





# Capacity Building for Freight Forwarding Industry: Ghana's Experience

*Kwabena Ofosu-Appiah*

President

Ghana Institute of Freight Forwarding

# International Trade



International trade, at trillions of dollars per year, is a huge potential force for sustainable development.

It has the potential to create the necessary conditions for poverty alleviation on a scale unreachable by dwindling traditional official development assistance flows.



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This potential however, is only potential, and depends on a number of factors including the capacity of major stakeholders to take advantage of the opportunities offered.

It also depends critically on the strength of key actors in a country's international trade configuration.



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# Trade and Transport



Historically there has been close relations between international trade and international transport.

Development in trade is therefore mirrored in the development in international transport, and both are processes that are intimately tied to each other.



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# Architects of Transport



Freight forwarders have often been referred to as architects of transport because of their proactive involvement in enhancing the management of the various activities of transportation, customs clearing, documentation, third party payments and other elements generally concerned with supply chains.



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# Intricate Supply Chains



As supply chains become more geographically intricate, their success depends more and more on the expertise of these competent transport intermediaries who are capable of developing end to end supply chain solutions.



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# Advanced Technology



To keep up with the rapidly evolving economic environment and the introduction of advanced technical procedures such as e-commerce, e-freight and e-logistics, it is absolutely essential that the freight forwarding industry is able to rely on skilled and appropriately trained talent pool.



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# FIATA



- In such a rapidly changing environment the systematic maintenance and improvement of knowledge, skills and competencies have therefore become a pre-requisite for the industry's success.
- Ensuring the freight forwarding Industry could have a pool of skilled talent to rely on has been the mission of FIATA (International Federation of Freight Forwarders Association)



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# FIATA ABVT



FIATA's Advisory Body on Vocational Training, (ABVT) is the knowledge centre of professional education within FIATA and has built up a solid reputation as a major contributor to the development of training in the freight forwarding industry

As the industry's knowledge champion, ABVT is therefore responsible for developing tools to maintain and elevate standards in the freight forwarding industry



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# Capacity Building In the Freight Forwarding Industry



Competency in the freight forwarding sector is therefore closely linked to the FIATA Minimum Standards (FMST) and capacity building in the sector is consequently based on achieving this standard



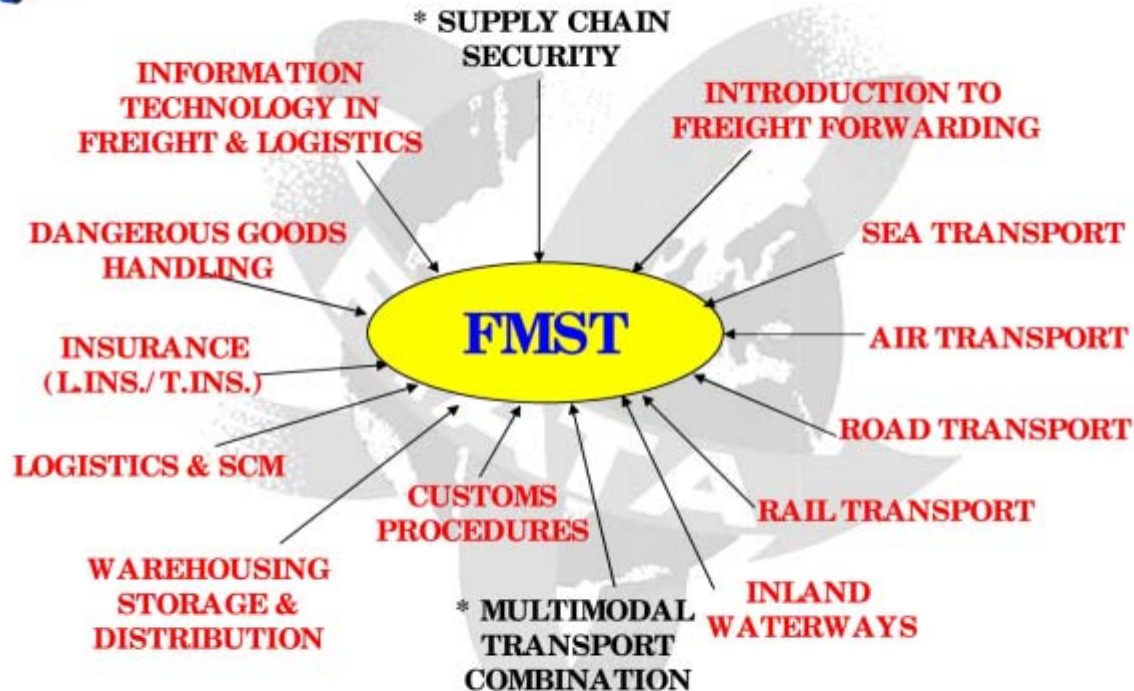
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## FIATA Minimum Standards (FMST)



