

Annex D: Fact sheet on Logistics Trade Associations and Chambers and their LEAD-supported Industry Initiatives

Singapore Logistics Association (SLA)

The SLA was established on September 1973 as Singapore Freight Forwarders Association. It was renamed as Singapore Logistics Association (SLA) in 1999 given the membership base of freight forwarders, distributors and truckers. Today, SLA is Singapore's largest logistics trade association with more than 500 members.

LEAD+ support for SLA:

Having demonstrated leadership in driving industry transformation, SLA will receive support under the LEAD+ programme to strengthen existing secretariat capabilities and build new internal competencies. The objective of the LEAD+ support is to help SLA build internal capacity to support more SMEs and contribute more to industry development under the Logistics ITM. Under the LEAD+ support, SLA will engage an industry veteran as its Director-General to lead the development of industry-wide initiatives and help build capabilities of logistics SMEs. Some of the past and ongoing initiatives by SLA include:

- **Productivity & innovation through automation and standards development**

Given increasing manpower constraints in Singapore, SLA has begun piloting the use of Automated Guided Vehicles (AGVs) with local robotics firm Hope Technik in a third-party logistics (3PL) warehouse. SLA also actively participates in working groups to develop standard practices in alignment with industry or international practices. The pilot is ongoing.

- **Talent attraction for the logistics sector**

Apart from setting up and running The Logistics Academy (TLA), which provides vocational training for the industry, SLA is pursuing numerous initiatives to attract talent into the industry. Since 2012, SLA has been organising the annual Supply Chain Challenge, a case competition in collaboration with SIM University, to expose ITE and Polytechnic students to work on real-world logistics problems under the mentorship of participating companies. In collaboration with WSG, EDB, and SPRING, SLA has launched a Logistics Industry Career Guide for new entrants to the industry today.

Container Depot Association (Singapore) (CDAS)

Established in 1991, CDAS represents the interests of the inland container depot companies and container trucking companies in Singapore. Currently, CDAS has about 75 members.

CDAS has developed three systems through projects supported by SPRING Singapore under the LEAD programme. With support from SPRING and WSG, CDAS launched the Electronic Container Trucking System, or eCTS, in August 2016. By connecting truck drivers to the ports, container depots and trucking offices through a single IT platform, the eCTS will cut down on time wastage from the current use of disparate communication systems and devices, reduce congestion at container depots, minimise work repetition. This consequently improves productivity for container logistics players.

Singapore Transport Association (STA)

STA was formed in 1937 to represent the freight land transport industry. Today, the association represents 124 members in the land transport industry.

In 2014, STA, with the support of Safer Roads Industry Taskforce and SPRING Singapore, developed a driver safety framework that leveraged Mobileye's advanced driver assistive technologies. STA is currently working with SPRING under the LEAD programme to develop an Integrated Chassis Pool to help local truckers achieve better resource utilisation and manage rising costs.

SAAA@Singapore (SAAA)

Established in 1971, SAAA (formerly known as the Singapore Aircargo Agents Association), represents the interests of air freight forwarders in Singapore. Today, SAAA has a base of 140 companies from the air freight industry.

Supported by SPRING under the LEAD programme, SAAA has launched the Air-Cargo Terminal Shuttle Service (ACTS) for SME air-cargo agents in September 2016. This helps consolidate deliveries into the complex to improve asset utilisation of trucks and address congestions and long idle time at ground handling terminals during peak periods.

On the LEAD+ Programme

Overview

At Budget 2016, the LEAD+ programme was introduced to raise the internal competencies of TACs that are involved in driving sector-wide initiatives and plan to do even more. Through LEAD+, these TACs may receive support for internal upgrading initiatives that would boost their capabilities to drive sector level upgrading projects more effectively.

Scheme Rationale

As industry champions, TACs are in a strong position to reach out to enterprises to enhance their competitiveness and drive industry internationalisation. Leveraging industry players' knowledge and experience, TAC members can also work together to pursue overseas business opportunities and address industry development needs.

Supportable Areas under LEAD+

The LEAD+ programme supports internal upgrading initiatives of eligible TACs in four key areas that will enhance their capability to lead industry development efforts more effectively:

- Strengthening TAC leadership (i.e. volunteer leadership)
- Strengthening TAC management (i.e. full time secretariat)
- Strengthening TAC processes
- Creating new TAC services for higher value

For more information, please visit www.spring.gov.sg/LEAD.

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