



East Bay  
Center for International Trade Development

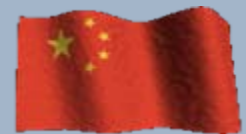


**Seminar on:**  
**Transportation Logistics Industry**  
**in California**  
**Sacramento, April 20, 2006**



**Global Logistics &**  
**International Trade**

Presented by Said Cherkaoui, Ph.D.  
East Bay Center for International Trade Development  
Berkeley City College - Vista Community College





# Logistics @ Oakland Port during the peak season





# Purpose or Objectives of the Training:

## Table of Contents of the Presentation:

- To develop an understanding of strategic management as it applies to global trade operations and logistics functions.
- Describe the different information technologies that are used in a supply chain.
- To develop a capacity for defining global operations and logistics problems on a functional, business, and company-wide basis.
- To develop an understanding of the key criteria utilized in international trade sites selection, global facilities configurations, and international sourcing networks' development.
- To gain an appreciation of the complexities associated with implementing changes in functional, business, and operating strategies, and discuss alternative solutions for complex international trade operations and distribution framework.
- Research information on Bay Area companies and their supply chain.



## II – To develop an understanding of strategic management as it applies to international trade operations and logistics functions:

### Proposed EBCITD Training on International Trade Logistics Management:

- Logistics Management concerns the steps taken to get your products to market. International Trade Logistics will help to understand the crucial complementary interaction and interplay of cross-functional export team, documents, preparation and transportation in getting the goods from the seller to the buyer. This training will cover:

1. The Role of International Logistics Management
2. International Logistic Strategies and Planning
3. Supplier Relationships and Importing
4. Incoterms, Standards and Regulations
5. Inventory Management
6. Export Procedures and Order Processing
7. International Trade Documentation
8. International Transportation Management
9. Freight Forwarders and Cargo Insurance
10. Advanced Logistics Processes
11. Shipping and Delivery Procedures
12. Forces of Globalization
13. Flow Management
14. Case Study

**FOR MORE INFO...Contact:**

**Said Cherkaoui, Ph.D.**

**Email: [saidcherkaoui@eastbaycitd.com](mailto:saidcherkaoui@eastbaycitd.com)**



## II – Describe the different information technologies that are used in a supply chain:

- **“Inputs include legacy and EDI data, manually scanned bar-code and key punch entries, wireless and wired communications from phone and fax sources, and automated inputs. Outputs are equally varied -- from automatic routing change orders, to e-mail, fax, or pager alerts calling for human intervention.**
- **When evaluating IT solutions for a logistics network, managers need to look closely at both the level of support for multiple data inputs and data communications flexibility. Systems are often designed around a limited number of data types, such as forecast-driven demand supported by EDI. This can limit flexibility because it may limit a user organization's choice of logistics providers to companies with compatible systems.**
- **Building a system that accommodates multiple data inputs also creates a new opportunity to improve the logistics network's intelligence. It becomes possible to set values for the accuracy of different types of data. This knowledge can be used in regular operations to provide alerts for verifying or validating data when needed and to set priorities for data collection methods depending on the value of different in-transit items.**
- **Creating a data reliability ranking also helps to develop a clear understanding of the cost-benefit equation for different data collection methods, and to evaluate the payback for investment in new technologies.”**  
**Quoted from Keith Dierkx: Reading the Logistics Radar Screen, January, 2002**



