

The Chartered
Institute of Logistics
and Transport

CILT Link

THE CHARTERED INSTITUTE OF LOGISTICS AND TRANSPORT - SRI LANKA

JULY 2017 | VOLUME 1 | ISSUE 3



Page 4

3D Printing and Supply Chain



Page 10

The Supply Chain Giants



Page 16

YPF Inspire 2017



Page 20

WILAT SL Ex-Co 2017/18



SRI LANKA

Dear Reader,

Supply chain management terminology was introduced into this world way back in 1982 when top British logistician Keith Oliver accidentally coined this word during an interview with Financial times. Since then it has gained much momentum. So much so, that today we cannot even think of any product, service or an event without proper supply chain management. Today Supply chain management is a value creator for all businesses.

In a company supply chain is responsible for managing a large quantum of costs, be it procurement of materials and services, production costs or distribution costs. Marketing creates the demand in the market place and supply chain fulfills this demand. In that respect by fulfilling the demand at the right time at the right quality and quantity at

Editor's Note

the right price and at the right place supply chain ensures availability which in turn will support turnover delivery. By effective management of inventory and creditors, through better negotiations you support cash delivery in return for your goods or services. Hence supply chain is a key partner and a value creator in making businesses grow profitably while sustaining competitive advantage.

With the advancement of ICT and breaking of barriers across international borders, supply chains have become global. Sri Lanka being an island nation with only a 21 million population, has the opportunity to leverage on its strategic location and tap into these international supply chains. It's time Sri Lanka as a nation Gained the Advantage!



Ms. Dhashma Karunaratne, MILT
Editor, CILT Link



Contents

HIGHLIGHTS

- 4 3D Printing
- 6 CILT New President Appointment
- 10 The Supply Chain Giants

SPOT LIGHT

- 12 Uber Freight Enters the Trucking Market
- 12 Creation of a Fresh Food Supply Chain Management Platform

AROUND THE WORLD

- 13 Walmart Testing Home Delivery by Its Employees
- 13 Amazon and Alibaba to Put Parcels Firms Under Pressure

22 PUZZLE WIZ

CILT

- 8 33rd CILTSL AGM
- 9 Logistics Leaders Evening

WiLAT

- 18 WiLAT Mentoring Workshop
- 19 WILAT Partners with UN Women's "HeForShe" Campaign for Women Empowerment in Sri Lanka
- 20 WiLAT AGM 2017

YPF

- 15 CILT YPF Quiz Master 2017
- 16 YPF Inspire 2017

22 CARTOON

EDITOR

Dhashma Karunaratne
editor@ciltsl.com

EDITORIAL ASSISTANT

Jayani Sudusinghe
jayaishsudu@gmail.com

EDITORIAL BOARD

Amra Zareer
Anjalika Perera
Ashan Wickramasinghe
Gayara Jayasuriya
Jayani Sudusinghe
Manjari Nigamuni
Yashoda Nirupamala

DESIGN AND LAYOUT

Biman Hettiarachchi
bimandarshana@gmail.com

ADVERTISING ENQUIRIES

Maryse De Costa
admin@ciltsl.com

2017 © Copyright The Chartered Institute of Logistics and Transport - Sri Lanka. All rights reserved.

www.facebook.com/CILTSL

<https://twitter.com/CILTSriLanka>



Image Courtesy: <http://pre14.deviantart.net/>

Remember the popular 2009 movie that left us all craving for pizza and burgers? The mad scientist Flint Lockwood's revolutionary invention that transforms water into food called the "Flint Lockwood Diatonic Super Mutating Dynamic Food Replicator" (FLDSMDFR). Although the FLDSMDFR did not quite go as planned for Flint, it gave us a question for pondering – is it really possible to print food? Eight years later, the world is closer than ever to the future Flint had envisioned, all thanks to the amazing technology of 3D Printing!

What is this Technology?

3D printing, also known as additive manufacturing, is the process of creating a three-dimensional object by forming layers of material under computer control. Even though the concept has become a common household term only in recent years (thanks to widespread media coverage), the origins of additive manufacturing run as early as the 1980s.

In today's business world, there is also growing hype and excitement that 3D printing can potentially revolutionize manufacturing, enabling companies to produce almost anything, layer by layer within the boundaries of a single 3D printer. The secret of success in additive manufacturing is the level of customization it can bring into its creations. The applications of this disruptive technology are extensive – ranging from 3D-printed clothes and spare parts to low-cost prosthetic limbs, ear cartilage, and even pizza!

Sounds really cool... Right?

Impacts of 3D Printing on the Supply Chain

A supply chain, in simple terms, is the process of moving a product or service from the supplier to the end customer. Managers for a good many years have been fascinated on how to improve efficiency and effectiveness of their supply chains, in order to lower costs and increase responsiveness. Common terms heard in supply chain management are demand forecasting, lean inventory tools, Just-in-Time, six sigma and many more. But while being too busy focused on how to improve their supply chains, the Managers did not see this new strange invention of additive manufacturing creeping behind their closed doors, that completely eliminates the need for a supply chain! Because, who needs a pizza shop and a delivery boy, when I can print my pineapple-topped pizza in my kitchen!

The earlier statement is an exaggeration, however, since 3D-printing does not necessarily eradicate the supply chain, but rather change the dynamics of it beyond recognition. With traditional manufacturing, materials are usually sourced and shipped from several locations to centralized factories that develop and assemble the final product. The finished goods then pass through several steps in the supply chain, usually being stored in warehouses before delivery to stores or directly to the end-customer once an order has been placed.

3D printing, in contrast, can greatly reduce complexity in manufacturing and holds a number of additional

advantages over conventional production techniques. A major benefit of 3D printing is the ability to produce a variety of products from a single 3D printer, which reduces the number of steps in the production chain, essentially enabling companies to leverage on-demand and decentralized production concepts. As a result, potentially significant economic savings can be made on logistics and production costs.

The Future of Supply Chains

In today's world run by capitalism, it all boils down to costs. The fundamental argument would be, which is cheaper for us – 3D-printing or traditional sourcing. The answer is, it all depends! It is relatively clear that 3D printing will not be used to mass produce anything and everything such as run-of-the-mill commodity goods. Instead, the promising advantages and applications of the technology's greatest potential lie in its capability of simplifying the production of highly complex and customizable products and parts. For companies involved in this type of manufacturing, 3D printing could become a disruptive force that redefines traditional manufacturing and supply chain strategies.

Let's take a look at some scenarios on how companies can work together with logistics providers to integrate 3D printing into their supply chains.

- **Spare parts on demand:**

The sector of spare parts is predicted to be one of the firsts areas to be disrupted by the technology of additive manufacturing. At present, hundreds of millions of spare parts are kept in storage all across the world – some of which are fast-moving items, many items will rarely be used and some may never actually be needed. Thanks to 3D printing, companies may no longer need to store spare parts physically in a warehouse. Instead, they can print these parts on demand, where required, and rapidly deliver these items to the customer.

