

Curriculum Design Statement (CDS)



Regional Training cum
Business Networking on

Sustainable Transport
and Logistics Planning
and Management

September 25 – October 6, 2017
Mekong Institute, Khon Kaen, Thailand

Organized by
Mekong Institute (MI)

Commissioned by
Trade Policy and Strategy Office (TPSO)
Ministry of Commerce, Thailand

I. Introduction

Under the Greater Mekong Subregion (GMS) economic cooperation program initiated by Asian Development Bank (ADB) since 1992, the GMS governments have prioritized the transport infrastructure and connectivity as an intervention to promote efficiency in the transport sector with the fact that road transport is the dominant form of transport in all GMS countries, i.e. 80% of goods by road transport. From the long-term development perspective, transport is integral to the five drivers of change known as private sector development and private sector operations, good governance and capacity development, gender equity, knowledge solutions, and partnerships. From sectoral development perspective, transport is the core component of logistics, which organizes the movement of goods through a network of activities and services operating at global, regional, and local scales and levels. It was indicated that transport is the central ingredient in the time and economic utility of products and services. Transport is not only an integral part of the supply chain but also the most significant contributor to logistics costs.

It can be seen that logistics will continue to grow in the coming years, and play a significant role in driving economic growth through a strong linkage with trade and investment and thus contributing to poverty reduction in the region. The further improvement in the GMS regional logistics systems needs consideration of promoting the efficiency, environmental performance, and safety in transportation and logistics in order to contribute to economic competitiveness, and reduce environmental and social impacts. Indeed, freight and logistics account for a significant portion of total energy use, which result in a large share of CO₂ emissions. Therefore, logistics planning and management, promotion of efficient, environmentally sustainable and safe freight transport are the development issues that have drawn attention from development partners, governments, business communities, and civil societies of both developed and developing economies. Moreover, there exist a number of issues related to adverse environmental impacts, such as Green House Gas (GHG), toxicity, global warming, caused by freight and logistics operation. To this end, (i) enhancing awareness and knowledge of potential and benefits of transport and logistics policies in the region; (ii) identifying opportunities that can be developed into actions in practice on green freight; and (iii) shaping strategies for development of green freight and logistics for policy makers and businesses in the private sector are in critical need for solutions and mitigating measures.

Overall, logistics encompasses more than freight transportation while traders and logistics services users have delegated increasingly sophisticated tasks to networks of Logistics Services Providers (LSPs). Efficient logistics connects people and firms to the markets and opportunities and helps achieve higher levels of productivity and welfare. As such, the performance of the logistics industry is a function of market and market structure. The development of logistics industry and logistics services markets is measured by logistics performance index as shown in Table 1. It indicated that overall LPIs of Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam (CLMVT) ranked among 160 countries in 2016.

Table 1. International Logistics Performance Index (LPI), CLMVT, 2016

Table 1 : International Logistics Performance Index (LPI) of Cambodia, Lao PDR, Myanmar, Thailand, and Vietnam (CLMVT)									
Country	Year	LPI Rank	LPI Score	Customs	Infrastructure	International shipments	Logistics competence	Tracking & tracing	Timeliness
Thailand	2016	45	3.26	46	46	38	49	50	52
Vietnam	2016	64	2.98	64	70	50	62	75	56
Cambodia	2016	73	2.80	77	99	52	89	81	73
Myanmar	2016	113	2.46	96	105	144	119	94	112
Lao PDR	2016	152	2.07	155	155	148	144	156	133

Source : <http://lpi.worldbank.org/international>

With regard to the capability of Logistics Industry and LSPs, it is well realized that LSPs in the CLMVT are in need of further policy and technical assistance to enhance their competitiveness, efficient and effective logistics services, use information and communications technology (ITC) in logistics, access to regional and global markets, development of friendly environment logistics services through adoption of green logistics initiatives and practices in association with corporate social responsibility.

Aligned with National policy on trade, investment and tourism promotion and cooperation with neighboring countries in CLMV countries, Ministry of Commerce (MoC) in Thailand has provided supports to various programs for entrepreneurs and personnel capacity development in the CLMV countries. The role of CLMV and Thailand as an economic hub of ASEAN has been highlighted and considered for strengthening under the outcomes of CLMVT Forum 2016: Towards a Shared Prosperity in June 2016 in Bangkok with one of the quick-win results, known as a joint human resources development in the CLMVT for fostering the economic relationship between CLMVT and pushing forward the transport and logistics sectors which contributes to the country's economic growth in CLMVT.

