

THE ROUND-UP

Editorial

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HIGHLIGHTS

- Members of Executive Committee 2012-2013
- New Trade Policy Framework
- Pakistan suffering Rs.150bn loss
- "I see that trade between India and Pakistan has a lot of potential" says **Abdul Majeed Paracha:**
- An opportunity to structure a growth engine for Pakistan's Economy

The news letter is the official response to the much needed "connect" between the Members and the Executive Committee of the PIFFA. It is necessary to know what is going on and to also feel connected to a fraternity on a monthly basis rather than on a yearly basis, and that too, only when the elections draw near.

This is the happy conclusion, and lets stay connected and mot importantly INVOLVED.

By no means is this publication a "destination" in terms of content or quality. We need to "own" and then we need to shape this to meet with our needs. Essentially we need a lot of active participation in terms of contributions, news events and all other bits if information that will help us to stay abreast of the developments in our industry and at the same time allow us to share a platform to develop as a group.

Perhaps it is necessary to outline what we feel will define this term in terms of achievements.

1.We will create new and very stringent member-ships rules, not to exclude but to ensure the new

members are ACTUALLY equipped to make a quality contribution to the ranks and also to be aware of what it requires to be a part of this elite group.(work started)

2.We aim to bring in "best practices" code, that aims to clearly define what is and what is not acceptable in terms of professional, ethical and legal conduct. This list of complaint forwarders will advertised in the national press and we will urge the industry to make the right choice. (work started)

3.We will continue to project our selves as a highly professional association by continuously endorsing events that give us the best possible exposure before the international and national industry players and will present our views vigorously and energetically before the government. All these developments we will shape based on the majority view and with full transparency. (ongoing)

4.We will ensure that the entire industry acts as one in the event of credit failure and will strive to regulate business so that

the menace of bad debts is eliminated completely and all stuck up debts are paid back.(work started and concluding end March)

5.We will work to ensure that PIFFA players get due share/reward in business. All closed shops like SDPT and FDPT should open up and allow us to become real stake holders as regulators and participants in profit that we work so hard to create for the trade and industry. We will not be exploited. (work started)

Work has already started, however success will only come about if we share these aspirations, support selflessly, and commit to honoring decision taken through a transparent and democratic process for the betterment of the industry.

The Executive Committee of PIFFA remains committed to serve the collective cause and are available round the clock. It will help to receive some words of encouragement for the unpaid job they are doing.

Muhammad Nadeem Khan
Chairman PIFFA

The Executive Committee



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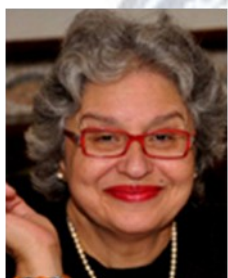
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Sub Committees

Conveners	Committees
Mr. Muhammad Asif Khan	Standing Committee on Membership Matters
Capt. Ghulam Mustafa	Standing Committee on Afghan Transit Trade
Mr. Bilal-ur-Rehman	Standing Committee on Trade Disputes & Reconciliation
Mr. Abdul Majeed Paracha	Standing Committee on Imports
Mr. Shakeel Ahmed	Standing Committee on Exports
Mr. Muhammad Aqil Maniar	Standing Committee on Event Media / RP & Social Responsibilities
Mr. Muhammad Nadeem Khan	Standing Committee on Defaulted Payments
Col. Muhammad Amin	Standing Committee on FIATA Transport (Road)
Mr. Bilal-ur-Rehman	Standing Committee on NTTFC Liaison
Mr. Muhammad Javaid	Standing Committee on HR - IT & Accounts
Mr. Shehzada Khurram Khan	Standing Committee on Dry Port / Airport Affairs - Lahore
Mr. Muhammad Khawar Umer	Standing Committee on Dry Port / Airport Affairs - Faisalabad
Mr. Ashiq Ali Bajwa	Standing Committee on Dry Port / Airport Affairs - Sialkot
Mr. Tariq Mehmood Chaudhry	Standing Committee on Carrier Shipping Line
Mr. Asim Saeed Khan	Standing Committee on Corporate, Legal & Tax Affairs
Mr. Muhammad Yaqoob Shaikh	Standing Committee on Trucking
Mr. Afsar Mahmood	Standing Committee on Air Freight & Aviation Affairs