- **Individualized direct parts manufacturing:**

Healthcare is a key industry capable of leveraging such a concept. All kinds of healthcare facilities can collaborate with medical companies and logistics providers to create an end-to-end 3D printing service that reduces cost and complexity through operating to scale. For example, instead of dealing with multiple suppliers and deliveries per day, 3D printing warehouses operated by logistics providers can take care of the sourcing of materials as well as the manufacture of individualized parts (e.g., personalized prosthetics, custom-fitted knee replacements). The logistics provider can also ensure fast, safe, and secure delivery of each part to the right location precisely when required.

- **Product postponement services**

To increase customization options but at the same time reduce lead times to the customer, companies can partner with logistics providers that offer postponement services using 3D printing. By delaying final assembly to the final point of demand, companies can give their customers access to a wide variety of customization options – they can select aspects of the design, material, shape and size, packaging, and product functionalities. Such concepts are being tested by Adidas which is opening speed factories that use 3D printing and automation technologies.



- Made-to-Measure Footwear by Adidas -

- **3D print shops for businesses and consumers:**

In the consumer context, one application could be for companies to retrofit their many service points or retail points with a 3D printing infrastructure. This would allow them to offer local communities access to state-of-the-art 3D printing services. 3D print shops like this could also be used by companies to rapidly prototype new products without having to invest in and maintain the latest 3D-printing infrastructure. These facilities could also serve local businesses such as architects and small design studios that need to produce 3D models, as well as craftspeople creating tailor-made items for their customers.

In Conclusion

Not all products can and should be 3D printed. A recent survey by Ernst & Young revealed that 38% of companies anticipate using 3D printing in their serial production within five years but not necessarily to completely replace traditional manufacturing.

However, the technology of additive manufacturing is now in the process of revolutionizing supply chains and logistics as we know it. The requirement for warehousing will be reduced in the future especially for specialized and customized products, and warehouses and distribution centers equipped with 3D printers will move closer to customers. Some product ranges may be produced entirely

on demand through 3D printing, and new regional and last-mile logistics solutions will be required. The movement of physical goods across the globe can be substituted by sending electronic files for the printers. Digital inventory in the form of 3D model files for the entire product portfolio could replace physical inventory for technically complex products, further reducing the number of SKUs and the total number of stored parts.

Therefore, it is high time for Managers to be vigilant on this new-and-upcoming technology of 3D Printing and how it will affect their transport and logistics business. It will undoubtedly be a game changer in many industry segments, improving product quality and, in some cases, enabling companies to generate completely new products that were previously not possible.

Watch out for raining meatballs, people...

For More Information: http://www.dhl.com/content/dam/downloads/g0/about_us/logistics_insights/dhl_trendreport_3dprinting.pdf

Anjalika Perera

Kevin is a CILT veteran, having joined the then CIT in Ireland in 1992 as a Chartered Member. In 2002 he became a Chartered Fellow. Having served on the national council for many years, he was elected National President for two years, beginning in 2003, and an International Vice-President in 2010. In January 2015 he was appointed as President-Elect of CILT International. He is also a distinguished military man, having held a variety of appointments both in Ireland and overseas. For more than twenty years he was on the active air traffic controllers' panel, while his postings included time in the operations and public relations offices, as well as Commander of the Technical Training School, and later the Military Police unit. In late 1984 he served in a UN peacekeeping role in the Middle East, working in the Lebanon and Israel. His 2006 overseas tour of duty, lasting seven months, was as an EU Logistics Advisor to the African Union Mission in Sudan, based in the Ethiopian capital, Addis Ababa. His final posting was as the Senior Staff Officer responsible for Logistics at Air Corps Headquarters.

CILT International New President Appointment

The Chartered Institute of Logistics and Transport (CILT) International has appointed Lieutenant Colonel (Ret) Kevin Byrne as the Chairman for 2017/18 taking over from out-going President Paul Brooks.

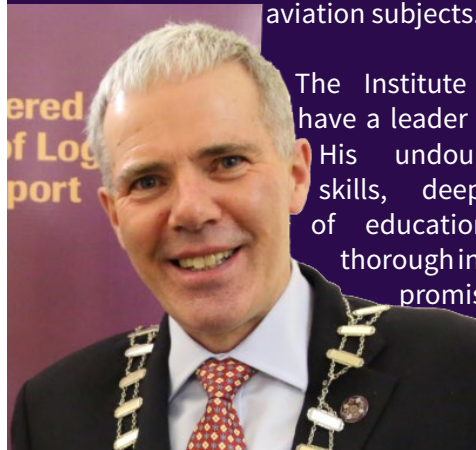
'THE FUTURE IS OURS'

Building on the excellent work done by Paul Brooks, and before him, Dr. Dorothy Chan, Kevin's focus will be on growing the Institute, increasing membership, political influence, and expanding into new territories. Writing under the title 'The Future Is Ours', Kevin has set out a vision as incoming President that puts younger members and potential members at its heart.

'A PARTNER FOR LIFE'

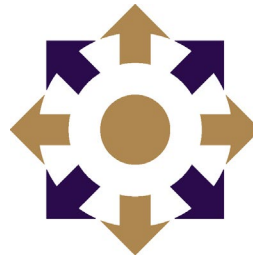
Kevin is an experienced educator, having taught part-time on the BSc and MSc programs in Aviation Management in Dublin City University and on similar courses at Coventry University in the UK. Already familiar with the Institute's work as the leading provider of industry qualifications through his time as Chairman of the International Education Standards Committee, Kevin will look to harness the 'Institute's excellent educational offerings' with an emphasis on the role of continuing professional development, ensuring 'the Institute really can be a partner for life'.

In addition to a wealth of experience, Kevin holds a BA Degree from University College, Galway, as well as an MSc in Airport Planning and Management from Loughborough University, and a post-graduate certificate from the Command and Staff School of the Irish Military College. In 2009 he graduated with the Certificate in Strategic Leadership from the National University of Ireland, Maynooth. Additionally, he holds various ICAO and IATA qualifications in aviation emergency planning, and regularly assesses major airport exercises. He still finds time to contribute to various BBC local radio programs on a myriad of aviation subjects.



The Institute is delighted to have a leader of Kevin's calibre. His undoubted leadership skills, deep understanding of educational values and thorough industry knowledge promise to make his 2-year tenure a successful one for the entire CILT family.

The Chartered Institute of Transport (CIT) Sri Lanka was established in 1984 and incorporated by the parliamentary act no. 08 of 2000. In 2001 following the merger of the two leading professional bodies CIT Sri Lanka became The Chartered Institute of Logistics and Transport (CILT) Sri Lanka. In 2012 The Council of Trustees of the Chartered Institute of Logistics and Transport (CILT) upgraded the status of CILT Sri Lanka from a Branch to a Territory. In doing so the Council of Trustees recognized the high standards of performance, governance and membership development evidenced in CILT Sri Lanka over the past several years. The award was made at the CILT International Convention and Annual General Meeting held in Birmingham from 11th to 14th June 2012, was presented to Mr. Romesh David, Chairman, CILT Sri Lanka, by HRH Princess Anne, the Princess Royal, who is the Patron of the Institute.