In collaboration with Trade Policy and Strategy Office, Ministry of Commerce, Thailand, Mekong Institute, (MI) is going to conduct a two- week regional training cum business networking on “Sustainable Transport and Logistics Planning and Management” to support national development policy for transport and logistics sectors through sharing transport sector development experiences of Thailand, and increased knowledge and skills on sustainable logistics operations & services, planning and management for greater efficiency, effectiveness, and economy.

II. Program Objectives

The main objectives of the program aim to understand the significance of transport and logistics management and to enhance the participants' knowledge on effective implementation of logistics procedures and services. The specific objectives of the program are:

- to enhance and develop the regional trade relationship within the CLMVT countries;

- to foster long-term network and cooperation, and knowledge exchange on sustainable transport and logistics for public and private, and academic organizations in transport and logistics in CLMVT;
- to raise awareness of the importance of sustainable transport and logistics for the participating agencies from CLMVT and develop business simultaneously;
- to apply the gained knowledge, skills and techniques on transport and logistics planning and management in CLMVT;
- to formulate strategies / guidelines on Human Resources Development and sustainable transport and logistics business development in CLMVT.

III. Training Outcomes

At the end of the program, the participants will be able to acquire knowledge and practical skills on different pertinent topics, experiences from structured learning visits and conduct business network. They will have deep understanding on the significance of sustainable transport and logistics management as well as strategies formulation for sustainability of the sector. Moreover, this training is expected as follows:

- The participants will able to develop regional trade and investment network in the area of logistics and logistics in CLMVT;
- The participants will able to raise awareness of the significance of sustainable transport and logistics in CLMVT and to formulate needs and requirements on transport and logistics to improve their business operation align with market demand;
- The participants will able to exchange knowledge, build networks and cooperation between public, private and academic institutes in CLMVT;
- The participants will able to apply the gained knowledge, skills and techniques on transport and logistics planning and management in CLMVT countries;
- Ministry of Commerce will able to utilize the program contents and use recommendations for personnel development and service provision in CLMVT.

IV. Target Participants and Criteria

The program will be attended by 57 participants from Cambodia, Lao PDR, Myanmar, Vietnam and Thailand (CLMVT) representing the mid-level, senior and management-level officials, academic and logistics operators from government and private sector as below.

- Department of Transport
- Department of Commerce
- Trucking / transport / logistics companies
- Logistics/transport association
- Customs brokers
- Warehouse or transshipment facility operators
- Academic/training institutes

Countries	Business related to transport and logistics	Government sector	Academic Institute	Total
Cambodia	7	2	1	10
Lao PDR	7	2	1	10
Myanmar	7	2	1	10
Vietnam	7	2	1	10
Thailand	7	9	1	17
Total				57

Specifically, the participants should:

- be the mid-level, senior and management-level officials, academic and logistics operators from Ministries of Commerce and Transport, Transport / Logistics Association, International and Regional Transport / Logistics Business and related transport / logistics academic institute from each target country who are ready for regional and international activities;
- have a basic degree or an equivalent educational background with minimum of 3 to 5 years of working experience in and related to transport and logistics business sector;
- be able to communicate (speak, understand, read and write) in English;
- have sufficient professional capacity to actively participate cross-culturally at an international level;
- be able to attend the entire course;
- be interactive and participative at the training;
- commit to implement action plans upon return to their respective country;
- maintain effective coordination with the MI coordinator.

V. Duration and Location

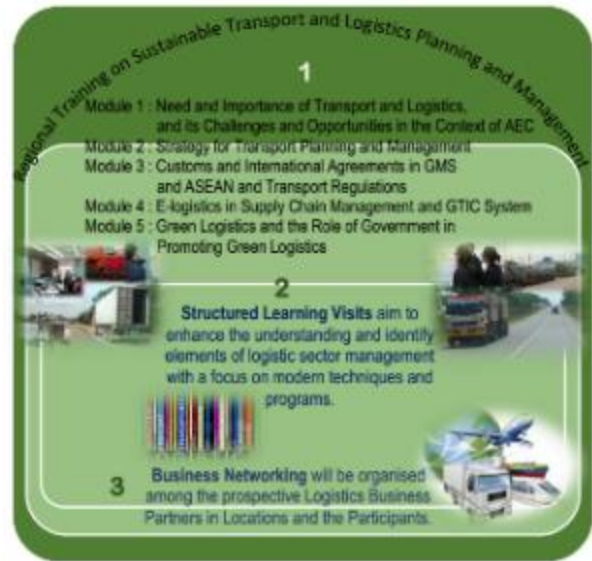
A two-week program will be held on September 25 – October 6, 2017 at the Mekong Institute Residential Training Center, Khon Kaen, Thailand.

