

**PENANG FREIGHT FORWARDERS ASSOCIATION**

***Persatuan Wakil-Wakil Penghantaran Kargo Pulau Pinang( PSMB Registered Training Provider)***

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**Module 1:**

**Introduction and Fundamental of Freight Forwarding**

**(Completion of 12 Modules entitle for FIATA Diploma in Freight Forwarding)**

**(HRDF- SBL CLAIMABLE)**

**Date: 7,8,14,15,21&22 September 2012**

**Time: 9.00am – 5.00pm**

**Venue: PFFA Training Centre, Batu Maung**

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***Introductory Offer!!! Every Registration Entitle for 1 Free Seat***

**Background to the FIATA Diploma**

FIATA (in French "Fédération Internationale des Associations de TransitairesetAssimilés"), International Federation of Freight Forwarders Associations,based in Zurich, Switzerland is the world umbrella body of the freight forwarding industry. Within FIATA, a specialized body known as the Advisory Body Vocational Training (ABVT), has consistently worked to build up a solid reputation as a major contributor to the development of vocational training in the freight forwarding industry. Whilst it does not itself deliver professional training programmes, it operates as a knowledge champion in the international freight forwarding and logistics management field.

In carrying out this objective the ABVT has developed a set of minimum criteria for the award of a qualification known as the FIATA Diploma in Freight Forwarding by Vocational Training and Examination (commonly called the FIATA Diploma).

**How widely is the FIATA Diploma recognised?**

Since it was first introduced in 1996, the FIATA Diploma has become recognised throughout the world as recognition of the overall competency of the holder in all fields of freight forwarding operations. What is covered in the FIATA Diploma?

The areas covered by the FIATA Diploma criteria are as follows:

Module 1: An introduction to Freight Forwarding

Module 2: Maritime Transport

Module 3: Multimodal Transport

Module 4: Air Cargo Transport

Module 5: International Road Transport

Module 6: International Rail Transport

Module 7: Inland Waterway

Module 8: Introduction to Logistics

Module 9: Transport Insurance

Module 10: Safety, security and dangerous goods

Module 11: Information & communication technologies (ICT) in Forwarding

Module 12: Customs matters

**The FIATA Diploma in Malaysia**

Through the FIATA accreditation which we obtained in 2011 in Egypt, the Federation of Malaysia Freight Forwarders now brings this course to the Malaysia industry. It is the aim of the Association to educate and transform the logistics industry to a higher level.

**What does the FIATA Diploma mean to me?**

In acquiring the FIATA Diploma you achieve the following objectives:

1. You gain the practical ability to operate competently in a wide variety of operational areas within the freight forwarding industry. These are in themselves very marketable skills.
2. You place yourself in a good position for rapid promotion provided you have shown the right leadership qualities and fit in to the culture of your employer organization.
3. You can combine these practical skills with your academic knowledge in adding value to strategic decision making processes aimed at providing integrated logistics and supply chain management solutions to customers. You gain an international qualification which is recognised as THE professional standard throughout the world of freight forwarding.
4. During the course of the programme you will be paid to learn as it is HRF claimable.

**Introduction to Module 1: Introduction and Fundamental of Freight Forwarding**

This module “Introduction and Fundamental of Freight Forwarding is one of the 12 modules under the FIATA Diploma program. This module covers approximately 51 hours and includes the following topics:

Chapter 1 – International Freight Forwarder and the Freight business

1. Fundamental Principles and Freight Forwarding
2. International Trade
3. The Organization o=f FIATA
4. FMFF STC

Chapter 2 – International Freighting Business

1. Ancient Trade
2. International Trade

Chapter 3 – International Organizations in Forwarding and Trade

1. UNCTAD – United Nations Conference on Trade and Development
2. ICC – International Chamber of Commerce
3. WCO – World Customs Organization
4. WTO – World Trade Organization
5. World Bank
6. ISO – International Organization of Standardization
7. FIATA – International Federation of Freight Forwarders Association

Chapter 4 – Organizations of the Forwarding Company

1. Organization of the Forwarding Company
2. General procedures
3. Quality Management System ISO 9001
4. Environment management system 14000

Chapter 5 – Financial Requirements

1. Accounting and costing
2. Risk Management

Chapter 6 – General Knowledge of Transport Geography

1. About time zones and transportation
2. Major routes of all modes
3. The Trans-Asian-European corridors
4. Linkages between modes and economic groupings
5. Climatic conditions and transport
6. Trade and geopolitics

Chapter 7 – FIATA Documents

1. FBL – FIATA Bill of lading
2. FCR – Forwarders Certificate of Receipt
3. FIATA FCT – Forwarders Certificate of Transport
4. FWR – FIATA warehouse receipt
5. FWB – Non-negotiable FIATA MTO waybill
6. FIATA SDT – Shipper’s declaration for the transport of Dangerous Goods
7. FIATA SIC – Shipper’s inter modal weight Certificate
8. FFI – FIATA Forwarding Instructions

Chapter 8 – Special Transport Services

Chapter 9 – Packing Requirement

1. Packaging
2. Cargo marking and labeling

Chapter 10 – Information and Communication Technology (ICT)

1. Hardware and software
2. EDI
3. E-forwarding
4. E-commerce

Chapter 11 – Wrap up and site tours

**Targeted Participants:**

1. Forwarding / Operations personnel
2. Customer service personnel
3. Business / Sales Executives
4. Everyone who has a need to understand the airfreight industry

**Objectives of the Course**

* The student should understand the legal position of a freight forwarder, his/her functions and the general structures and processes in forwarding.
* The interrelations between trade and forwarding should be clear to him/her.
* He/she should know the different FIATA documents and the area of their application.

