



TRAIN-THE-TRAINER Course in Lahore, Pakistan (21 February - 4 March 2011), joint mission with UNCTAD and the PAKISTAN INTERNATIONAL FREIGHT FORWARDERS ASSOCIATION (PIFFA)

1. Introduction

UNCTAD invited FIATA Foundation - Vocational Training (FFVT) to join them on a project focusing on Trade Facilitation in Northern Pakistan (Lahore) where capacity building was considered to be a core issue for the success and sustainability of the venture. The local Pakistan International Freight Forwarders Association (PIFFA) hosted and administered a training course with a view to strengthen the local industry and to build up a team of local trainers.

2. Company Background

FIATA today is the leading non-governmental organization in the field of transportation and logistics, representing in excess of 40'000 companies employing up to 10 million people in 150 countries. Our Membership consists of 115 Association Members and over 5'600 Individual members. Thus FIATA represents the unique position of the forwarder in the global supply chain. Our member's expertise touches on all aspects of international transport and logistics. Our delegates are regularly participating and contributing at various meetings of International governmental organizations, such as WCO, WTO, UNCTAD, UNESCAP and with non-governmental organizations in a wide spectrum of issues which affect the global economy's ability to transport goods efficiently. In 2003 FIATA launched the FIATA Foundation as an independent body for the implementation of "Train-the-Trainer" courses for Association Members in emerging and developing countries.

3. Description of the Initiative & Motivation

While the transport and logistics industry grows exceedingly dynamically in Pakistan, it is estimated that 40% of agricultural production is ruined during transportation from field to domestic and international market. This situation is partly due to the lack of efficient infrastructure and connectivity capacities. Also, appropriate management and logistics practices are a big challenge in the transport sector. The initiative aims to provide comprehensive training to local employees in order to improve standards and increase capacity in this very competitive sector.

In 2006 the Pakistan International Freight Forwarders Association (PIFFA) benefited from a "Train-the-Trainer" course in Karachi which was founded and delivered entirely by the FIATA Foundation, it was meant to strengthen the local industry and to build up a small team of local trainers. PIFFA is certainly a focal point in the freight industry in Pakistan and the region in general. About 450 of the 600 to 700 Pakistani forwarders are organized in the PIFFA which has been a FIATA member since 2004.

In view of the excellent relationship and cooperation with UNCTAD - proven already in previous joint missions (e.g. Afghanistan), - FIATA Foundation was ready to team up in a "Train-the-Trainer" (ToT) course in Northern Pakistan. This also in view of the support extended to the Foundation by making available on a regular basis an experienced lecturer of UNCTAD, (Dr. Vincent Valentine) on FIATA Foundation's own training courses. As mentioned above, Pakistan International Freight Forwarders Association (PIFFA) benefited from a ToT course in 2006 and for this reason it was difficult for FIATA to justify a second and similar assignment in the same country. UNCTAD, together with the World Bank then agreed to provide the major part of the funds.

28 highly motivated candidates were finally appointed - mainly senior executives of the local industry - some of them company owners. The level of competence and the direct implementation of what they have learnt were encouraging and rewarding at the same time. The training included assessment techniques, training organization,

customs knowledge, trade facilitation and global sea transport. Also, local experts from the Pakistan Railways and Customs officials shared local expertise with the participants.

3.1 Measures to build in sustainability in the longer term

As in previous FIATA Foundation courses, Working Groups were constituted (Air, Maritime/Ocean, Road, Rail, Multimodal, ITC, Legal, Logistics, Insurance, Customs, etc.) consisting of Domain Experts, each with a Head and a Deputy. It was recommended that the Head of each Working Group should be a Member of the PIFFA Training Committee (Lahore Branch). After the course the Committee should start with a practicable work plan with the objective to validate the course by FIATA Advisory Body Vocational Training within a time frame of 1 - 1,5 years. Continuity can only be achieved when a strong measurable commitment of the Association Members is clearly benchmarked and professional training is fully implemented within a specific period of time.

The FIATA/UNCTAD resource team expressed its hope that the Association's Training Committee would soon after the course start to develop sustainable courses for the membership in Lahore to enhance professional knowledge.

4. Impact/Results

In conclusion it can be stated that the course has been shaped by the following elements:

- The first FIATA Foundation course in 2006 in Karachi produced two well trained local lecturers from the industry which have greatly assisted in the delivery of domain knowledge in Lahore, this is a rewarding result of a previous TOT mission
- It was again possible to demonstrate synergies and benefits of cooperation with the governmental and the private sector and the value of FIATA membership for the Association
- The Pakistani transport and logistics sector is both a dynamic and strong vector of growth not only for Pakistan's economy but also for the development of the whole region. The initiative by FIATA and PIFAA is looking at increasing the capacity of local players to overcome inefficiencies through training. This initiative is already helping local industry to strengthen skills and standards to face the international competition in the transport sector. This initiative is thus reinforcing the trade capacity of the local industry in Pakistan.



Awarding of Attendance Certificates at the Closing Ceremony

(Dr. M. Saeed, Jan Hoffmann (both UNCTAD), Toqir A. Lohdi (PIFFA course organizer), Markus Schöni (FIATA) Faquir U. Sabir (course participant) and a Senior Board Member of PIFFA Karachi (from left to right))