Events ROUND-UP

<u>Date</u>	<u>Event</u>
29 Sep 12	8th Annual General Meeting, Regent Plaza, Karachi
04 Oct 12	Meeting of Standing Committee on Afghan Transit Trade
5-6 Oct 12	Meeting of Standing Committee on Imp/Exp Consolidation
06 Oct 12	Adjourned AGM on at PIFFA Secretariat
10 Oct 2012	1st Executive Committee Meeting
16 Oct 2012	ANF Rules regarding shipments - Organizers Meeting
23 Oct 2012	Informal Executive Committee Meeting
12 Nov 2012	Railway Sub-Committee on restructuring & Modernization – Meeting in Islamabad attended by Mr. Muhammad Nadeem Khan
14 Nov 2012	2nd Executive Committee Meeting
14 Nov 2012	NTTFC Meeting on Disposal/ Destruction of abandoned cargo –Attended by Mr. Asad Nihal
17 Nov 2012	Meeting of Standing Committee on Imports (at Ravian)
28 Nov 2012	Chairman's Comments on Draft Pakistan's National Trade Facilitation Strategy filed
03 Dec 2012	Railway Sub-Committee on restructuring & Modernization –Meeting in Islamabad attended by Mr. Muhammad Yousuf
4-5 Dec 2012	CAREC Federation of Carrier & Forwarder Associations (CFCFA) General Assembly Meeting at Bangkok – PIFFA formally accorded Membership of CFCFA Attended by Chairman & Vice Chairman
6 Dec 2012	Meeting of Standing Committee on Imports (at Ravian)
8 Dec 2012	Seminar on ANF Rules related to Shipments –Held at Southend Club, DHA, Karachi
10 Dec 2012	Meeting of Standing Committee on Exports
10 Dec 2012	Meeting of Standing Committee on Trade Disputes & Reconciliation
11 Dec 2012	DAWN Conference & Exhibition on LOGISTICS PAKISTAN at Hotel Sheraton wherein Chairman addressed the Conference, also PIFFA put up a Stall
13 Dec 2012	Meeting of Standing Committee on HR, IT and Accounts
13 Dec 2012	3rd Executive Committee Meeting
14 Dec 2012	NTTFC Meeting on Disposal/ Destruction of abandoned cargo –Attended by Mr. Bilal-ur-Rehman & Mr. Asad S. Nihal
18 Dec 2012	Publicity Channel Conference & Exhibition at Hotel Pearl Continental wherein Chairman addressed the Conference, also PIFFA put up a Stall.
19 Dec 2012	Meeting of Standing Committee on Imports (at Ravian)
19 Dec 2012	Meeting of Standing Committee on Exports
22 Dec 2012	Meeting of Standing Committee on Membership Matters
29 Dec 2012	Meeting of Standing Committee on Membership Matters
07 Jan 2013	NTTFC Meeting on Disposal/ Destruction of abandoned cargo –Attended by Mr. Bilal-ur-Rehman
07 Jan 2013	Meeting of Standing Committee on Imports
11 Jan 2013	Meeting of Standing Committee on Exports
15 Jan 2013	Meeting of Standing Committee on Exports
19 Jan 2013	Meeting on LCL Transshipment Hub Project, at Hotel Beach Luxury
21 Jan 2013	18th NTTFC Meeting at TDAP Conference Hall, FTC Building –Attended by Secretary General PIFFA
21 Jan 2013	Meeting of Standing Committee on Trade Disputes & Reconciliation
23 Jan 2013	Meeting of Standing Committee on Imports
24 Jan 2013	Meeting of Standing Committee on Exports

INSIDE
update



Participation in **CAREC Federation of Carrier & Forwarder Associations (CFCFA)** Meeting held Bangkok on 4-5 December'2012 by PIFFA Chairman & Vice Chairman wherein PIFFA was formally accorded Membership of CFCFA



Pakistan is one of the Member of Economic Cooperation Organization (ECO) since long. On ECO Ministerial level it was decided to form **ECO Logistic Provider Associations Federation (ECOLPAF)**. PIFFA representatives attended its preparatory meetings held in Istanbul and Teheran. In 2012, it was PIFFA's turn to host ECOLPAF General Assembly meeting in Karachi tentatively during September'2012. After consultations with ECO Secretariat PIFFA offered to host the event on 26-27th February'2013. PIFFA has submitted required documents for establishment/registration of ECOLPAF by UTIKAD in Istanbul.

