industry will evaluate the feasibility of the aviation business and derive financial projections.

Route development is another key aspect in aviation management that needs to be carefully monitored. The development of new routes drives market expansions and careful management of existing routes will ensure that operational cost do not overrun. Business planning is also a crucial area in aviation management that requires serious attention on strategies and legal matters. It is also vital for companies to be vigilant about the policies and regulations of the aviation industry.

Cargo in the aviation industry is often viewed as contribution to margin rather than a profit center. However this perception should shift towards a more positive direction as the cargo sector does demonstrates value for airlines and airports as international trade expand and demand for air cargo services increase. Besides the main aviation business, it is also important for companies to generate alternate income from the existing aviation facilities and infrastructure.

This masterclass provides participants with practical skills and knowledge in the key areas the aviation business from the economic perspective. Learn the best practices in the aviation business and drive your organisation operations towards a more profitable and competitive future.

Who Should Attend

Presidents, Vice Presidents, CEOs, COOs, Directors, Managers, Heads, Leaders and Professionals from the following industries:

- Airport Authorities
- Airline
- Cargo & Container
- Freight Forwarder
- Postal Service
- Courier Service
- Supply Chain
- Warehouse
- Transportation
- Logistic
- Third Party Logistics (3PL)
- Government Institutions
- Manufacturers
- Importers
- Exporters
- Technology & Innovation
- IT
- Costing
- Procurement
- Merchandising
- Marketing
- Business Planning

"It's a game of survival, not of growth. The good old days of having six majors, each with their own collection of supporting regionals, are gone - on consolidation of US regional airlines"
- Richard Aboulafia, Analyst, Teal Group