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# FMST



The FIATA Minimum Standards are the standards used for assessing competency for the award of the:

- FIATA Diploma in International Freight Forwarding by Vocational Training and Examination
- FIATA Higher Diploma in Supply Chain Management



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# Ghana's Ability to Trade



Ghana's economic survival has traditionally depended on her ability to trade internationally and as such the capability of key stakeholders in her international trade sector.



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Today the Ghanaian freight forwarder's role, that had simply been facilitating the customs clearance process or moving freight between supplier and consumer is just not enough.



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# Value Addition



Ghanaian freight forwarders now need to integrate their services into the country's entire international trade supply chain system, making their expertise part of an integrated whole.



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# The Gateway Project



- Under the project, operations of some six front-line institutions and agencies which deal directly with investors were provided with the necessary infrastructural services. These were Customs, Ghana Immigration Service (GIS), Ghana Civil Aviation Authority (GCAA), Ghana Ports and Harbours Authority (GPHA),



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- Ghana Investment Promotion Authority (GIPA), Ghana Free Zones Board (GFZB) and the Environmental Protection Authority (EPA).
- What the system failed to realize either by design or accident was the efforts of a critical interlocutor whose exploits is not only on the frontline, but indeed behind “enemy lines”(across borders).



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# The GIFF Academy



It with this in mind that the Ghana Institute of freight forwarders, as the Registered Professional Body for Ghanaian freight forwarders in 2005 embarked on the mission of establishing the GIFF Academy that now serves as a crucible for developing new skills that enhance the Ghanaian freight forwarder's ability to better serve Ghana's International trade needs.



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GIFF offers 3 courses at its training school

- A 6-month entry level Certificate Course
- A 2-semester Diploma in International Freight Forwarding by Vocational Training and Examination
- A 2-semester Higher Diploma in Supply Chain Management



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# A Class in Section



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# The School's Curriculum



The school's curriculum is based on FIATA ABVT guidelines and developed indigenously by a core team trained under FIATA TOT Program.

While developing the course material, special care was taken to incorporate local rules, regulations, customs and utility of subjects and its field application.



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# Master Trainers



- GIFF's capacity building is enhanced by a team of master trainers who went through a successful Train the Trainer course organized by FIATA in 2004.



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# GIFF Master Trainers



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# Industrial Internship



In line with the FIATA minimum requirements all graduates from any of the GIFF courses undergo a 3-month mandatory industrial internship that is provided by our more than 360 corporate entities as their contribution to the improvement of the local freight forwarding sector.



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With almost 500 FIATA Diplomas issued to Ghanaian freight forwarders since 2005 GIFF ranks among the top 12 out of 65 countries offering the FIATA Diploma course and is touted as a model of excellence in freight forwarding capacity building on the African continent

