

1. WHAT BENEFITS DO YOU RECEIVE BY BEING A MEMBER OF THE PENANG FREIGHT FORWARDERS ASSOCIATION (PFFA)

A. Immediate affiliations to:

- Federation of Malaysian Freight Forwarders (FMFF) – the National Freight Forwarders Association.
- International Federation of Freight Forwarders Association (FIATA) – based in Geneva, Switzerland.
- Federation of Asia-Pacific Aircargo Association (FAPAA)
- ASEAN Federation of Forwarders Association (AFFA)
- Malaysian National Shippers Council (MNSC) – chaired by the Deputy Minister of International Trade & Industry.
- Malaysian Institute of Freight Forwarders (MIFF) – set up by FMFF.

B. Immediate Representations at:

- Penang State Government's Trade Council
- National Customs Consultative Council (NCCC) – chaired by the Director General of the Customs Dept.
- Penang State Customs Liaison Committee / Private Sector – chaired by State Customs Director.
- Customs Information System Working Group and the EDIFACT Transport and Customs Working Group – chaired by the Customs Dept.
- Penang Port Consultative Council – chaired by Penang Port Sdn Bhd – liaison between PPSB and Port Users with monthly meetings held.

- Committee on Container Problems (COMCOP) – set up by the Minister of Transport and chaired by the Penang Port Commission.
- Container Hauliers Association of Malaysia (CHAM)
- Ministry of Transport Annual Dialogue Tableau
- Ministry of International Trade & Industry (MITI) Annual Dialogue Tableau
- Trade Facilitation Committee on the Simplification of Documents and Aligned Documentation System – chaired by MITI
- Banking, Finance and Insurance Dialogue Tableau – chaired by Bank Negara.
- Customs Standardization of Forms and Computerisation Evaluation / Implementation Dialogue Tableau.
- Working Group to draft Legislations for Multimodal Transport Operators – chaired by the Ministry of Transport.
- Working Group on Freight Forwarding Services reporting to the Cabinet Committee on Services Trade – chaired by the Prime Minister.
- Ministry of Human Resources Annual Dialogue Tableau – HRDC approved freight forwarding courses.
- Electronic Data Interchange Implementation Working Group – chaired by MITI.
- Standardization of Containers and Packaging Working Group – chaired by Ministry of Transport.
- Working Group on promoting Usage of Malaysian Ports – chaired by Ministry of Transport.
- Department of Civil Aviation / Malaysia Airports Bhd / Malaysia Airlines

C. Liaison with International Agencies & Private Sector Trade Organisations:

- Association of Banks in Malaysia on Documentary Credit Practice & Financing Issues.
- National Chamber of Commerce & Industry of Malaysia (NCCIM)
- Malaysian International Chamber of Commerce & Industries (MICCI)
- Various sectarian Chamber of Commerce & Industries & Federation of Malaysian Manufacturers (FMM)
- Malaysian Institute of Purchasing & Materials Management (MIPMM)
- Free Trade Zone of Penang Companies Association (FREPENCA)
- Association of Prai Industrial Companies (APIC)
- Malaysian Insurance Institute
- Persatuan Insurance Am Malaysia (PIAM)
- All local ports
- Malaysia Airlines – as a national carrier and as the sole ground handling agent.
- International Air Transport Association (IATA)

D. Up to-date Information on:

- ❖ Weekly Customs Currency Exchange Rates
- ❖ Regular updates on all Customs tariff codes amendments, Customs Ruling, Excise duties Sales Taxes, Annual Budget – Customs amendments – Sales Tax, Customs Act & Regulations, Customs Notices and Announcement.
- ❖ Regular updates on operational procedures / formalities at ports and airports

- ❖ Regular updates and announcements concerning the freight forwarding and transportation industry.
- ❖ Reports and meetings from PFFA and with other parties
- E.** Discounted fees for Customs Pass application.
- F.** Free use of PFFA Operations Office at North Butterworth Container Terminal – for your operations and documentation staff to prepare, amend, receive, collect, transit, etc. documents. Use of telecommunication and office equipment is at minimal cost.
- G** Regular seafreight and airfreight statistics.
- H.** Rebated registration fees for vocational training and education programs such as PFFA/FMFF Seminars, Conferences, Briefings, Congress, Workshops, etc. Basic Course and Diploma in Freight Forwarding, and all courses conducted by the Malaysian Institute of Freight Forwarders.
- I.** Entitlement to issue (provided that you meet the international standards set)
 - a. FIATA Multimodal Transport Bill of Lading
 - b. FIATA FCR – Certificate of Receipt
 - c. FIATA FCT – Certificate of Transport
 - d. FIATA FWR – Warehouse Receipt.
- J.** Use of PFFA's Name and logo in your company stationery, name cards, equipment (truck, etc) and documents (Bill of Lading/BL. Airway Bill/AWB, etc.)- will enhance and project more professional image of your company.
- K.** One of the main criteria, pre-requisite and characteristic for a company calling itself professional is a membership with their trade Association.

