

Education is Key to Success

Best Theory + Best Practice = Best Education

It is neither a new or unique insight that education is one of the primary pillars of success, be it of an individual, an organisation or a country. An effective approach to education should address both the theory and practise of the subject matter, so that the student is not only taught what to do but how it should be done, in order to optimise their work effort. This generalisation is as true in the South Africa context as it is in any other country, and the local supply chain discipline is certainly no exception.

For this reason, expert training and consulting organisation Global Maritime Learning Solutions (GMLS) has teamed-up with specialist software service provider Core Freight Systems (Core Freight) to provide a training solution that addresses both the theory and practice applicable in the South African freight forwarding and customs clearing environment.

Industry's academic training specialists

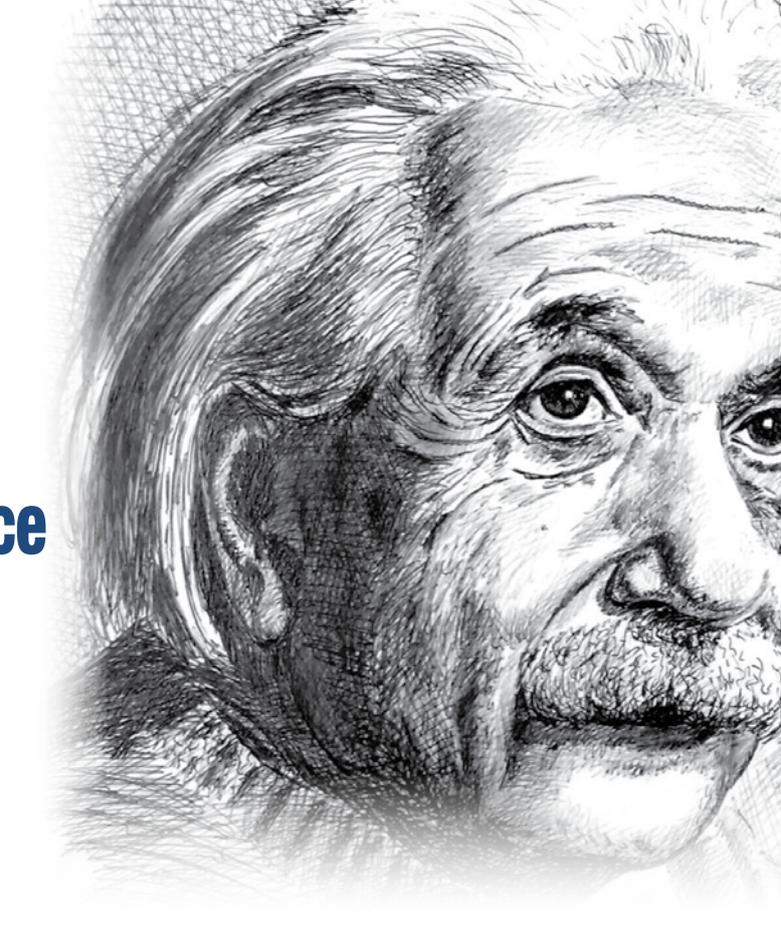
GMLS specialises in academic training in relation to Customs Studies and International Supply Chain Solutions. Headed by Managing Director Mark Goodger, this forward-thinking company comprises a team of leading professionals and experts located throughout the world. Mark has extensive experience as a lecturer at a number of universities, as a regular participant and presenter at international trade conferences, as a former employee in the Customs and Excise Department at SARS and as director of a number of successful forwarding and clearing agent operations. In addition, he has acted as a consultant



GMLS Managing Director Mark Goodger



Core Freight's Jonathan Sims



“... not just about knowledge of the individual components but about the processes and technologies that integrate them ...”

to a number of major international companies with regard to their import/export activities in South Africa. Mark then is well equipped to drive the company mission of providing superior skills and knowledge transfer to southern African countries.