The Chartered Institute of Logistics and Transport

CILT Sri Lanka is governed by a Council consisting of professionals representing all segments of the Transport and Logistics industry and is among the eight Chartered Institutes, forming the body – The Forum of Chartered Institutes (FCI) with objectives to serve common goals for the ultimate benefit of Sri Lanka's economy. Further CILT Sri Lanka consists of two wings namely Women in Logistics and Transport (WiLAT) Sri Lanka and Young Professionals' Forum (YPF) Sri Lanka dedicated for the Women and Youth of the Logistics and Transport industry.

“ The Leading International Professional Body for everyone who works within Supply chain, Logistics and Transport ”

CILT SRI LANKA

The Chartered Institute of Logistics and Transport Sri Lanka



SEATED FROM LEFT TO RIGHT

Mr. H A Premaratne (FCILT), Prof. Amal Kumarage (FCILT), Dr. Lalith Edirisinghe (CMILT), Mr. Channaka de Alwis (CMILT) (Hon Secretary), Ms. Gayani de Alwis (CMILT) (Vice Chairperson), Capt. Lasitha Kumaratunga (CMILT) (Chairman), Dr. Ms Namali Sirisoma (CMILT) (Vice Chairperson), Mr. Upali Gunawardena (CMILT) (Hon Treasurer), Mr. Saliya Senanayake (FCILT), Mr. Niral Kadawatharatchie (CMILT) (Immediate Past Chairman)

STANDING FROM LEFT TO RIGHT

Dr. Indika Sigera (CMILT), Mr. C J C Rodrigo (FCILT), Eng. Nishal Samarasekera (CMILT), Mr. Henry de Silva (CMILT), Ms. Chandrika Nalheer (CMILT), Mr. Chanaka Gunatilake (CMILT), Mr. Chaminda Perera (CMILT), Mr. Ibrahim Saleem (CMILT), Dr. T Sivakumar (CMILT), Dr. Tissa Liyanage (CMILT)

NOT IN PICTURE

Dr. T Lalithasiri Gunaruwan (FCILT) (Vice Chairman), Mr. Tissa Wickramasinghe (FCILT), Dr. Ms Ganga Samarasekera (CMILT), Mr. Gihan Jayasinghe (CMILT), Mr. Agith Ekanayake (CMILT), Dr. Priyangani Jayasundara (CMILT), Mrs. Dhashma Karunaratne (MILT), Mr. Ashan Wickramasinghe (MILT), Mr. Biman Hettiarachchi (Student)

CILT OFFICE BEARERS (2017/18)

Capt. Lasitha Kumaratunga
Chairman

Mrs. Gayani De Alwis
Vice Chairperson

Dr. Lalithasiri Gunaruwan
Vice Chairman

Dr. Namali Sirisoma
Vice Chairperson

Mr. Channaka De Alwis
Secretary

Mr. Gihan Jayasinghe
Assistant Secretary

Mr. Upali Gunawardena
Treasurer

Ms. Dhashma Karunaratne
Assistant Treasurer

Mr. Niral Kadawatharatchie
Immediate Past Chairman

**Stronger
Together**



The Chartered Institute of Logistics and Transport Sri Lanka holds its 33rd Annual General Meeting

The Chartered Institute of Logistics and Transport (CILT) Sri Lanka held its 33rd Annual General Meeting (AGM) on 29th March 2017 at the Kingsbury Hotel attended by a large gathering, the highest ever recorded in an AGM in the history of CILT Sri Lanka. This year also marked as the first AGM where all members were elected by a secret ballot. Capt Lasitha Cumaratunga was re-elected as the Chairman for a second term. The three Vice-Chairpersons elected were Dr. T. Lalithasiri Gunaruwan, Ms. Gayani de Alwis, and Dr. Ms. Namalie Sirisoma. Mr. Channaka de Alwis and Mr. Upali Gunawardena were elected as the Secretary and Treasurer respectively.

Chairman Capt Cumaratunga in his AGM address spoke about various activities that CILT conducted in the past year, the most notable being the highly successful International Conference which was well attended by the logistics fraternity of the country. Lasitha especially commended the work of WiLAT and Young Professionals' Forum (YPF) for continuously making an impact in their respective spheres conducting value adding programs and extended his support to exceed their potential in the journey ahead. Capt Cumaratunga also spoke about CILT's plan on unveiling the new education program series targeting new entrants to the industry and all others who are interested in professional development and support capacity building in the country for logistics and transport industry. He finally thanked the outgoing Council for their support rendered in the past year.

In his acceptance speech, Capt Cumaratunga elaborated his plans for the new term, stating that CILT Sri Lanka must focus its efforts to make the logistics & transport sector attractive to the young talent of the country, influencing investments in innovation, education and green technology. CILT, as a symbol of Logistics and Transport industry, has a vital role to play in this aspect, he said.

The Chartered Institute of Logistics and Transport (CILT) is a leading global professional body associated with the logistics and transport industry. Established in the UK in

1919 and having received the Royal Charter in 1926, the Institute has an impressive history and is always adapting to stay consistent with current logistics and transport practices. The Institute holds an unparalleled international recognition and works towards achieving its objectives of promoting and encouraging the art and science of logistics and transport among its members through its educational and continuous development programs. CILT Sri Lanka began functioning as a territory of CILT from 2013. This enables CILT Sri Lanka to elect its own membership, accredit educational institutes and conduct educational programs. With a membership of over 33,000 from 32 countries across the globe, CILT provides a professional identity to those in the ever-expanding logistics and transport sector. It is a strong, active and a unified professional association that is able to speak with authority on strategic issues affecting businesses and people, both locally and globally.



Eminent Economist delivers reality check at CILT Logistic Leaders Evening

Mr. W. A. Wijewardene
24th May 2017

CILT Sri Lanka Logistics Leaders Evening was held on the 24th of May with a lecture titled “**Sri Lanka’s competitiveness – A Tiger or a Small Miracle**” by former Central Bank Deputy Governor Mr. W. A. Wijewardene at the National Chamber of Commerce of Sri Lanka Auditorium to packed crowd.

Mr. Wijewardene started off by explaining why measuring competitiveness was important for Sri Lanka and advocated several imperatives for the country to move out of the current “middle-income trap” towards a high-income nation.

Despite government projections of 7% minimum growth, it is only likely that Sri Lanka will achieve somewhere between 5 – 5.5% growth rate till 2020 with the current state of affairs. Some of the key growth imperatives were:

1. Economic reforms on a wide scale
2. Make the private sector move the country forward
3. Introduce measures to improve productivity & efficiency of using both human and physical capital
4. Create a bigger market for Sri Lankan products

He highlighted the example of Singapore’s forward-thinking mindset that allowed a small state to become a global economic powerhouse. A deeper evaluation of the current situation revealed that the biggest reason why Sri Lanka is lagging behind is a need to change our cultural mindset to be more modern and hardworking, to rethink how education is delivered, and to leapfrog 4 cycles of the industrial revolution in order to become relevant.



Mr. Wijewardene’s suggested way forward plan included:

1. Take a stock of the state of human capital (un) development and the quality of the facilitating logistical services.
2. Get into an economic policy capsule with participation from politicians, bureaucrats, academia, and civil society organizations, map out a strategy for developing the talent pool of the country needed by 2025, 2035 and 2045.
3. Sign off the strategy with time bound KPIs to monitor progress, rectify deviations and plan out for emerging developments.
4. This is not national planning but strategic planning.