**Trainer’s Profiles**

**Mr Lee Wei Koon (WK Lee)**

Mr Lee Wei Koon is the current sub-committee Chairman of Education & Training of Penang Freight Forwarders Association (PFFA).   He also serves PFFA as the Seafreight Board Member and Executive Council Member.

He holds the IATA/FIATA Diploma in Aircargo Introductory Course (with distinction) 1992, IATA/FIATA Diploma in Aircargo Rating 1994 and ICS Diploma in Fitness & Nutrition 1996.  He is also a member of International Who’s Who Historical Society.

He is a trainer with PFFA since 2006 and has attended the UNESCAP Training of Trainers Program in Port Klang in 2006 and in Bangkok in 2009.  He recently completed the FIATA Training of Trainers held in Port Klang with Merit in 2010.

With over 19 years work experience in the freight forwarding industry, he has covered sales, operations, and is currently the Managing Director of local leading forwarding and packing company.

**Mr Kor Hock Choon (Bryan Kor)**

**Mr Kor Hock Choon** is the current Hon. Secretary General of Penang Freight Forwarders Association (PFFA) since 2005.   He also serves PFFA as the Airfreight Board Member and Executive Council Member of FMFF.

He is a trainer with PFFA since 2006 and has attended the UNESCAP Training of Trainers Program in Port Klang in 2006.  He recently completed the FIATA Training of Trainers held in Port Klang with Merit in 2010.

With over 26 years work experience in the freight forwarding industry from rank and file, he is covering administration, finance, sales and operations, and is currently the General Manager of Japanese freight forwarder and based in Penang.

**Mr Fong Soon Kheang (SK Fong)**

Mr Fong Soon Kheang is a Certified PSMB Trainer. He has been in the training field for the last 10 years with vast experience in the Freight Forwarding and Logistics. He has contributed handsomely in the training field and has nurtured many new comers in the industry and has been spending ample time in rendering voluntary training support for Penang Freight Forwarders Association.

He graduated from the Maktab Perguruan Sungai Patani,Kedah in 1979 and has spent most of his time in teaching and coaching our fellow Malaysian to become better in their life.

Apart from the Sijil Guru, Fong Soon Kheng also hols the Certificate in Training from United Nation Conference on Trade and Development and Diploma of Competence in Freight Forwarding

**Mr. Wong Kim Chuan (KC Wong)**

Mr. KC Wong was the Education and Training Chairman of Penang Freight Forwarders Association (PFFA) from 2007 to 2009. He has been elected by the PFFA members as the Airfreight Board Member (year 2005 -2007 and 2007 – 2009) and Executive Council Member for year 2007 – 2009.

He has been in the airlines cargo and airfreight forwarding industry with multi-national companies for over two decades with 10 years in senior managerial position. He possesses solid and extensive experience in the airfreight operations besides having good hands-on experience in the sales and marketing.

Mr. KC Wong is the certified trainer by FIATA (International Federation of Freight Forwarders Associations), UNESCAP (United Nations, Economic and Social Commission for Asia and the Pacific), UNCTAD (United Nations Conference on Trade and Development), Cathay Pacific Airways Corporation and also the branch level 1 trainer in his corporate employment.

He has been actively involved in the in-house training programmes for the staff and their customers. In year 2006 and 2010, Mr. KC Wong supported Penang Freight Forwarders Association (PFFA) in the industry development programme, Foundation Course in Freight Forwarding, Logistics and Multimodal Transport, jointly organised with Federation of Malaysian Freight Forwarders (FMFF), and endorsed by the UNESCAP.

He has developed effective management and good leadership skills and trained up successors and staff of his corporate employment. His 10 years involvement in senior management level of airfreight forwarding industry has enable him to unleash effective skills in mentoring and coaching of his staff.

Mr. KC Wong attended courses on Cargo Services, IATA Dangerous Goods Regulations Basic and Refresher Course, Air Waybill and Regulations, B747-200 Freighter Loading and Load Sheet (Flight Weight and Balance), Cargo Operations and Claim Handling, Incoterms 2000 and other programmes on Training Skills, Customer Retention Management Skills, Negotiation Skills, Effective Communication Skills, Leadership Skills and etc. He has great passionate in people development and enjoys ideas sharing and reading.

**Administrative Details**

Professional Fee and Training Material:

PFFA Members: RM1, 150.00

Non Members: RM1, 200.00

Duration: 6 days

Date: 7, 8,14,15,21 & 22 September 2012

Time: 9.00am – 5.30pm

Venue: PFFA Training Centre, 29-3,Lintang Batu Maung 1, Batu Maung, 19600 Bayan Lepas, Penang, Malaysia.

Payment: Payment by cheques should be made payable to:

**‘Penang Freight Forwarders Association’**

**Contact Person:**

Mr. Ragupathy

Tel: 04-6262314

Fax: 04 - 6261687

**Address:**

29-3, Lintang Batu Maung 1,

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