News & Updates



PIFFA nominated its two Members on **NTTFC sub-committee on Disposal / Destruction of cargo**. The matter being in Members interest to ensure that abandoned cargo is disposed off expeditiously so that the attendant issues i.e., equipment rental/cold storage do not unnecessarily accrue to the local agent. So far 3 meetings of NTTFC sub-committee have been held that identified cargo and devised procedure for its disposal / destruction.

On an invitation from Ministry of Railway to attend meeting of sub-committee on National Trade Corridor, Task Force on Railway restructuring and modernization, PIFFA nominated Member attended the meeting on 26th December'2012. The meeting also discussed the future trade openings with India and resulting freight movement activities at Wagh.



As a Members Awareness Program, PIFFA organized a Seminar in collaboration with ANF on the subject of **ANF RULES RELATED TO**

SHIPMENTS on December 8, 2012. An audience of +250 participants/guests took advantage of ANF presentation that followed by lively Q&A session.

PIFFA Executive Committee endorsed to participate as 'Strategic Partner' in **DAWN Logistics Pakistan Conference & Exhibition** held on December 11, 2012 wherein PIFFA delegates were main speakers and the event was largely attended by the Industry.



PIFFA endorsed as co-organizer **2nd International Shipping, Logistics, and, Supply Chain Management Conference & Exhibition-2012** held on December 18, 2012 participated by PIFFA Members as speakers and widely attended.



CFCFA
CAREC Federation of Carrier and Forwarder Associations
www.CFCFA.net



NTTFC
National Trade & Transport Facilitation Committee



NEW TRADE POLICY FRAMEWORK

The Ministry of Commerce Pakistan has announced the second Strategic Trade Policy Framework (STPF) 2012-2015 aimed at achieving export target of \$95 billion in the next three years.

The major objectives of the STPF 2012-2015 included:

1. Focus on regional trade.
2. Strengthening of the institutional framework for promotion of exports.
3. Creation of regulatory efficiencies.
4. Export development initiatives.
5. Increase exports from less developed regions of Pakistan.
6. Promotion of domestic commerce.
7. Strengthening the monitoring and evaluation mechanism.

The ministry has also announced to rationalize Tariff Protection Policy to create a competitive environment through certain reforms:

1. Ensure conformity to international agreements and practices.
2. Promote domestic and foreign investment.
3. Create level-playing field for Pakistani firms in international as well as domestic markets.
4. Due consideration to consumer welfare.
5. Cater to the changing needs of Pakistan's economy.
6. Create an enabling environment to pursue the legitimate goal of industrialization in Pakistan.

The ministry will also establish Pakistan Land Port Authority to strengthen Regional trade by adopting following measures:

1. Trade integration with South Asia, China and the Economic Cooperation Organization countries is likely to increase the volume of trade flows across our land borders.
2. Our borders at land ports lack world class trade facilities. In order to transform our land ports into efficient facilitators of trade while simultaneously being responsive to security issues and smuggling, human.

-Setting up of Exim Bank:

- With the help of provincial governments, this bank would not only provide export credit, it would also provide supplier's credit and export credit guarantees.

- Promotion of services sector exports:

- To tap the enormous potential of export of services, especially to Asia, it has been decided to establish a Services Trade Development Council in collaboration with the relevant sectors.

- Creating regulatory efficiencies:

- A Resource Management Unit in the Ministry of Commerce and an International Trade Dispute Arbitration Council will be established.
- It would give the country a more efficient, time saving and relatively inexpensive mechanism for trade dispute resolution.

(For further details visit : www.box.com)

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Industry Round-up

Freight sector inefficiencies Pakistan suffering Rs.150bn loss

ISLAMABAD, Jan 7: The World Bank proposed Pakistan to devise a new regulatory framework to develop freight transport infrastructure to facilitate inter-modal connectivity and private sector participation since one of the major challenges facing the fractured transport system is the lack of a unified planning structure.

Freight sector inefficiencies are costing the national economy about Rs 150 billion annually and low service quality is impeding Pakistan's regional competitiveness, says a new report of the World Bank.

The current regulatory framework places transport is in the hands of a number of different ministries and agencies. The new regulatory framework should provide a platform for them to engage in dialogue with each other, much less attempt to coordinate policies and investments, emphasizes the report: 'Strategic Environmental, Poverty and Social Assessment of Trade Transport Sector Reforms'.

In order for this new framework to effectively and efficiently facilitate private sector involvement, promote integration of different modes of transportation, and address the freight transport sector's key challenges, it should have a broad scope covering: environment and social management, project and concession contract develop-

ment, and monitoring and evaluation.