His final conclusion was that, as it is, it is neither Tiger nor Small Miracles for Sri Lanka unless a massive reform program is implemented with consistency, consensus, dedication, and commitment!

Mr. Wijewardene’s full speech is available with the CILT Secretariat and anyone interested may contact them.



THE Supply Chain Giants

Ms. Kasturi Chellaraya Wilson

“Kasturi Chellaraya Wilson is the current Managing Director of the Hemas Pharmaceuticals (Pvt) Ltd and Hemas Logistics and Maritime cluster. She counts for over 28 years of managerial experience in multiple industries and functions spanning from auditing, consulting, logistics, leisure and travel. When talking about “Supply Chain Management”, the name “Kasturi” cannot be disregarded. Her contribution to the industry over the years have helped Sri Lanka grow immensely. Her strategic thinking and long-term planning is second to no other. Kasturi is also a member of many professional organizations, including the Chartered Institute of Logistics and Transport ”

What is the understanding level on the concept of Supply Chain Management among the organizations in Sri Lanka?

The concept of Supply Chain Management is understood in many corporates, however more in certain industry verticals where manufacturers who compete with global players have been forced to upskill themselves and evolve in supply chain management to compete and be relevant. In fact, especially in apparel we see companies moving into 4PL. Overall most of the organizations are now trying to achieve efficiency through better integration of Supply Chains.

What is your idea on the capability of Sri Lanka to manage an efficient supply chain system?

We have the capability in terms of people who are intelligent and dedicated but what we lack is the knowledge. Especially in supply chain which is a science we need the exposure into the practicality of solutions in different settings. We have capable resources who can understand the theory but we have not yet been exposed. Therefore, globally we need to go out, do an internship, or secondment to be exposed as to how solutions are built and the moving parts which need to be integrated. If we get to know exactly where the bottlenecks are, we can find solutions to these and improve our supply chains. The other aspect where we need to fast track on learning is the right technology. We are yet evolving and learning to achieve efficiency through technology. We do have the capability partially and if we increase our exposure to global best practices we can go a long way.

According to your view is Sri Lanka matured enough in their operations based on the concept of Supply Chain Management?

No, we are not. We have a long way to go. We need to grow as a country and this is where the logistics and the maritime hubs come into play. They should have adequate policies, they must attract industries and they should get global players, then only we can start looking at global markets

and fast track ourselves in terms of being great in supply chain. If it's just local markets, we will not push ourselves to compete in supply chain to the extent we should. The real question is how do we fast track. My thought is that our geographic positioning gives us an advantage in terms of global suppliers and customers, and if we look at an intra-Asian context we again are in a position to attract regional players. Once a couple of global players attract certain industries to use Sri Lanka as a logistics hub, we as a country would acquire this competency.

Sri Lanka used to be a global player in the tea industry, but over the years this has changed drastically. What role does supply chain play to uplift our competitive edge again?

Nature itself has played a massive role in this reduction of tea exports because there had been many environmental hazards during the past years. Due to the higher cost of production in many cases, our products are less attractive. Tea companies have their own warehouses, for their own purposes. If they get their blending activities done by themselves and let the common companies do packing and exporting, then everybody doesn't have to hold high infrastructure. If there is a way Sri Lankan companies can directly go meet the customers instead of putting their products to the outlets, they can strategically perform their business activities. Therefore, all these factors should be considered to integrate supply chains to regain our lost position in the global tea industry.

How is 3PL fairing in Sri Lanka?

3PL is growing a lot and faster than we expected it would. This has motivated us to invest more on warehouses. However, the adoption and reaching a customer is very tough. Now the secret is to

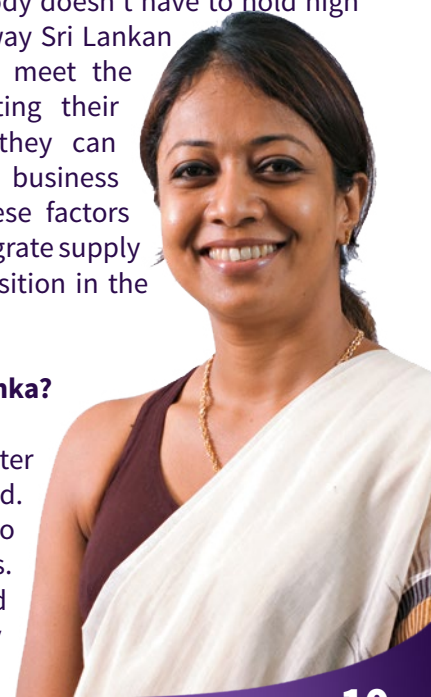


figure out how we can make common user facilities work. Previously companies felt that they should do everything, but now the companies have moved out of that concept in order to achieve bigger margins. Again, Sri Lanka has achieved 3PL targets at a certain level, but how do we evolve as it involves a lot of investment is still a question. Does this make sense and can we offer the same benefit to the customer as they are not unplugging most of their infrastructure, are some of the questions arising as well. They will build the warehouse and keep it for some other purpose, so they will not see it really as a saving unless they set up a new factory while outsourcing other activities.

Hemas and GAC have recently joined hands to build a world class integrated logistics hub. What reasons motivated you to do this investment?

Hemas and GAC have not only been integrated but have also invested into Hemas Logistics which includes existing businesses. We felt it was opportune time to partner a global giant who could drive the growth regionally and fast track best practices. Hence the GAC. Hemas and McLaren's bring the local competency and GAC brings a global reach and technology, and they were also very keen. So, we thought it was a good marriage to happen because both have the aspiration to grow globally. Growth, is essential to evolve in our core competencies in supply chain and logistics.

Is there a proper supply chain integration in the pharmaceutical industry?

In the pharmaceutical industry you can see supply chain to a certain level as Pharmaceuticals is identified as an essential commodity. There again, the biggest chunk of your whole supply chain is locked in inventory holdings. Being an essential item if there is the slightest issue in a plant, the production stops. You can't switch to another plant because that's a huge investment and it takes a longer time for establishment. If the drug is out of stock, the consumers are to suffer for there should be a proper coordination. Beyond that, it is now evolving purely because it's very competitive and with price controls, most products have

negative margins. How you make it work and rethink on doing direct delivery, distribution and return side rechanneling are big challenges. Therefore, there needs to be better integration of supply chains to take this industry to a higher level.

Today the demand is very unpredictable. How can we have agile supply chains in order to meet this changing demand?

That is where you must connect with your consumer. It should be business partnering. When partnering in 3PL the solutions should factor in environmental changes and disruption, and parties should be agile to address it. The success of outsourcing is when you have integration at every level, people, systems and process. There should be a lot of integration among the customers and the vendors. This is a very vital factor because that is where you minimize wastages and optimize all your resources.

Customers are very concerned about sustainability, environment, and ethics. How is this pressure managed by the companies in their supply chains?

It is like the triple bottom line. Whatever the business you do, you must do it in an eco-friendly, sustainable and an ethical way. In supply chain, you must particularly be a part of it because you are touching all geographic locations as well as different people. Consciously you must build that practice. Energy is something that we have to focus on as it is a high cost. Further how we manage energy by being ethical to employees is also very important. Also, it is very important that we are ethical to nature. As you can see we are now facing many negative consequences for not being ethical to nature. Being a small island, it is very important that we manage our businesses ethically.