VI. Program Structure

The program is structured into **three parts** as follows:

- **Part I** comprises of *training* session delivery on significance of transport and logistics management as well as strategies formulation for sustainability of the sector. The participants will explore five interrelated modules

- Module 1 : Needs and Importance of Transport and Logistics, and Challenges and Opportunities in Context of AEC, and Carriage of Dangerous Goods
- Module 2 : Strategy for Transport Planning and Management
- Module 3 : International Agreements in the GMS and ASEAN and Transport Regulations
- Module 4 : E-Logistics in Supply Chain Management and GMS Transport Information Connection (GTIC) System
- Module 5 : Green Logistics and the Role of Government in Promoting the Green Logistics



- **Part II** of the program will be the **Structured Learning Visits (SLVs)**. The participants will have the opportunities to observe and gain more experiences and knowledge through visiting different related sustainable transport and logistics services and facilities in Thailand. The SLVs aim to enhance the understanding and identify sustainable elements of logistic sector management with a focus on modern techniques and programs.
- **Part III** is the **Business Networking**. It will be organized among i. the program participants and ii. prospective international and regional transport and logistics business partners, and the program participating participants in various provinces of Thailand.

VII. Training Contents

In this training, participants will explore five interrelated modules:

Module 1: Need and Importance of Transport and Logistics, and Challenges and Opportunities in Context of AEC

This module will introduce the transport and logistics sector in the context of ASEAN Economic Community (AEC) and AEC blueprint 2025. The module is aimed to provide the participants an in-depth understanding of the significance of transport and logistics sector with the formation of AEC and Carriage of Dangerous Goods by Road.

Module 2: Strategy for Transport Planning and Management, its Operation Documents and Quality

Standard for Truck Operation – Transport Sector Experience of Thailand

This module focuses on policy and strategy formulation for transport sector by sharing experiences of Thailand. Fundamental transport operation documents and quality standard “Q” mark will be discussed. Furthermore, trends on international transportation and key characteristics of Industry 4.0 on visibility & traceability, autonomous & real time, adaptability, and reliability will be discussed. The module will also cover identification of effective programs for both regular/preventive maintenance and corrective maintenance as well as warehouse operations for logistics service.

Module 3: International Agreements in GMS and ASEAN, and Transport Regulations

As the AEC approaches the importance of these agreements will increase. It is important for transport and logistics operators to understand their current environment as it affected by customs regulations and how this will change with the further implementation of agreements to which their countries are signatories. This module equips participants with the implementation of international agreements.

Module 4: E-logistics in Supply Chain Management and GTIC System

This module presents system and the technology of supply chain management that was used for increasing the efficiency of the enterprise. The participants will learn the E-logistics application for improving and redesigning the method of delivery to meet the criteria of delivery Key Performance Indicator (KPI) under the lowest operation cost. The information technology on data, information, Business Intelligence, and large Data distributed to logistics supply chain management will also be discussed in this module.

Module 5: Green Logistics and the Role of Government in Promoting Green Logistics

This module introduces the concept of green logistics and the method to reduce CO₂ during logistics operations and related regulations and requirements. To have positive financial benefit for the company, application of the green logistics to warehouse operation, packaging, preventive maintenance, fuel economy, choice of tires and driver-training programs will be discussed. Best practices and case studies of Green freight programs will be introduced to the participants.

VIII. Structured Learning Visits and Preparation

Structured Learning Visit (SLVs) will be organized to gain knowledge on best practices of sustainable logistic sector management with a focus on modern techniques and programs in Thailand. The participants will be assigned with the task to observe and formulate queries to explore business prospects with the visiting companies/establishments. Necessary briefing about

the places of visit, practices on functioning of effective logistics operation such as green logistics procedures and expectations from each group will be explained during the orientation. After the visit, the assigned group will give a presentation by elaborating their discussion results on Power Point and/or Word Format.