According to the Logistics Performance Index of the World Bank, Pakistan's performance on most logistics indicators, including the quality of trade and transport infrastructure, is worse than that of other Asian countries.

The report points out that geography endows Pakistan with the potential to reap huge economic gains from becoming a hub for regional trade that will have spill-overs for economic growth. China, India, Central Asia and Iran are among the dynamic economies that Pakistan could connect. However, the government's decided action will crucial to capitalize on this opportunity.

Citing example, it says that the granting of 'most favoured nation' status to India needs to be followed up with practical steps for an efficient payment system, a sensible trade policy that avoids excessive and unfair injury to Pakistan's industry, trade facilitating government services, a sensible visa regime, and transport networks, the report suggests.

Different organizations have suggested investments in road and railway construction, rehabilitation and upgradation, as part of efforts to facilitate trade with Pakistan's neighbors. However, most of the proposed investments still have not been

justified on technical and economic grounds.

The trucking sector carries 96 per cent of the total freight traffic. The trucking Sector is characterized by the presence of a small fleet of owners who generally own less than five vehicles. The bulk of trucking companies are centered in the port city of Karachi where trucking tends to be concentrated within an ethnic community.

Railways used to be the predominant mode of transportation in Pakistan. At its peak between 1955-1960, railways handled 73 per cent of freight traffic, compared to less than 4 percent by 2011. Currently, it takes 21-28 days for railways to deliver upcountry at a distance of 1,800km, which is 4 to 7 times slower than in the US and China.

Port traffic in Pakistan increased 6 per cent annually over the period from 2000-2005, with container traffic realizing the highest growth at 15 per cent per annum.

Karachi Port handles the majority of Pakistan's sea-borne trade traffic. The bulk of the remainder of freight traffic-25.2 million tons - is handled by the Port Qasim Authority.

Courtesy: Dawn (January 8, 2013)

Five Years of Operations of SIAL

Up-Country Round-up

Sialkot International Airport Limited (SIAL) was incorporated in June 2001 as a Public Limited Company under the Companies Ordinance, 1984, to take-up the mega project on build, own and operate basis. Since its incorporation, SIAL has matured into a dynamic organization. The Airport was certified by Civil Aviation Authority (CAA) for the operations of all types of aircraft including B-747. The president of Pakistan inaugurated the airport on 11 December 2007 and since then the domestic and International flights are operating successfully.

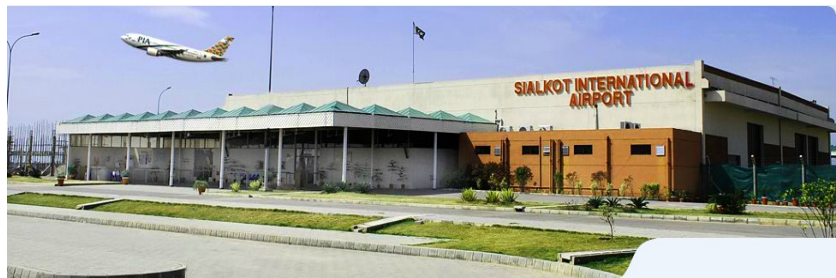
Currently, 23 domestic / international flights are operating to/from SIAL including 2 cargo flights. Recently, Federal government has given approval to leading international foreign carriers for their passenger flights to & from Sialkot International Airport. Additionally, various International airlines have shown their interest to operate the flights to/from SIAL. Sialkot International Airport is growing at a fast rate and multiplying its revenue each year.

By virtue of its strategic location, it is expected that Sialkot International Airport will serve the passengers of the whole region which, as per the recent survey, counts to 1200 1300 per day. The bar chart shows the competitive advantage to Sialkot International Airport over other airports for the passengers of this region.