What are the new trends and technologies in the supply chain industry? Are we adapting to them efficiently?

There are lots of new trends. For example, DHL is testing their smart card with a Google map to do its deliveries in Germany. How impressive is that? There is a lot of technological integration involved. The Road and Belt concept is another interesting topic these days. We talk about it here now and when I was in Pakistan they were talking about it there. They have a road coming to the Karachi port and it's going to the sea. If they use that path, we will be losing our volume here in Sri Lanka. Even if the Road and Belt is a good player for Sri Lanka if we don't grab the opportunity someone else might take it off



us. There are lots of other trends with drones being used, minimizing of middle party warehouses etc. Sri Lanka is not ready for it yet, but globally it's moving.

What should be the contribution by professional bodies to fill in the existing capability gap?

Compared to the situation 4 years ago, there is much more contribution from professional bodies, where it has increased greatly. Supply chain is given adequate attention in the curriculum as an industry and as a career for people. My view on the biggest capability gap is the exposure of practicality when giving education. Students must give stimulation and have systems where they can get an experience of the real job. The real task in a supply chain job is to instruct people and get the work done. That part is still lacking. Supply chain is about collaboration and it is important that people are given that practical experience. Supply chain is a constant change and full of many practical issues. Therefore, handling problems are very important. The professional bodies must come forward in this matter and take necessary steps to do the needful.

Interviewed By
Gayara Jayasuriya



Creation of a Fresh Food Supply Chain Management Platform

Tech Mahindra (TechM) of India, in collaboration with SAP, has created a platform that helps manage the supply chain for fresh produce. The platform, named FEEDS, allows users to transform the physical supply for fresh produce into a connected intelligent digital supply chain which helps to track and maintain freshness at each stage of the supply process. The platform is targeted at large retailers and food manufacturers.

Ashan Wickramasinghe



Uber Freight enters the Trucking Market

The global ride-sharing service, Uber, officially announced its entry into the freight transportation arena, specifically truckload brokerage, with the introduction of Uber Freight. Uber Freight is a mobile application that matches trucking companies with loads to haul, explaining that it takes the difficulties out of finding and booking freight. This app is expected to cut the process to a touch of a button which would otherwise have taken several hours and multiple phone calls. As for how the Uber Freight app works, vetted users can download the app, search for a load, and tap to book it, which is followed by a rate confirmation within seconds. Furthermore, rather than the practice of a trucker waiting 30 days or more to get paid, Uber Freight is committed to paying within a few days.

Uber believes it can finally reach into the carrier pool and be welcoming and provide trust to the small fleets. Uber Freight plans to differentiate itself by focusing on the driver and a small fleet, noting that owner-operators may be viewed as a dying breed, due to the challenges in finding consistent freight, which relies on relationships that keep trucks running and business profitable.

Ashan Wickramasinghe



Image Courtesy: www.quertime.com

Amazon and Alibaba to put Parcels Firms under Pressure

Parcels delivery is one of the fastest growing segments of a global annual logistics and transportation industry worth around \$1 trillion, but technological developments could put existing players under severe pressure. Global e-commerce players such as Amazon and Alibaba pose a potential threat to logistics providers as they expand their own networks. If e-commerce keeps growing at the current rate, it is expected to reach USD 5.4 trillion globally by 2020. This would also create an ever growing need for warehousing space.

Global cross-border e-commerce is on the rise, with 45% of on-line shoppers expected to buy products from other countries by 2020. This represents an increase in sales compared to 2014 and, due to the involvement of e-commerce companies such as Amazon and Alibaba, smaller merchants are increasingly involved in global trade. This will create an additional layer of demand for logistics space and require a different approach to handle an increasingly diverse range of products and in smaller batches.

Amazon offers outsourced logistics and shipping to its marketplace sellers, and is seeking greater control of its delivery network to reduce cost and improve the speed of deliveries. In the future it could start offering logistics services to third parties, potentially taking business from its logistics partners: Amazon accounts for an estimated 5% and 4% of UPS and DHL revenues, respectively.

Unlike Amazon, Alibaba does not invest in logistics and warehousing directly and relies mostly on logistics partners to deliver goods. Although Alibaba does not pose a direct threat to delivery companies such as UPS, its use of technology is impacting on part of the supply chain. Other supply chain operators like container shippers and freight forwarders also face challenges due to technology change and cyclical or structural factors.

Ashan Wickramasinghe

Around the World



Image Courtesy: www.dailymail.co.uk

Walmart Testing Home Delivery by Its Employees

The “associate delivery” program would use Walmart’s 4,700 US stores and roughly 1.2 million employees to speed delivery and cut costs. The world’s largest retailer announced that workers can choose to participate and would be paid. The service is currently being tested in the states of New Jersey and Arkansas. According to the company, Walmart has stores within 10 miles of 90 percent of the US population.

All employees driving home represent a ‘very dense web’ of potential delivery locations for the company. Employees who want to participate will be able to use an app to specify how many packages they are willing to deliver as well as the weight and size limits on the packages.

At present, shoppers on Walmart.com can choose to pick up items at a nearby store. Walmart has also revamped its shipping program and offers free, two-day shipping for online orders of its most popular items. However, tests have revealed that through the new service, many packages were delivered to customers’ homes just a day after an order had been placed.

Walmart is also testing delivery services using Uber drivers. However, an employee delivery service would save a step compared with third-party services that require a driver to travel to a store to pick up a good, then deliver it, then return home. Walmart workers would simply travel from the store they already work at to make the delivery.

Ashan Wickramasinghe



THE CHARTERED INSTITUTE OF LOGISTICS & TRANSPORT

YOUNG PROFESSIONALS' FORUM

SRI LANKA

Young Professionals' Forum of the Chartered Institute of Logistics & Transport – Sri Lanka (CILT YPF – Sri Lanka) is the country's leading youth movement that gathers together professionals and students in the fields of aviation, maritime transport, land transport and supply chain management.

Established in 2012, YPF- Sri Lanka focuses on inculcating the prime objectives of CILT Sri Lanka. The promotion and inspiration of art and science of logistics and transport, especially among the young members of the Institute in order to develop their skills and to provide the youth with a platform to voice

their concerns and demonstrate their abilities in par with international colleagues of the institute. Further YPF Sri Lanka aims to enhance member engagement through the provision of opportunities for career development, knowledge sharing and networking among peers in the same industry.

YPF-Sri Lanka comprises a dynamic member base covering over 500 industry professionals and students beneath the age threshold of 35 years. Since its inception in 2012 the forum has been engaged in numerous projects to achieve this vision in collaboration with its supervising body, making YPF Sri Lanka one of the fastest growing & active YPFs within CILT International.

Membership is open to all interested students and professionals under the age of 35. Please contact ypf@ciltsl.com for further details.



CILT Young Professionals' Forum Sri Lanka Youth CORNER



Seated (From Left to Right): Jayani Sudusinghe (Treasurer), Mareena Fernando (VC-Corporate Relations), Hemal Ranadeera (Secretary), Biman Hettiarachchi (Chairman), Hiroshi Fernando (VC-Education), Dilshan Pasindu Weerasinghe (VC-Membership), Ramindu Liyanage (Immediate Past Chairman).

