



The Chartered  
Institute of Logistics  
and Transport

# Education/PD and Business Development Update

International Management Committee

25 November 2021



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## 3 key things for today

- Education Growth - review of 2021
- Business Development and Market Positioning - review of 2021
- Forward look for 2022 and the key opportunities

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# Education Growth

- £475k in 'international' education income, 6% overall targets, 127 learning partners in our global family, 2500+ students registered, 2700 graduated
- New country markets – Ecuador, Guyana, USA, Caribbean, Seychelles, Sierra Leone, Russia, etc...
- Blended approach to learning, skilling and assessment – industry relevance, employability
- WiLAT Capacity Building Centre launch with 3 key products, 2 leading to qualification options
- Mentoring schemes piloted in Nigeria, South Africa, Central Asia
- Language solutions in Arabic, Spanish, French, Chinese and Russian
- Business Simulation tools and games to embed into degrees and other existing programmes
- 4D Supply Chain/InChange and other online global learning alliances
- Significant learner growth in specific countries, Saudi Arabia South Africa, India, UAE

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## Business and Market Expansion

- USAID partnering, \$370k last 3 years for Central Asia with access to just under \$400k over next 5 years
- UKAID partnering – High Volume Transport for Tanzania and East Africa
- World Bank studies – Kazakhstan and wider Central Asia
- Market Positioning Toolkit and Business Planning support – US, Turkey, China, Taiwan, Greece, India, Pakistan
- Global Intern and Mentor Matching service development
- B2B and in house training and learning solutions coming forward – DB Schenker
- Relationship with training partners – 7 market understanding surveys since March 20 and latest report will be out early December 2021
- Training partner brand reinforcement campaign

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# What Next for 2022

- Global Education Strategy framework
- Visibility – Engage, engage, engage
- Education Growth – more providers in the queue – China, Ajerbaizan, South America, Pakistan, India, Russia, Turkey, Greece
- Market Positioning Toolkit and Business Development Workshop service – let’s make the most of it
- Mentoring Programmes – a win-win for NG, WiLAT, Branches and training partners
- Small Medium Enterprise support – a key tool to support IBF
- Integrated learning solution – workplace, employability and qualification
- Specialist niche products to launch e.g. Halal Logistics Corporation course mapped to CILT unit standards
- Refresh and revise course resources in strong partnership - a key IESC and provider message
- Education Champions – refresh and remotivate



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# Where to get education advice and support



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approach