Recently, Major Gen Mir Haider Au Khan (R), former additional secretary Ministry of Defense, has taken over SIAL as Chief Executive Officer. He was appointed by the Federal Government as Additional Secretary in the Ministry of Defense in

November 2006. He has held various important positions in the past. He is a graduate of the Command and Staff College, Quetta; National Defense University, Islamabad and the Turkish Army War College, Istanbul. He was Defense Attaché of Pakistan Ankara, Turkey with accreditation to countries in stern Europe and Central Asia. Before joining the Ministry of Defense, as Deputy Chief of the General staff at the General Headquarters he was actively involved in modernization and expansion of the Army Aviation's combat, service support, and maintenance and training systems. He has been on the Board of Directors of a public sector airline and the Civil Aviation authority of Pakistan. In his assignment as the Additional Secretary Defense, he has been responsible to over watch Civil Aviation matters within the country. In this considerable interaction with foreign governments and aviation authorities, International Civil Aviation Organization (ICAO) and the European Union Commission on Aviation and the Transportation Security Administration (TSA) of the USA. He was responsible to negotiate bilateral agreements on Air Services with foreign governments. He has also been on the Board of Directors of Earthquake Reconstruction & Rehabilitation Authority (ERRA) and the Overseas Pakistan Foundation (OPF).

Courtesy : Flyer magazine





By : Habibullah A. Latif
General Secretary PIFFA

Secretary CORNER

1st Executive Committee Meeting

In the 1st EC Meeting, newly elected Chairman defined following method of conducting Associations activities and tasking.

1. All decisions will be made collectively and transparently
2. For wider and savvy participation, Members desiring to be on Standing Committees would be required to put forward their ideas and projects that will

benefit the freight forwarding industry

3. Those EC members desirous of becoming CONVENORS should present a complete program for the year with breakdown of activity in 12 equal parts (representing 12 months, so that the progress can be monitored) Any program thus adopted will be run under the program sponsor

as CONVENOR, so that that policy carries the full trust of the EC.

4. Member nominated to attend any meeting/event would be required to file with Secretariat observation report along with any other relevant document (s) which will be circulated to Executive Committee for information and further deliberation, if required

Formation of Standing Committees: Executive Committee decided to form Standing Committees that regularly convened sessions and delivered instead of creating dormant Committees. All agreed to set parameters and guidelines for the working of Committees.

Committee Meeting updates

2nd Executive Committee

During the meeting Conveners of most Standing Committees were nominated

Chairman informed the house that a 'Code of Conduct / Ethics' will be introduced that all Members will be required to sign the document. The Code will be broadcast / publicized and briefing be made in KCCI, FPCCI.

Standing Committees

Standing Committee on Trade Disputes & Reconciliation held its meeting on December 10, 2012 wherein it reviewed 12

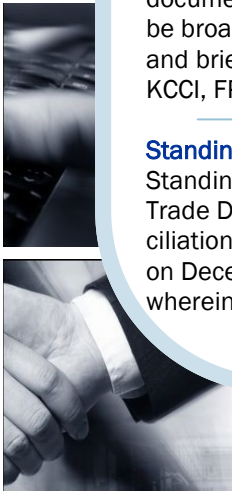
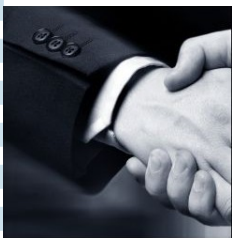
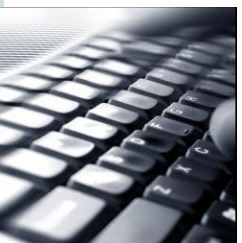
dispute cases and after deliberation passed instruction to Secretariat for various actions.

Standing Committee on HR, IT & Accounts convened its meeting on 13th December'2012 wherein it examined PIFFA & PTI accounts for the Jul-Nov'2012 and received replies to various queries from the Secretariat

The Standing Committee on Imports conducted three (3) meetings on November 17, December 6, and December 19, 2012 and focused on methods to collect data concerning

volume of freight forwarding business, liaison with PSAA & Shipping lines to restrict self-manifestation to PIFFA Members only, to initiate awareness programs by conducting seminars, workshops on subjects of Members interest and to finalize SOP on ANF rules regarding shipments in collaboration with ANF.

Standing Committee on Member Matters held two meetings on December 22nd & 29th, 2012. The Committee reviewed criteria for Membership and referred to Executive Committee for approval. It also granted new memberships



Interview ROUND-UP

ABDUL MAJEED PARACHA **Member, Executive Committee ,PIFFA**

Mr. Abdul Majeed Paracha, you have built Ravian into renowned shipping and Logistics Company. In particular, your company is very strong in NVOCC business, as well in ISO containers. Presently, you are serving on the Executive Committee of PIFFA for 2011-2012. In this leadership position, your experience and expertise will benefit not only RSL but the entire shipping and logistics sector. We look forward to informing our readers about your vision for the logistics and shipping sector in Pakistan through this I&M Special Report on Logistics & Shipping. There are many subjects that demand attention in the logistics sector, like LCL Trans-shipment, Afghan Transit Trade, Gwadar Port, Pakistan Customs, Pakistan-India trade. Your answer will be valuable source for suggestions and solutions.