Standing Row 1 (From Left to Right): Himashani Rajapaksha, Dilumi Rajakaruna, Mahesha Jayawardhena, Harshani Edirisinghe, Sachini Weerasekara, Vipuli Perera, Yasoda Gamage, Oshad De Silva, Pasindu Pathirana.

Standing Row 2 (From Left to Right): Praveen Kumarasinghe, Kavinda Karunanayake, Avinda Jinadasa, Chethaka Gamage, Hayley Kithmal De Silva, Ishan Jayawardena, Kasun Rosa.

Not in this photo: Nishantha Gamage.

YPF OFFICE BEARERS (2017/18)

Mr. Biman Hettiarachchi
Chairman

Mr. Dilshan Weerasinghe
Vice Chairperson
Membership

Ms. Mareena Fernando
Vice Chairperson
Corporate Relations

Ms. Hiroshani Fernando
Vice Chairperson
Education

Mr. Hemal Ranadeera
Secretary

Ms. Jayani Sudusinghe
Treasurer

Stronger Together

CILT YPF Quiz Master 2017



THE CHARTERED INSTITUTE OF LOGISTICS & TRANSPORT
TRANSPORT & LOGISTICS
QUIZ
MASTER
2017

CILT YPF Quiz Master, one of the flagship events of Yung Professionals' Forum Sri Lanka was held for the fourth consecutive time this year. CILT YPF Quiz Master 2017 was held on 18th May 2017 in the Havelock City Club House, Colombo 05 with the participation of 32 energetic teams who competed for the CILT YPF Quiz Master Crown.

CILT YPF Quiz Master aims to provide a platform to develop the knowledge and awareness of the participants in the broad area of international trade, logistics and transport. The table quiz tested the knowledge of contestants on the relevant subject areas and how much they could recall within the limited time period. Being a team contest, it encouraged team work and team spirit among the participants. Adding a value to the competition this year, an online quiz competition was held for the audience parallelly with the main competition.

Team Dialog from Dialog Axiata won the title after a thrilling competition. Team SriLankan Airlines became the 1st Runner – up, while Team SAGT Red from the South Asia Gateway Terminal (Pvt) Ltd becoming the 2nd Runner – up. Apart from these 3 trophies, 3 audience question gift packs and 7 awards were given to the winners emerged in the following sectors.

Education Sector Winner	Team Oracles of University of Moratuwa
Education Sector 1 st Runner Up	Team Delta 5 of CINEC Maritime Campus
Manufacturing Sector Winner	Team Insee of Siam City Cement (Lanka) Ltd
Shipping and Logistics Sector Winner	Team Hayleys of Advantis of Hayleys Advantis Limited
Terminal Operator Sector Winner	Team SAGT RED of South Asia Gateway Terminals (Pvt) Ltd
Liners - Shipping and Aviation Sector Winner	Team Sri Lankan Airlines of Sri Lankan Airlines
Technology and Telecommunication Sector Winner	Team Dialog of Dialog Axiata PLC



Jayani Sudusinghe

YPF Inspire was held for the fourth consecutive year at the Centre for Banking Studies Auditorium on the 20th of July 2017. The event organized in a much grander scale received an overwhelming participation of over 300 participants from universities, private institutes and corporate sector. The previous YPF Inspire programs were conducted on the themes such as entrepreneurship and motivation. However, expanding the horizons further, this year YPF Inspire was organized under three different themes with the aim of reaching a wider audience in the field of logistics and transport.

Mr. Ishan Jayawardane of YPF Sri Lanka led the team as the Chairperson in organizing YPF Inspire 2017. Three eminent guest speakers known for their skill, dedication, courage and perseverance shared their experiences with the youngsters in the audience giving them an idea on what they are going to face once they enter the corporate world and how to survive and thrive amidst all these challenges.

YPF Inspire 2017 introduced Mr. Dinesh De Silva, Head of Shipping of Unilever Sri Lanka to encourage the young professionals to explore the rapidly changing supply chain and logistics industry. In order to keep up with the challenges facing in this dynamic industry, technology plays an enormous role. Therefore, YPF Inspire 2017 called upon a young entrepreneur who deals with technology in his day to day life, Mr. Jiffry Zulfer, Founder and CEO of PickMe. Finally, in order to face these challenges and cope up with the change in life what the audience need was some real inspiration from a man who holds his grounds. Hence, YPF Inspire 2017 ultimately brings the legendary Sri Lankan racing champion on to the YPF Inspire stage, Mr. Dilantha Malagamuwa, International Motorsport Champion and Founder of Dilango Racing.

Mr. Dinesh De Silva being the first and the most senior speaker at the event enlightened the audience by sharing his story and how he managed to achieve his life goals amidst all the barriers. Mr. Silva was able to lighten up the young minds with his wisdom and experience by showing them what they can achieve in the future by being a part of this industry. As the second speaker Mr. Zulfer inspired



YPF Inspire 2017



the audience with his story on how to bring entrepreneurial ideas into reality. Further, his story of success motivated many youngsters to think outside the box to make an effective impact to the society with their innovative ideas.

The final speaker of the event Mr. Dilantha Malagamuwa managed to capture the audience and hold them in utter amazement as he shared each and every single life event with the curious minds in the audience. The lessons and the experiences he shared were much easier for the audience to comprehend, mainly due to the fact that Mr. Malagamuwa was an international motorsport champion who won the world with courage and boldness. His words convinced every young mind in the audience that they too can achieve great things at a very young age.

YPF Inspire 2017 concluded on a high note with requests flooding in from the audience to organize YPF Inspire for the fifth consecutive time in next year as well.

Jayani Sudusinghe



YPF SRI LANKA TEAM WITH THE DISTINGUISHED SPEAKERS OF YPF INSPIRE 2017

Women in Logistics and Transport (WiLAT) Sri Lanka Forum is the Women's Forum of The Chartered Institute of Logistics and Transport (CILT) Sri Lanka. WiLAT Sri Lanka was inaugurated on 21st March 2013. It is one of the five pioneering fora in the WiLAT Global community.



Women in Logistics and Transport

Our Global Convenor, who sits at the CILT International Management Committee, is responsible for the growth and development of WiLAT Internationally and for coordinating our Annual Global Conference. Regional coordinators promote the interests of women in their region and encourage membership. Country groups work with and on behalf of women at local level, organising events, providing local support and networking opportunities, and representing women within the local CILT council.



Our vision is to be the most sought after for advocacy, professionalism and empowerment of women in Supply Chain, Logistics and Transport.

Our mission is to promote the status of women in Logistics and Transport, to bring together those who support talent and career development of women and to provide a support network and mentoring opportunities for women in the sector.

Our objective is to promote and encourage the art and science of Logistics "W" and Transport among Women.