# Information Technology



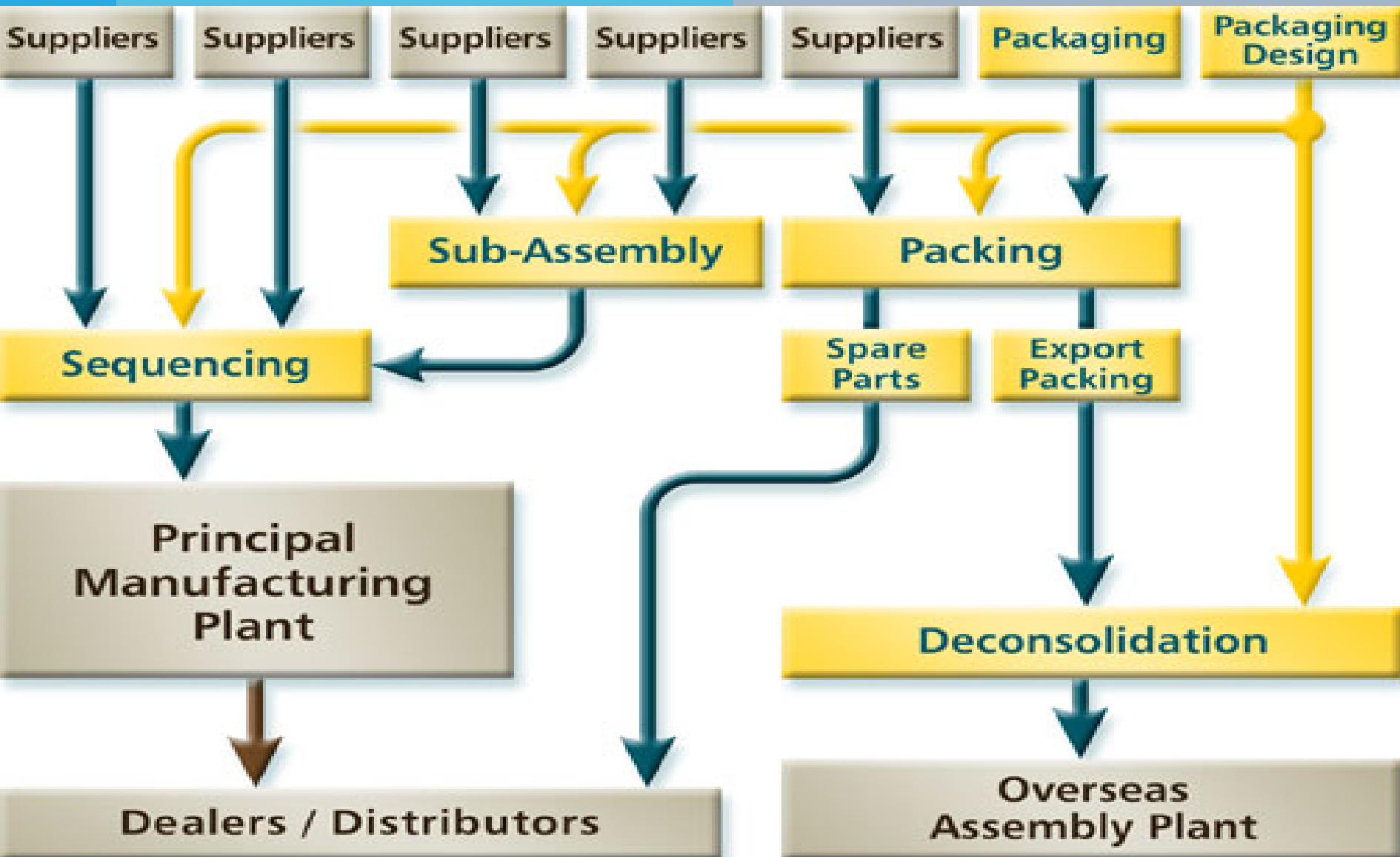


### III – To develop a capacity for defining global operations and logistics problems on a functional, business, and company-wide basis:

- **To overcome the problems posed by global operations and logistics functions, supply chain professionals need to develop a framework for analyzing the behavior of their complex supply chain networks.**
- **This session will lay the foundation for this framework by addressing issues such as global strategic supplier network development, risk-pooling, outsourcing, flow management, and transportation and distribution strategies.**



# Logistics Flows Management







## **IV - Understanding of the key criteria utilized in international trade sites selection, global facilities configurations, and international sourcing networks' development.**

- An **international commercial contract** can only be fulfilled if flows of materials and products are processed under optimum conditions in terms of choice of transport, respect for deadlines and quality of services offered.

**Means and Ways to accomplish this:**

- Understand the techniques of international trade;
- Understand the techniques of different modes of transport;
- Keep up-to-date with regulations and procedures, etc.;
- Duties within the company;
- Negotiating with all members of the logistics chain;
- Finding the most suitable service at the best price;
- Determining logistical procedures specific to the contract;
- Ensuring the traceability of all operations;

**To do this, they need to be able to:**

- Analyze the market
- Prepare specifications and calls for tender
- Choose the best solution from the proposals submitted
- Analyze performance and prevent disputes.