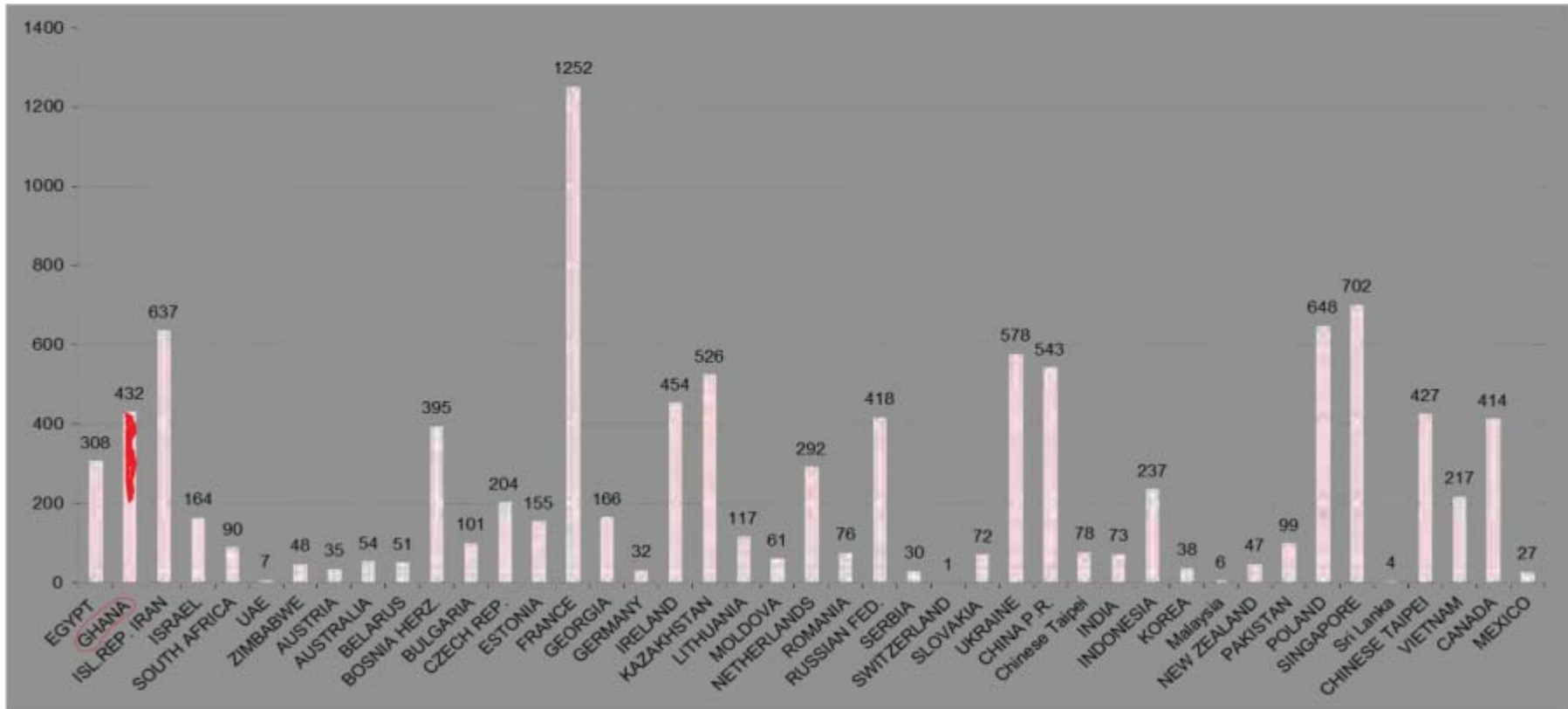


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# Updates on Award of FIATA Diplomas



## Numbers of FIATA Diploma Awarded By Country: 1996 to 13.03.2015

FWC 2015 Advisory Body Vocational Training (ABVT) Meeting Friday, 11<sup>th</sup> Sep 2015 (Thomas SIM) 41

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# Higher Diploma in Supply Chain Management



- The first 35 GIFF students offering the Higher Diploma in Supply Chain management course will be graduating end of April this year.
- These will be among the first ever 40 freight forwarders on the African continent to hold this qualification, the other persons being from South Africa



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- All GIFF courses have been validated by FIATA's Advisory Body for Vocational Training, (ABVT) and are in compliance with the FIATA Minimum Standards.
- The Diploma course has undergone 3 successful re-validations signifying the material is kept abreast with technological and operational developments in the industry.