"W"
Women



WiLAT CORNER

Women in Logistics and Transport Sri Lanka



SEATED FROM LEFT TO RIGHT

Ms. Vijitha Weerasinghe, Ms. Amra Zareer, Dr. Priyangani Jayasundara, Ms. Gayani De Alwis, Ms. Dhashma Karunaratne, Ms. Niroza Gazzali, Ms. Anoma Ranasinghe, Ms. Gayathri Karunanayake

STANDING FROM LEFT TO RIGHT

Ms. Gayara Jayasuriya, Ms. Wasanthi Vithanage, Ms. Kasuni Ahangangoda, Ms. Sajuni Wasage, Ms. Ruchithra Yogananda, Ms. Semini Dissanayake, Ms. Kithmini Gamage, Ms. Shakya Perera, Ms. Maithree Attanayaka, Ms. Manjari Nigamuni

NOT IN PHOTOGRAPH

Ms. Namalie Siyambalapitiya, Dr. Namali Sirisoma, Ms. Sriyamal Gamage, Ms. Anushka Weeraratne

WiLAT OFFICE BEARERS (2017/18)

Ms. Dhashma Karunaratne
Chairperson

Ms. Niroza Gazzali
Vice Chairperson
Membership Development

Ms. Anoma Ranasinghe
Vice Chairperson
Sponsorship & Brand Building

Dr. Priyangani Jayasundara
Vice Chairperson
Membership Services/Education

Ms. Amra Zareer
Secretary

Ms. Gayathri Karunanayake
Treasurer

**Stronger
Together**

Women in Logistics and Transport (WiLAT) Sri Lanka concluded yet another successful event on 26th of January 2017 on “Interview Facing Techniques” at the Auditorium of the National Chamber of Commerce Sri Lanka for mentees registered under their “Ignite” mentoring program. It was heartening to witness the participation of an enthusiastic group of youngsters from many different universities and from the industry. The session was conducted by Ms. Dilmini Weragama, Quality Assurance Manager, GTM of Unilever Sri Lanka Limited. She shared her knowledge and experience with the youngsters, in an interactive way ensuring

an eminent panel of interviewers consisting of Mr. Sarath Jayasinghe, Group HR Director, DSI group of Companies, Mr. Gihan Jayasinghe, Executive Director, Finlays Colombo PLC and Dr. Ganga Samarasekera, Senior Lecturer, Faculty of Engineering, University of Sri Jayewardenepura. Their expert comments and insights undoubtedly enlightened the youngsters.

WiLAT Chairperson, Mrs. Gayani de Alwis in her concluding remarks mentioned the audience that WiLAT will be conducting a series of programs like this in the future, to make youngsters capable of entering the world of work with confidence and urged the mentees to make use of this opportunity for their own development. She also thanked WiLAT Vice

Chairperson Anoma Ranasinghe

and ExCo member Maithree Attanayaka for taking the lead

to organize this interactive workshop. Judging by the feedback received, the event was indeed successful and WiLAT continues their journey on paving the way for budding young professionals to excel in their chosen career paths in the field of logistics and transport.



that the audience was well engaged. The program focused on how to mentally and physically prepare oneself to successfully face an interview. Dilmini never failed to keep the audience on their toes, with all the interesting stories she had to share. She emphasized on interview facing techniques, Dos and Don'ts at an interview, and many other key areas on which the attention should be drawn prior to facing an interview. Later the session was followed by group exercises to engage participants and to familiarize them on preparation involved for an Interview.

A key highlight of the evening was the mock interview session to demonstrate a real-life interview scenario. Two young interviewees were exposed to

WiLAT is the women's forum of the Chartered Institute of Logistics and Transport (CILT) Sri Lanka. Currently, WiLAT is present in 18 countries with over 1600 members in four continents. The WiLAT Sri Lanka forum was formed in 2013 by the CILT Sri Lanka to encourage the representation of women in the transport and logistics industry and to address the wide gender imbalance. WiLAT Sri Lanka creates awareness on career opportunities, increases access to information and supports continuous professional development. The forum also offers networking opportunities to share industry best practice as well as training and mentoring opportunities. “Ignite” mentoring program is the flagship event of WiLAT Sri Lanka, which provides an opportunity for young females to be mentored by senior ladies in the industry annually.

Amra Zareer



WiLAT partners with UN WOMEN'S "HEFORSHE" CAMPAIGN for Women Empowerment In Sri Lanka



In pursuing WiLAT Sri Lanka's mission in empowering women in Logistics and Transport and in celebration of their 4th anniversary a colorful event was held on 20th of March at the Kingsbury Hotel, Colombo. The key highlight of the evening was that WiLAT partnered with UN Women's "HeforShe" movement to promote women empowerment in Sri Lanka. The theme for the event was "Be Bold for Change" in line with this year's 108th International women's day.

Speaking at the event, Chairperson WiLAT Ms. Gayani de Alwis shared, "as per UN Women; men consist of 60% of the employed labor and 95% of the CEOs of the world's largest corporations are men. In Sri Lanka, 75% of the labor participation is by males and female participation is only at 36.2%. The achievement of gender equality requires an inclusive approach that recognizes the crucial role of men and boys as partners for women's rights." She thanked UN Women and the 10 corporates for supporting this cause by being bold and walking the talk. Gayani commended the organizing committee led by project chair, Ms. Dhashma Karunaratne for organizing this event in a grand style which attracted over 225 WiLAT members and invitees.

WiLAT was indeed successful in obtaining leading Logistics organizations such as Aitken Spence, Colombo International Container Terminals, Expolanka, Hayleys, Hemas, John Keells, McLaren's, South Asia Gateway Terminals, Sri Lanka Ports

Authority, and Unilever to support their women empowerment initiative by obtaining CEO statements assuring and guaranteeing women's empowerment in their respective organizations.

The keynote speaker of the event was Mr. Carl Cruz Chairman Unilever Sri Lanka. Mr. Cruz highlighted the key strategies adopted by Unilever Sri Lanka to promote women participation and empowerment. Unilever is one of the 10 top corporates who have pledged support globally for the UN Women's "HeforShe" initiative. This was followed by an engaging panel discussion which was moderated by Ms. Kasturi Chellaraja Wilson, Managing Director Hemas Pharmaceuticals and Hemas Logistics and Maritime sector of Hemas Holdings PLC with the participation of many other eminent industry personnel such as Mr Ruwan Waidyaratne Managing Director Hayleys Advantis, Mr S Premachandra Managing Director Sri Lanka Ports Authority, Ms Shiromal Cooray Chairperson Sri Lanka Institute of Directors and Managing Director Jetwing Travels, Ms Ramaaya Salgado Country Focal Point UN Women Sri Lanka, and Dr Nisha Arunathilaka Research Fellow Institute of Policy Studies. The panelists discussed challenges and hurdles encountered by them pertinent to women empowerment and what possible solutions were taken to continue this great initiative. The audience consisting of both ladies and gentlemen of the logistics fraternity and invitees raised many questions and shared their own experiences specifically in successfully executing their responsibilities in a "male-dominated" industry.