Objectives

The participants are able to improve their understandings on key elements of sustainable logistics and transport management. The visit will inspire and motivate the participants to propose feasible Action Plans for improvement of the logistics sector and forge business alliances.

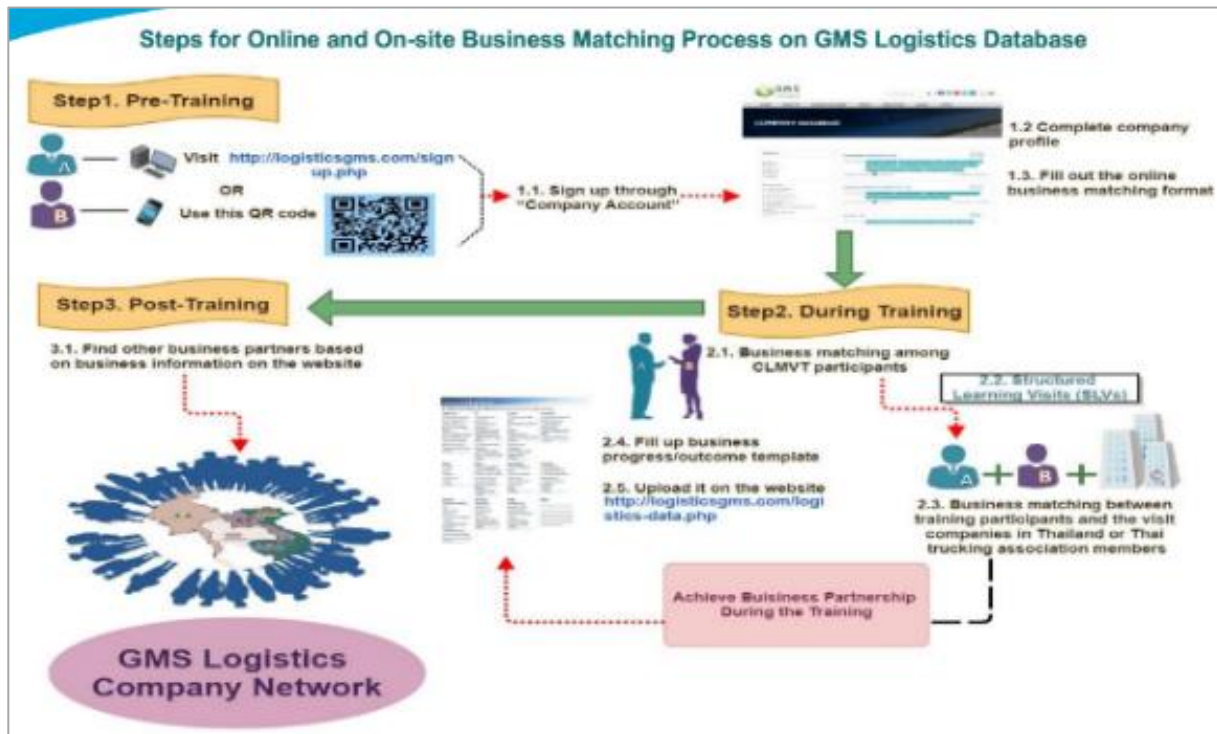
IX. Business Networking and Preparation

The Business Networking will be organized among i. the program participants and ii. prospective logistics businesses in Thailand.

The participants are required to bring their marketing and information materials in the form of brochure, leaflet, business card, banner, prototype and one presentation slide of business brief for distribution and presentation to the prospective logistics businesses for potential business collaboration.

The Business Networking will be organized at the Mekong Institute (MI) Conference room and in different locations of Thailand which aims to provide business opportunities and networking for business development and enhance business cooperation among the program participating participants.

During the business networking, each participant is required to fill in the Business Matching form. This will be later used to follow up business development. The process flow (Step-1,2 & 3) is given in the chart below:



Guideline of Steps for Online and On-site Business Matching Process

There are three (3) steps involved in the training cum business matching process which includes online business matching prior to the training program, during the training program at MI and through visits to logistic businesses in Thailand (structured learning visits). Prospective participants are requested to follow the steps as below:

STEP 1. Pre-Training

Prior to the training, participants are required to sign up through "company account" on the website: <http://logisticsgms.com/signup.php>. The website can be accessed through computer or QR code above.