**Said Cherkaoui, Ph.D.**

**Email: [saidcherkaoui@eastbaycitd.com](mailto:saidcherkaoui@eastbaycitd.com)**

**MORE INFO...Contact:**



**IV – To gain an appreciation of the complexities associated with implementing effective changes in functional, business, and operating strategies, and discuss alternatives solutions for complex international trade operations and distribution framework:**

## **Develop Implementation Plan and Implement Solutions:**

- **Ensure that all individuals affected are part of the solution;**
- **Senior leadership must actively promote the improvements;**
- **Base implementation strategies on cost and time required for each improvement opportunity;**
- **Ensure that technology-based change is consistent with organizational change**



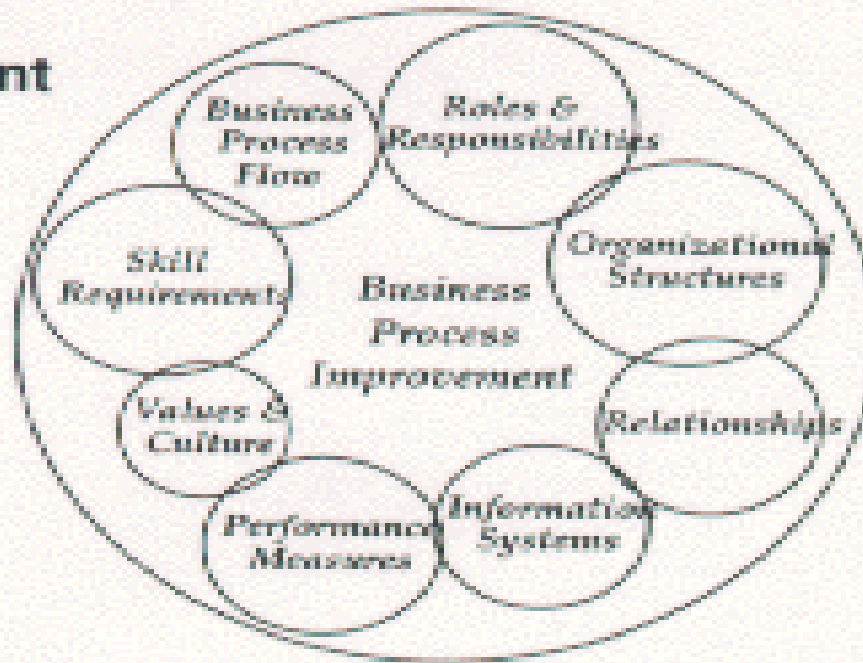
# Business Process Improvement

Source: <http://www.faa.gov/ait/bpi/handbook/chap7.htm#building>

## *Successful BPR Requires Effective Change Management*

### Appendix A:

**Change Management**



*Figure 7-1. - BPR Impacts All Aspects of an Organization*

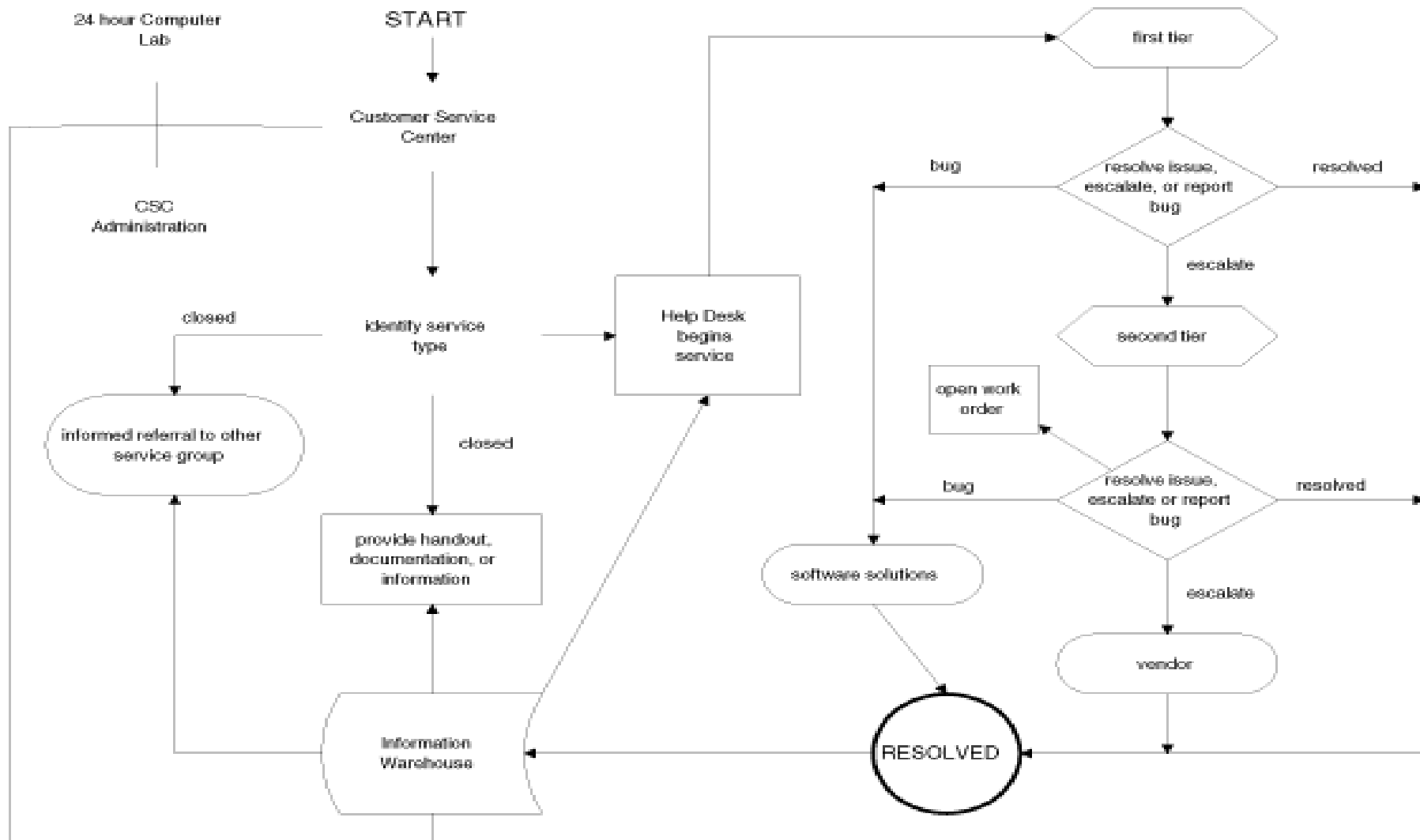


# Customer Service Center Implementation Plan

Source: <http://www.csuhayward.edu/baseline/svcplan.htm>

## CSC Information Flow

### Appendix A





## VI - Research information on Bay Area companies and their supply chain

- Research and related interview questions for both domestic and foreign logistics users will be based on agent properties, and includes;
- The Transportation and Logistics sector category includes industries providing transportation of people, cargo, goods, merchandise and products by land, air or sea. Also included in this category are industries and companies engaged in importing and exporting, customs brokers, freight-forwarders, packing, warehousing, and storage.



# VI - Research information on Bay Area companies and their supply chain

- Research and related interview questions for both domestic and foreign logistics users will be based on agent properties, and includes;
- Company characteristics (location, location of customers, location of vendors, participation in international trade, date of establishment, employment, annual revenue);
- Logistics characteristics (location of providers, transportation mode used, cost of outsourcing, types / duration of contracts, IT use and investments), and
- Strategic decisions characteristics (e.g., bidding vs. other forms of provider selection, criteria considered in recent decisions, outcomes).



# Thank you for your Attention

- Last to Present Logistically Speaking
- First to Start the Question Sprint Hearing



- You Can Always Contact Me @

**MORE INFO...Contact:**

Said Cherkaoui, Ph.D.

Email: [saidcherkaoui@eastbaycitd.com](mailto:saidcherkaoui@eastbaycitd.com)