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# Accredited ICAO/FIATA Training Centre



The GIFF Training School is also an accredited ICAO/FIATA Training Centre offering courses in Carriage of Dangerous Goods by Air. The school also responds to special training needs of corporate members and other stakeholder organizations in Ghana's international trade sector.

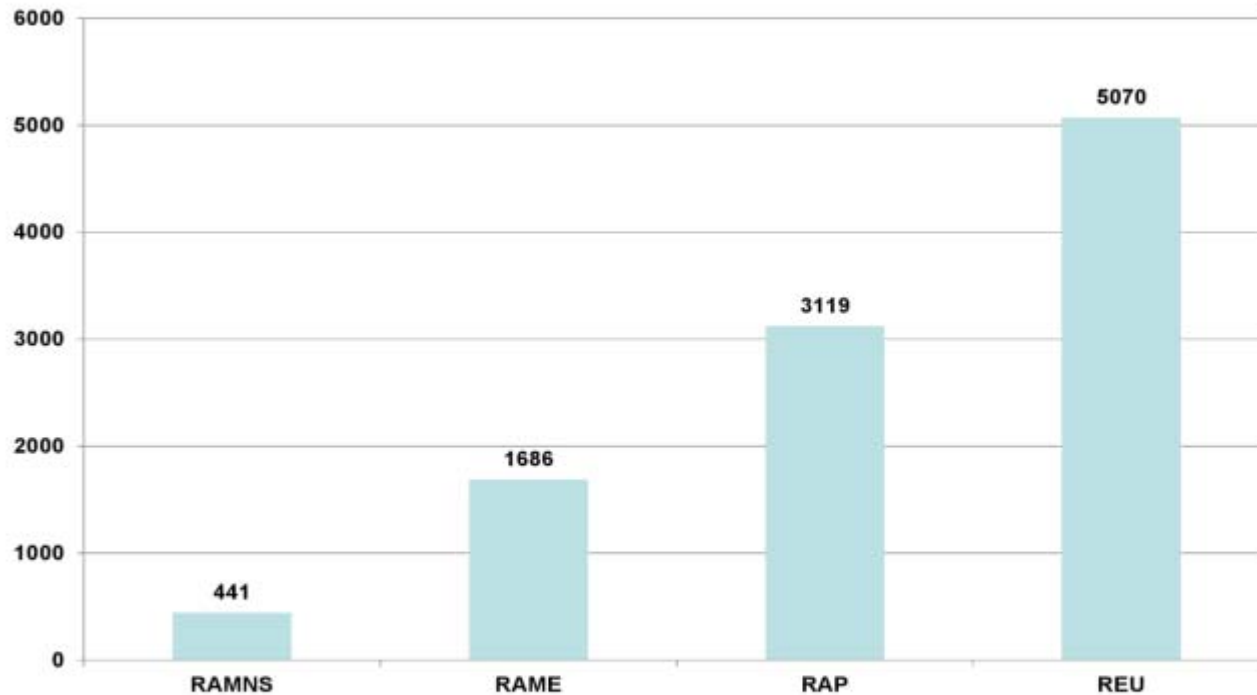


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# CONCLUSION



The weak institutional support for local capacity building in such a critical area such as the freight logistics sector on the African Continent in general, has been the driving force behind GIFF's vision to provide training by a Trade Association for elevating the standards of the industry.



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It is not surprising that out of the total of 1686 FIATA Diploma certificates awarded to countries in Africa and the Middle East, almost 500 of them have been issued to freight forwarders in Ghana.



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- The Institute's 5-year strategic plan envisages that by 2019 half of Ghanaian freight forwarders would have attained the FIATA Diploma in International Freight Forwarding while the managers of all GIFF corporates would attain the Higher Diploma in Supply Chain Management, thus ensuring Ghanaian freight forwarders have the capacity to make their expertise part of an integrated National Logistics chain.



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**THE END**  
**Thank You**



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