Ms. Ramaaya Salgado said; "UN Women is happy to partner with WiLAT, who is the pioneer in women's empowerment in the Logistics and Transport industry in Sri Lanka. UN Women's "HeforShe" movement is a growing network globally and it's encouraging to see 10 leading local corporates joining this Global movement to make the workplace more conducive for women"





Panel Discussion in Action

Ms. Dhashma Karunaratne, Vice Chairperson of WiLAT Sri Lanka and project chair of “HeforShe” campaign concluded by sharing some insightful information; “research confirms that gender equity worldwide can lead to a 12-trillion dollar increase in Global GDP”; stating that while men bring important skills to a workplace, an equal proportion of women would introduce different – and just as effective – skills, which, when pooled together, an organization would see a surge in creativity, innovation, and growth.” In her closing remarks, she thanked the lead signers of the CEO statement; for making equality a corporate priority and inspired the audience to “go be the change you want to see”



Amra Zareer

WiLAT AGM 2017

Annual General Meeting

Women in Logistics & Transport (WiLAT) Sri Lanka appointed its new Chairperson Ms. Dhashma Karunaratne for the year 2017 at the 4th Annual General Meeting held on the 27th April at the National Chamber of Commerce Auditorium amidst a large gathering of the industries eminent personalities.

Dhashma takes the helm from the outgoing Co-founder & Chairperson of WiLAT Ms. Gayani de Alwis and will execute WiLAT’s advocacy initiatives, working closely with its parent body Chartered Institute of Logistics and Transport (CILT) & Global WiLAT Forum. In her professional career, she has held diverse roles, including Corporate Finance, Business Strategy, Management Accounting & Distributor and Project Management. In her current role, she contributes towards the execution of the Commercial and Marketing Strategy of South Asia Gateway Terminals, of Port of Colombo, Sri Lanka and drives initiatives for business growth integrating contractual performance monitoring & compliance.

She is a member of CILT and is currently serving as a Member of the CILT council. She has been an active executive committee member of WiLAT Sri Lanka since its inception in 2013 and has been serving as the Vice Chairperson for Branding and Promotions since 2016. She has successfully executed effective programs to promote and position Women in Logistics & Transport, as an Integral part of the industry and the economy. Ms. Anoma Ranasinghe, Ms. Niroza Gazalli and Dr. Priyangani Jayasundara were elected as the Vice-chairpersons and bring with them a wealth of experience and knowledge of the industry. The newly appointed WiLAT Exco will together stand stronger as a leading female advocacy group in Sri Lanka and the region.

Image Courtesy: www.freepik.com

The keynote speech was delivered by Mr. Kingsley Abeywickrema, Managing Director, APL Lanka Limited on the theme "Future outlook of the maritime industry". He highlighted that all activities relevant to the maritime industry will be automated and integrated in the near future and concluded that Sri Lanka should focus on opening more Principals' offices and continue to develop our ports and other infrastructure to be more competitive with other countries in the region.

Ms. Gayani de Alwis, the Co-founder & outgoing Chairperson, in her speech, thanked the past committees for supporting her during her four-year tenure and wished the newly elected Chairperson and her committee and mentioned that she hopes, WiLAT Sri Lanka will continue the efforts and be the shiniest diamond in the Global CILT crown. She added that at a time when WiLAT Sri Lanka is in a very strong position, she is confident that the new committee under the able leadership of her successor would be able to translate vision and strategy into world class execution and bring together all females in the Logistics & Transport Industry to create value to the economy.

The new Chairperson Dhashma Karunaratne concluded by, standing together in one spirit contending as one, for the empowerment of all women is what she would strive to pursue during her tenure.

The key feature of this year's newly elected council is the presence of women from all sectors (aviation, maritime, land transport and supply chain) of the logistics and transport industry and representation from academic institutions. In order to attract millennial, a young female student representative each from the four universities offering supply chain and logistics degree programs were co-opted once again.

Introducing WiLAT SL ExCo 2017 | 2018

"Together We Are Stronger"

 Ms Dhashma Karunaratne Chairperson Commercial & Marketing Manager, South Asia Gateway Terminals	 Ms Gayani de Alwis Co-founder & Immediate Past Chairperson Management Consultant & Lecturer	 Ms Amra Zareer Secretary Head of Expo Rail, Expo Consolidators (PVT) Ltd	 Ms Gayathri Karunanayake Treasurer Logistics Manager, Unilever Sri Lanka Ltd
 Ms Niroza Gazali Vice Chairperson Membership Development Director - Transportation, Expolanka Freight (PVT) Limited (EFL)	 Ms Anoma Ranasinghe Vice Chairperson Sponsorships and Brand Building General Manager, Documentation & Training McLaren Shipping	 Dr Priyangani Jayasundara Vice Chairperson Membership Services & Education Visiting Lecturer / Education, Management & Training Consultant	

CHAIRPERSON 2017 | 2018

Women in Logistics and Transport, Sri Lanka

Dhashma Karunaratne (MILT) is responsible for executing the Commercial and Marketing Strategy of South Asia Gateway Terminals, of Port of Colombo, Sri Lanka and drives initiatives for business growth integrating contractual performance monitoring & compliance. In her professional career she has held diverse roles, including Corporate Finance, Business Strategy, Management Accounting, Business Planning & Distributor and Project Management.

She is a member of CILT and is currently serving as a Co-opted Member of the CILT council. She has been an active council member of the WiLAT Sri Lanka since its inception in 2013 and has been serving as the Vice Chairperson for Branding and Promotions since 2016. She has successfully executed effective programs to promote and position women in logistics as an integral part of the industry and economy.

Dhashma holds a Master's Degree in Business Studies from the University of Colombo (SL) She is A Fellow of the CIMA (UK), A Chartered Global Management Accountant (CGMA) and is Certified by Central Bank of SL as a Treasury & Forex Dealer. She's an Affiliate Member of Institute of Personnel Management - HR IPM (SL).

She serves as a Member of YMF and the Young Leaders Steering Committee of Ceylon Chamber of Commerce.



Amra Zareer



Image Courtesy: www.freepik.com

Puzzle Quiz

Across

3. Agile SC strategy focus on responsiveness while _____ SC strategy focus on efficiency
4. This analysis method is widely used in the industry to identify the external environment's influence on the organisation
6. Order _____ are the competitive characteristics that a firm must exhibit to be a viable competitor in the market place
8. At this stage of a product life cycle, the firm seeks to build brand preference and increase market share
9. This manufacturing method is also known as the Toyota Production System
10. The Supply-Chain Council(SCC) has developed this model as the cross-industry standard for SCM

Down

1. The _____ effect is a distribution channel phenomenon in which forecasts yield supply chain inefficiencies
2. A challenge/barrier faced by all partners of the supply chain
5. This is a technique where a supplier of goods is responsible for optimizing the inventory held by the distributor
7. This technique uses electromagnetic fields to automatically identify and track tags attached to inventory items

Send your answers to editor@ciltsl.com before 3rd September 2017

CARTOON

By Manjari Nigamuni



Puzzle Created by Yashodha Nirupamala

CILT

The Chartered Institute of Logistics and Transport Sri Lanka

Corporate Partners

Exclusive Strategic Partners



Transportation
and logistics
Partner



Transport
Asset
Partner



Port Terminal
Partner



Corporate
Partner for
WiLAT
Sri Lanka

Corporate Partners

Abans

Authen Spence



Finlays
Since 1750



hellmann
Worldwide Logistics

HEXAS
LOGISTICS
An Integrated Logistics Company



Daily FT
Be Empowered
Exclusive Media Partner