2. WHY SHOULD ONE JOIN A TRADE ASSOCIATION LIKE THE PFFA?

- A. To be heard – as no Government or Trade Authorities will spend time liaising with individual companies but will spend time and listen to Trade Association.
- B. To achieve effective representation and negotiation power and recognition from Government Agencies and related trade Bodies – freight forwarders will be united and represented under a single platform i.e. the PFFA.
- C. To safeguard and protect your business / livelihood and interest so that your company will not be caught unprepared to meet new rules and regulation changes in the freight forwarding industry e.g. proposed licensing of freight forwarders, proposed new guidelines / criteria for Customs Agents' license approval / renewal etc.

3. WHY SHOULD ONE SUBJECT ONESELF TO PROFESSIONAL ETHICS AND STANDARDS BY JOINING AN ORGANISATION LIKE PFFA?

- A. The freight forwarding industry is already recognized by the Government as a *professional service industry* i.e. collection of the 5% service tax and contributions to the Human Resources Development Fund.
- B. Customs Agents are actually collecting taxes on behalf of the Government.
- C. Customs Agents and freight forwarders are handling confidential trade invoices / documents. What guarantees do customers have that you are not giving their invoices and company information to their competitors?
- D. You are handling negotiable trade documents on behalf of foreign buyers and sellers. What guarantees are there that you are not handling such documents before they are properly authorized by financial institutions?
- E. With multimodal transportation, you are entrusted to physically transfer goods from one mode to another – how can the shippers and consignees be assured that the goods are in good and safe order and not pilfered?
- F. You act as a Customs Agents. How can importers be assured that their goods are not stolen by personnel from Customs Agents? Customs Agents have direct access and custody to all information and goods.

4 CAN SMALLER ESTABLISHMENTS JOIN THE PFFA ?

- A. YES – PFFA is for every freight forwarder. You may not attend a meeting on your own but you may become a nominated / elected representative/office bearer of PFFA and attend on behalf of PFFA. This will give you the opportunities that you may not have thought of. Your company is allowed to appoint a representative in PFFA to represent your interest and in the affairs and running of PFFA. All you have to do is to be an active member.

5 WHY SHOULD PFFA SPEND MONEY TO EMPLOY PROFESSIONAL PERSONNEL?

- A. Professional personnel are trained to be impartial. If a member expects the Committee or Council Members (voluntary elected office bearers) to work for free, then the members will get very slow response as these volunteered office bearers can only work during their free time. Further, they may be bias as the individual Committee or Council members are also your competitor – thus the need for professional, independent personnel to work full time for PFFA. A good example is the powerful and successful Federation of Malaysian Manufacturers (FMM) and the National Chamber of Commerce and Industry of Malaysia (NCCIM) where a team of professional staff are employed to attend to the needs of its members.

6 THE PFFA DOES NOT SEEM TO BE VERY ACTIVE, WHY?

- A. Only the members themselves can assure the effectiveness of the PFFA. The PFFA has limited funds – mainly from annual subscriptions of R1,000/= per member but it has a lot of work to do and all these costs money. With more members, the fees can be reduced as there will be more contributors and with more funds, the PFFA can employ more staff and can attend promptly to more problems and issues affecting the members. However, the PFFA can only be active if the members are active.

7 HOW CAN MEMBERS ENSURE PFFA REMAIN ACTIVE ALWAYS?

- A. SIMPLE - by participating in all PFFA affairs and activities and responding to our requests for feedbacks, comments, suggestions, etc. By checking with your elected office bearers and find out the developments at PFFA. By this way, your elected office bearers will always remain on their toes.

THE FREIGHT FORWARDING INDUSTRY IS YOUR 'BREAD AND BUTTER' – YOU SHOULD GIVE PRIORITY TOWARDS JOINING THE ONLY TRADE ASSOCIATION IN PENANG REPRESENTING THE FREIGHT FORWARDERS I.E. THE PFFA RATHER THAN JOINING A RECREATION / SOCIAL SPORTS CLUB WHICH DOES NOT DIRECTLY PROTECT YOUR LIVELIHOOD AND BUSINESS INTERESTS.