

**THE CHARTERED INSTITUTE OF LOGISTICS AND TRANSPORT
INTERNATIONAL BUSINESS FORUM
- Status Update February 2022**

1.0 Overview

- This status update is up to 7th February 2022

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

Generally, there has been little progress since the middle of last year. Although IBF was tasked to manage the Digitalization Webinar in mid-November 2021, there was little progress by IBF branches with the exception of IBF Sri Lanka and IBF Indonesia which launched their IBF committees in November. The webinar was however successfully completed.

One of the reasons for the IBF works to slow down from the middle of last year was due to the finalization of the marketing tools/materials to be shared with the branches. The secretariat at that time recommended for the engagement of PINK Consultant to assist IBF to prepare a more suitable set of communication materials inline with the Brand Guidelines.

The draft work was completed in the third week of September 2021 and presented to IBF for approval. IBF requested that the draft be presented by PINK to get a better understanding of the idea behind their draft work. This was because IBF detected some variations from the original concept of IBF. Regretfully the meeting did not materialize.

Upon further discussion involving the Secretary General and International President then with IBF, it was agreed that IBF should proceed with the presentation by PINK on the week following the Digitalization Webinar. Despite a number of follow up communications with the Secretariat, the meeting has not taken place.

4.0 Challenges

1. To enhance IBF's profile among all branches and members, in name and in substance
2. To further strengthen the IBF Brand as a powerful marketing tool – getting assistance from Ceri / Pink
3. To identify potential members who are involved in discussions on potential deals and assist them to convert into projects.
4. To increase engagement with IBF branch representatives
5. To look at other similar set up like IBF and what can be learned from them – Connect Collaboration Network, Global Air Cargo Alliance, Life Logistics Network, Cold Chain Connect, ***Africa Supply Chain in Action***

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. CILT Au new proposed IT platform/website with a section for IBF
4. Support from Trustees, IVP's is needed to assist us in developing this CILT INTL Platform
5. There are NO objections BUT No support either.
6. 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

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