

In 2008, The American Society of Transportation and Logistics received a grant from the Department of Commerce's Market Developer Cooperator Program to develop a logistics management training program in China. The goal of the training program was to assist American firms who were finding it increasingly difficult to hire competent managers to run their logistical operations in the fastest growing consumer market in the world.



MDCP Partner AST&L Launches Training Program in China

By: John Miller

For many American companies, China represents a huge opportunity for growth. In recent years, numerous companies launched aggressive growth plans in the country only to find themselves bogged down by an inefficient logistics supply chain. American companies discovered that there was a lack of knowledgeable logistics managers in China which could efficiently run the supply chains that are so vital to business growth. Supply chains are the life blood for businesses; they provide the goods and services that businesses need in order to compete in a consumer driven environment and provide the means for American

exports to be distributed and sold around the globe. Without the talent to efficiently manage these systems, many companies began scaling back their expansion plans in China.

The American Society of Transportation and Logistics (AST&L) recognized this problem and partnered with the International Trade Administration through its Market Development Cooperator Program (MDCP) and logistics providers in China to address the issue. The resulting curriculum, dubbed the Global Logistics Management (GLM) program, was designed to train and certify Chinese students in globally

recognized standards of logistics and transportation management. The program incorporates advanced management techniques and operation experiences of the American logistics industry, adapted for the Chinese logistics market characteristics and business requirements.

In December 2010, ITA's MDCP program manager for the GLM project, John Miller joined AST&L's Executive Director, Laurie Denham and AST&L China's Chief Representative, Chung Tam, in welcoming the inaugural class of the GLM program at the Shanghai Nanhu Vocational School. For the next several months, the students learned the knowledge and skills necessary to become the next generation workforce for the logistics industry and developed a platform for future career advancement.

The hard work of these students paid off on April 11, 2011, when

the first class of the GLM program received their certificates of training. Of the 28 GLM graduates, 18 already had placement in the logistics and transportation industry at the time



AST&L's Chief Representative in China, Chung Tam and ITA's program manager John Miller display the text book for the Global Logistics Management Program.

of graduation. David Long, Director, Office of Services Industries, for ITA was in attendance for the event and said "The success of this first class of GLM graduates highlights key

components of the MDCP program. Having 18 industry placements is an exceptional start and demonstrates the quality of the training and its importance to industry. We are delighted to partner with ASTL in this program."

The next classes for the GLM program are forming in several cities in China. Industry is already responding with ideas and opportunities to expand the educational program to include training in subjects like cold chain logistics, an area that can potentially lead to billions of dollars in increased U.S. agricultural exports. AST&L is also planning to adapt and expand the program to other regions and emerging market countries in the near future.

For more information on the Market Development Cooperator Program please visit:

<http://ita.doc.gov/td/mdcp>



The Inaugural Class of the Global Logistics Management Program start their training.