

THE CHARTERED INSTITUTE OF LOGISTICS AND TRANSPORT INTERNATIONAL BUSINESS FORUM - Status Update August 2021

1.0 Overview

This status update is up to 26th August 2021

2.0 Restating IBF

Our IBF network provides the platform that enables Branches to assist their Business and Corporate members to connect with "Real Companies" with the know-how in the business that branches know and trust. IBF is basically branches adding value to their members.

3.0 Progress

1. For the last couple of months, the main focus was to enhance the content and awareness of IBF. A Coventry University MBA student on a 6-week internship project was roped into IBF team to carry out preliminary gap identification of the IBF model to support marketing assessment.
2. IBF participated in all Regional meetings held during the period, which resulted in indication of interest from a few branches including Oman and UAE.
3. Discussions were held with a few branches to assist them moving forward with IBF including Indonesia, Bangladesh, US/North America and Central Asia.
4. IBF Malaysia managed to hold Virtual Port Tours to ports in Johor, Sabah and Klang.
5. Discussions were still in progress with PINK to enhance marketing and branding content of IBF for the next roll out with branches. This is expected to conclude by November.

4.0 Challenges

1. To enhance IBF's profile among all branches and members, in name and in substance
2. To identify potential members who are involved in discussions on potential deals and assist them to convert into projects.
3. To increase engagement with IBF branch representatives

5.0 Moving Forward

1. All IBF contacts to update on their COUNCIL support – positive or negative – are Corporate & business members interested in the IBF Platform Concept?
2. Setting up IBF committee at the branches.
3. IBF is an added value platform for branches to use in attracting Business & Corporate membership.
4. Subject Matter Experts
 - a. To build up a pool/directory of experts globally
 - b. This will be excellent resources for ideas, advices, guidance etc within CILT Internationally family
 - c. Speakers for webinars/lectures, special occasions
 - d. Requesting IVPs, WiLAT and Next generation to contact Branches that you represent to source for this information and share with IBF Secretariat.

END