



# Fleet Management in Emerging Markets



11 - 12 September 2012, Sheraton Hotel & Towers, Karachi  
14 - 15 September, Pearl Continental Hotel, Lahore  
9:00 am - 5:00 pm

## Top 6 Learning Outcomes:

- 1 Identify** and understand the challenges in your industry
- 2 Explore** International strategies for Freight Management models and trends
- 3 Catalyze** your fleet's performance with new technology
- 4 Minimize** fleet downtime whilst minimizing costs and risks
- 5 Implement** the most cost-effective fleet planning and maintenance strategies
- 6 Better understand** and cater to the shareholder's expectations from fleet management

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### For Details & Registration:

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Course Director:  
**Nigel Devenish**

Chief Operating Officer at Supply Chain Logistics Group (SCLG), Ireland

Managing Director at Macdui Business Solutions Ltd. (MBS), Ireland

Sales Director at Stratus Transport Connections Ltd.

Former Operations Director at Bunzl, Ireland

Former Commercial Director at DSV Solutions

20 years of diverse experience in supply chain management



## Course Director: **Nigel Devenish**

Nigel Devenish is an experienced supply chain architect with over 20 years of experience in the supply chain associated with internationally recognized 3PL / 4PL's and holding senior positions ranging from commercial director to operations director. He formed Macdui Business Solutions (MBS) in 2010 in Ireland dedicated to providing knowledge capital, thought leadership, solution design business, bringing real collaboration and operating benefits to businesses both nationally & internationally and creating tangible commercial alternatives from the smallest to the largest sized organizations. He has also accepted a role within MRM Ltd. and joined forces with Dr. Dermot Carey and his team as they expanded their organization as part of a global initiative where their service offerings provide full end-to-end procurement and supply chain support.

Nigel holds a number of strategic and advisory roles. He is the Chief Operating Officer at Supply Chain Logistics Group (SCLG) as well as a regular speaker at conferences as well as a contributor to various trade articles. Nigel's experience includes solution design that blends collaboration with numerous functional stakeholders both regional and global incorporating the external vendor community.

### **His expertise includes:**

- Providing insight into current and future distribution, logistics and market trends
- Ensuring innovation helps to improve the existing SCM in terms of reducing cost
- Improving service to drive a more agile supply chain
- Strategic planning
- Gap analysis
- 'As-is versus to-be' modelling and associated road mapping to implement
- Logistics/network optimisation derived from performance data analysis
- SCM modelling and financial modelling in support of logistics optimisation. This includes developing and implementing total landed cost models that track margins for key SKU's and key customers, using results to identify opportunities to improve service for key accounts with minimal impact on margin

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### **Course Overview:**

Fleet managers in the transportation industry, specifically those in emerging markets, have the opportunity to avoid mistakes made by their equivalents in developed markets. Information and communication technology are central to the Supply Chain, the benefits from efficient control and administration of the transportation space are crucial to maintaining operating cost. This two day course explores the issues and exposes the failures of Fleet Management in the more developed markets. This workshop can help you in assessing how can you mitigate future high cost investment for modernization whilst generating greater profits.

### **Course Content:**

- Evolution of Freight Management
- Freight Agents & Sub Contractors
- Key Challenges
- Historic Focus
- Freight Management Philosophy
- European Policy Initiatives
- Rates & Charges
- Documentation
- Managing the Problem
- Technology
- Future Fleet Management
- Embracing Technical Change








### **Who Should Attend?**

- Existing Managers / Supervisors
- Traffic Managers, Forwarding Managers, Logistics / Supply Chain Managers
- Fleet Managers
- Business Owners
- Warehouse and Distribution Managers
- Those who need to develop a wider understanding in fleet management and are looking for business gains and benefits from managing their supply chains more effectively



## Key Learning Points

## Coverage

<p>Evolution of Freight Management</p>	<p>Industry Characteristics, how has the industry developed and what can we learn from related experiences of developed countries</p>
<p>Industry Structure Overview</p>	<p>Types of transportation suppliers: Third Party Logistics ("3PL"), In-house assets, Sub Contractors, Owner Drivers</p>
<p>Sub Contractors, Freight Agents</p>	<p>Groupage, Freight Forwarding, the role of 3 PL's, Supply Chain owners ("SCO's") and Shippers</p>
<p>Key challenges for the industry</p>	<p>Industry Demands: The key features of a consumer society and its impact on Fleet Transportation</p>
<p>Historic focus in detail</p>	<p>Pressure on carriers, pressure on brokers, 3PLs and shippers, environmental trends, technological trends and human dimensions</p>
<p>Freight Management Philosophy</p>	<p>Management styles, commercial perspective and economic consequences</p>
<p>European Policy Initiatives</p>	<p>How can the Industry adapt and learn from the European Strategy for Freight Management models and trends: Key polices and trends, implications &amp; findings, inter-modal the challenges and benefits, driver hours and servicing</p>
<p>Rates and Charges</p> 	<p>Vehicle types            Vehicle loads - delivery mediums - asset control            How to apply cost            Types of cost            Cost allocation and recovery            Payment terms            Profit margins            Fuel escalators            Budgets            Managing competition            Insurance, damage etc.</p> 
<p>Documentation</p>	<p>Functions, uses and management in the fleet transport</p>
<p>Managing the Problem</p> 	<p>Integrating operational elements            Scheduling methodology            Scheduling demands            Scheduling considerations            Network optimization            Primary transport planning</p> 
<p>Technology</p> 	<p>Satellite providers            Market demands - How can technology support            Typical technology currently supporting Fleet Management            Business process to have universal connectivity            Transport management systems            Telematics            Control tower architecture            What is the cost and how is it adopted            Is technology meeting your current daily demands            What does the industry need to do today to become more efficient</p> 
<p>Future Fleet Management - What are the key stakeholders looking for</p>	<p>Supply Chain Owners ("SCOs")            Hauliers            Customers</p> 
<p>Embracing technical change</p>	<p>The next Technical system that will embrace Fleet Management            Presentation and Discussion</p>

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## Workshop Investment

**PKR 44,999/-**  
per participant

**10% Group Discount**  
on 2 or more nominees

Course material, Octara certificate, lunch, refreshments & business networking

### 5 Easy Ways to Register



021-34534261  
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#### Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

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5 November 2012, Pearl Continental Hotel, Karachi  
9:00 am to 5:00 pm



Leaders don't trumpet their own power - they make other people powerful. That's the essence of leadership



## Bring Fleet Management in Emerging Markets In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Jason D'souza** at [jason.bosco@octara.com](mailto:jason.bosco@octara.com) or call at 0332-2422732 for more details