“Our accreditation and training ensures we are familiar with all the latest trends and issues,” explains Mark. “This includes, for instance; the Revised Kyoto Convention, where we are able to offer students not only the established principles underlying the industry but insight into the latest issues being addressed – currently the international emphasis on cargo security and, within the specific local environment, the SARS Customs Modernisation initiative.”

One of the training provider's main products is the E-Learning Platform for the private sector. The platform is specifically set up to train students in the field of customs and excise subjects at the highest academic level. GMLS has recently been appointed the official WCO Distributor for these Modules in the South African Customs Union, hence operates under full authority of the WCO as an accredited E-Learning Trainer.

An integrated approach is essential

Mark believes that an integrated approach to business is essential to improve overall performance. “An effective supply chain is not just about knowledge of the individual components but about the processes and technologies that integrate them in order to deliver the optimum working solution to each of the parties along the chain, and hence the collective impact thereof.”

The approach, says Mark, focuses specifically on the supply chain domain, where companies need to achieve best-for-business Supply Chain integration and execution from a holistic perspective and not through isolated tools or stand-alone systems.

This requires:

- Establishing effective scale of operations in the increasingly complex supply chains.
- Leveraging information technology to deliver business intelligence and process automation.
- Aligning people performance through formalised outputs and standardised measures.

Explains Mark: "When we train students we demonstrate the application of the course material in a realistic environment and, very importantly, provide a mechanism for the student to obtain practical experience and exposure to systems which we believe complement the above. That is, combining the best theoretical training with the best practice to provide the best education."

CoreFreight provides a "best of breed" partnership

Core Freight has provided a dedicated platform for use by GMLS. The platform integrates the practical training with the theoretical coursework and is accessible to both their staff and students over the Internet and operational 24/7 to accommodate any training or practise schedule. The application is fully maintained and will provide exposure to the implementation of the latest customs requirements and any other developments available in the production environment.

Aspects of the CoreFreight application are particularly well suited for use within the training environment, providing a best of breed partnership for GMLS. These include:

- The use of windows-GUI based technology and presentation, which is the de facto standard for modern computer systems and already familiar to the vast majority of potential Users;
- The logical process-flow applied within the system is easy to learn, allowing the student to concentrate on the principles to be absorbed as opposed to mastering an

arbitrary menu structure, and follows the natural progression of the forwarding and clearing process in a typical supply chain;

- Comprehensive pertinent functionality in use in the real world by both large multinationals and local niched players with which to illustrate the activities relevant to the course subject matter;
- Up-to-date Electronic Tariff-book with advanced search facility for application in the Tariff determination module;
- Utility which allows the operator to switch between the previous Customs "Purpose Codes" and the new "Procedure Codes", introduced in compliance with the World Customs Organisation Data Model as part of the SARS Customs Modernisation initiative; and
- The ability to output and store electronically the results of any student exercises completed within the application, for subsequent transmission to GMLS staff for evaluation and/or input to the students portfolio of work.

"We will at last be in a position to demonstrate to learners the actual completion of a customs declaration as it is done in the real world, rather than with reference to a hard-copy document which is, for all practical purposes, redundant in the world of EDI," adds Mark.

Another opportunity to leverage technology for Core Freight

"By definition: for best theory and best practise to co-exist they must coincide otherwise there is a disconnect in the meaning of 'best'," says Core Freight's Jonathan Sims. "We see this as another opportunity to leverage technology to improve South African supply chain efficiency.

"We naturally have a vested interest in the feedback from all supply chain practitioners in South Africa, be they academic, executives in a retail corporation or a trainee bill of entry clerk employed at a clearing agent, because they present an opportunity for us to get input for the ongoing improvement of our application. The use of our software in this environment provides just that.

"We are delighted to be able to partner with GMLS in this exercise and trust that together we will be able to provide the best education possible," concludes Jonathan. ♦



www.gmls.co.za



www.corefreight.com