After signing up, visit the "Company Database" part on the website to upload one's company's related information (<http://logisticsgms.com/logistics-data.php>). There, fill out a company profile form as well as a business matching format which helps to share company's interest or business goal.

STEP 2. During Training

During the training, participants will have the opportunity to explore potential business collaboration with other GMS countries., Structured Learning Visits (SLVs) will be held in Thailand which will provide the participant a chance to learn new knowledge and acquire first-hand

information but also to build business networks and establish contacts with visit companies or Thai trucking association members.

After the SLVs, the participants will be asked to fill up the business progress/outcome template based on the achievement of the business matching from the training and upload it to the website where you post your company profile (<http://logisticsgms.com/logistics-data.php>).

STEP 3. Post-Training

Upon completion of the training, the participants are required to keep in touch with the participating companies in the training and follow up with other companies visited during SLV and also on the GMS logistic business portal. MI team will monitor the business progress to document and compile progress report for submission to Trade Policy and Strategy Office (TPSO), Ministry of Commerce, Thailand.

X. Action Plan Guidance and Preparation

As part of the program, the participants representing the mid-level, senior and management-level officials, academic institutes and logistics operators from Cambodia, Lao PDR, Myanmar, Vietnam and Thailand will be required to implement country - wise action plans to disseminate the knowledge and skills they learned during the training. The orientation for action plan, individual and/or joint action plan preparation and group presentations will be confirmed on the last day of the program.

XI. Training Assignments

Training assignment will require participants to practice professional skills and integrate concepts of transport and logistics management for their own country linking to regional and international level. In addition, participants will work in groups, these activities will promote communication and promote national collaboration and foster a professional network of contacts among participants. Specific assignments will also be provided throughout the course.

XII. Curriculum Design & Methodology

The program design is drawn from capacity building needs and tailored to the CLMVT context. The training is designed to foster greater understanding of the training contents, and to focus on practical knowledge, respect adult learning principles, use real case studies, adopt participative approaches, as well as stimulate sharing and networking among the participants. Interactive experiential learning will be employed here. The training will be *delivered in English* and will adopt the following methods.

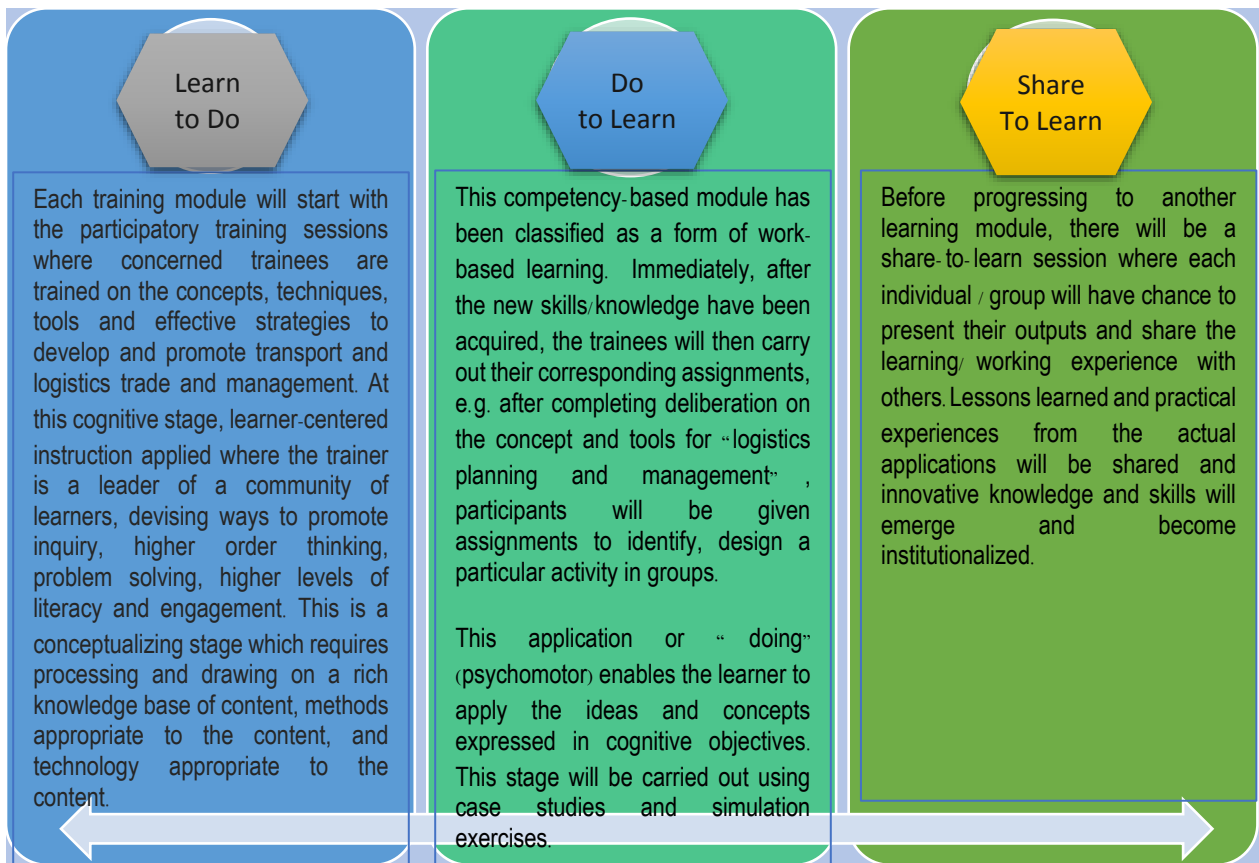
- Lectures and presentations
- Plenary discussions, case studies and group exercises
- Role plays and simulation games

