



**SEMINAR ON ENHANCING THE COMPETITIVENESS OF LOGISTICS INDUSTRY
SELESA HOTEL, JOHOR BAHRU
3 JULY 2008 (THURSDAY)**

CO-OPERATION WITH:



1.0 Introduction

Malaysia Productivity Corporation (MPC) will be organising a half-day seminar entitled "Seminar on Enhancing the Competitiveness of Logistics Industry" on 3rd July 2008 (Thursday) at Selesa Hotel, Johor Bahru. The seminar is a co-operation with Johor Freight Forwarders Association (JOFFA).

2.0 Background of the Seminar

"Seminar on Enhancing the Competitiveness of Logistics Industry" will be focusing on the strategies to enhance the competitiveness of the Logistics Industry through a suitable business practices. The half-day seminar will also discussed on issues and challengers faced by the Logistics Industry.

3.0 Benefits and Impacts of the Programme

- 3.1 Highlights on strategies to enhance the competitiveness of the Logistics Industry through business practices and performance indicators among the industry.
- 3.2 Enhancing competitiveness of the Logistics Industry through sharing of experience in supply chain management, adoption of ICT, improving efficiency and human capital development.
- 3.3 Discussion on issues and challengers faced by the Logistics Industry in the current view and towards the future.

4.0 Paper Presenters

There will be three (3) paper presentations during the seminar (Appendix 1). The presenters include key personnel from government agencies and Logistics Industry who have a wide experience specifically in the Industry and the topic discussed.

5.0 Participants

A total of 100 participants from the logistics industry are estimated to attend the programme. The targeted group of participants are:

- a. Executives Directors from the Logistics Industry; and
- b. Senior Executives from the Logistics Industry who is managing the quality management activities in their organisation.

TENTATIVE PROGRAMME

PROGRAMME : "Seminar On Enhancing The Competitiveness Of Logistics Industry"

VENUE : Johor Bahru (Selesa Hotel)

DATE : 3 July 2008 (Thursday)

Time	Programme
8.30 a.m.	Registration of Participants
9.00 a.m.	Welcome Speech By Director General Malaysia Productivity Corporation (MPC)
9.15 a.m.	Paper 1: <i>Competitiveness of the Malaysian Logistics Industry</i> Malaysia Productivity Corporation (MPC)
10.30 a.m.	Paper 2: <i>Logistics Industry Development Towards Enhancing Competitiveness</i> Mr. Nazery Khalid Maritime Institute of Malaysia (MIMA)
11.45 a.m.	Paper 3: <i>Contributions Of Customs Department To Promote Growth Of Industries</i> Mr. M. Viknasevaran Johor Freight Forwarders Association (JOFFA)
1.00 p.m.	Networking Lunch & End of Seminar

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3rd July 2008 (Thursday)
8.30 a.m - 1.30 p.m
Hotel Selesa, Johor Bahru.

Registration Form

Dear Sir,

Please register the following participant (S) for the above programme

Company : _____

Contact No. : _____

Name 1 : _____

Designation : _____

Name 2 : _____

Designation : _____

Name 3 : _____

Designation : _____

Name 4 : _____

Designation : _____

Name 5 : _____

Designation : _____

- *Kindly fax this form by 28 June 2008*

For further enquiries, please contact JOFFA Secretariat
Tel : 07-512 5900 / 01 Fax : 07-512 5902