- Structured learning visit related to sustainable transport and logistics management in Thailand
- Business Network formulating

As required, all training modules are to be drawn from practical experiences and tailored to the needs of stakeholders involved in transport and logistics activities. It will also be incorporated into concrete actions for follow-up activities after training.

Each training module is designed and delivered using the “Integrated Curriculum” approach. The salient features of this integrated curriculum are that competencies are carefully selected, integration of theoretical concepts with skills practice and essential knowledge directed at enhanced performance, and above all, various implicit competencies (e.g. facilitation, presentation, and communication, negotiation, and leadership skills) are integrated across the curriculum.

For each module, participants will go through three progressive stages of a modular training approach as follows:



XIII. Monitoring and Evaluation

An effective monitoring and evaluation mechanism will be put in place to assess the progress and measure the results of the intervention. The M&E will be introduced in the pre, during and post stages of the event.

Selection of Participants

Prior to the launch of the training, relevant information will be collected from the prospective participants on their level of knowledge. The information will be used to select the participants, monitor the progress and assess results of the intervention.

Training

During the training, pre and post training assessment of the participants will be conducted to assess their knowledge and competencies. Pre-assessment will aim to gather information from the training participants about their level of knowledge on the training topics which will be compared at the post assessment stage of the training to measure any improvement in the learning process. Other training M&E tool such as 'board of director's' to assess day to day learning and feedback. During the training, each participant will prepare action plan to transfer knowledge back at their work place.

Post Training

This is the knowledge transfer stage where each participant will be required to implement individual action plan at their work place/country to transfer the knowledge and skill leaned during the training. This could be in form of knowledge sharing sessions with their colleagues or conduct training sessions. A group email account will be created for follow up on the progress and each participant will be required to provide progress reports on application of training knowledge at their work place, to MI team for review and feedback.

Online communication will be made through creating a group email of the participants and Skype meetings. Action plan template with clear time line for deliverables will be agreed upon on completion of the training.

Key Performance Indicators (KPI)

1. Curriculum Design Statement for the training prepared.
2. Training announcement made in Cambodia, Lao PDR, Myanmar, Vietnam and Thailand for recruitment of participants.
3. Participants shortlisted and 57 participants selected for the training
4. One (1) Training curriculum designed for implementation.
5. MI in-house Resource person and External Resource persons identified and confirmed.
6. One (1) regional training cum business networking on Sustainable Transport and Logistics Planning and Management successfully conducted.

7. Ten (10) Action Plans developed by participants (country- wise) and ready for implementation.
8. Business networking and business collaboration established.
9. Four Structure Learning Visits introduced and conducted.
10. One (1) Group email created and shared with all training participants.
11. One (1) Reporting format introduced.
12. Follow up action on action plan implementation by 57 participants completed.
13. Final Report of the training with outcomes and recommendation completed and submitted to donor.

XIII. Resource Persons

The team of resource persons and instructors comprise international and national experts with a profound knowledge and experience in transport and logistics sectors. They will be responsible for delivering the module sessions together with the staff members of Trade and Investment Facilitation Department (TIF), MI.

XIII. Contacts

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