Q: For the Logistics and Shipping sectors, there are several government ministries to visit for policy recommendations and business procedures. These include Ministry of Ports & Shipping, Ministry of Petroleum, Ministry of Commerce, and Ministry of Communications. Can a better way be devised for a more efficient business procedure in today's modern world?

Abdul Majeed Paracha: If you compare with other countries, normally there is only one department from which you can get the permission and then you can start doing business. The rest is systems that work, which control the freight-forwarder or anyone else who is granted permission. I would like to give the example of Dubai, where you can get freight-forwarding permission or license simply through the Economic Department, then you can start doing business. In Pakistan, we need a one-window operation. This department should engage with PIFFA and establish some Standard Operating Procedures. PIFFA will also be prepared to give some recommendations on effective regulations to such a government department, so that the licensing and business activity proceeds well.

Q: What basic change do you suggest for rapid development of logistics infrastructure in Pakistani?

Abdul Majeed Paracha: We should have a trans-shipment hub for LCL cargo. As you may be aware, FCL is already approved by Pakistan Government, but LCL trans-shipment is not allowed. By making a LCL Trans-shipment Hub, you can not only create a cost-effective mode of trans-shipment for the clients, but you can also generate employment opportunities in Pakistan. In every part of the world, trans-shipment hubs are working well. There is a big volume for LCL cargo. Pakistan has a very strategic location. Countries that are using other trans-shipment hubs will prefer to use Pakistan. For cargo going from Far East to Europe, the transit time will not increase. In Pakistan, we have both ways movement for cargo, import and export, so that will facilitate trans-shipment.

Q: what government organization s and officials should PIFFA contact to discuss the importance of logistics sector of national development?

Abdul Majeed Paracha: I think that there is not enough recognition of the freight-forwarder sector in government circles. It needs to be recognized in Ministry of Ports and Shipping, Ministry of Commerce, Ministry of Communications. We need to approach them and give them the exact picture of logistics needs. We should receive attention at the level of Prime Minister and Planning Commission. It is very important sector in many countries, and should be no different here.

Q: The great development in recent years is the improvement of trade relations between Pakistan and India. Pakistan



ABDUL MAJEED PARACHA

Continues...

awarded MFN status to India last year. Every-day we hear about exchange of business delegations. What are your thoughts on the development of this bilateral relationship?

Abdul Majeed Paracha: I see that trade between India and Pakistan has a lot of potential. It can be improved if other regimes can be modified, like the visa regime has been modified. Too many items are on the negative list. A lot of items from India enter Pakistan through other modes, and it causes a rise in price for the consumer. If both countries reduce the list of sensitive items, then the cost to consumer will be reduced. Pakistan had made a commitment with

India that the negative list would be phased out before December 31 this year, which implies that India will be granted the status of Most-Favored Nation (MFN) status from 2013. The basics of the agreement are as follows: According to the agreement, in the first phase, India had promised to reduce SAFTA sensitive list by 30 per cent before October 2012, in lieu of opening of Wagah border. In the second phase, India has to reduce SAFTA sensitive list by an additional 30 per cent by November 2012 after which Pakistan will be required to phase out negative list by December 31, 2012. India has to eliminate entire sensitive list in five years. However, both Pakistan and India have not implemented the agreement in letter and spirit. It is expected that Ministry of Commerce, Government of Pakistan, will hear the concerns of automobile, agriculture, textile and pharmaceutical sectors as the four sectors are concerned about the reduction of prohibited items.

Q: What has been your experience with Pakistan Customs in recent months?

Abdul Majeed Paracha: I think the experience of freight-forwarders is that our Association

needs to have close coordination with Pakistan Customs, to make them understand the role of freight-forwarder and how it should be interpreted. In recent weeks and



months, Pakistan Customs has taken some aggressive steps against freight-forwarders and eventually they found that the freight-forwarders were not guilty at all. The whole process has a lot of complexity and this kind of mis-understanding should be avoided. There is no clarity about the role of the freight-forwarder. Pakistan Customs is in contact with the shipping agent and the clearing agent, because they issue the license for both. However, there is no such interaction between the freight-forwarder and Customs. This needs to change, so that there is an appreciation of how the freight-forwarder can benefit the regulatory mechanism.

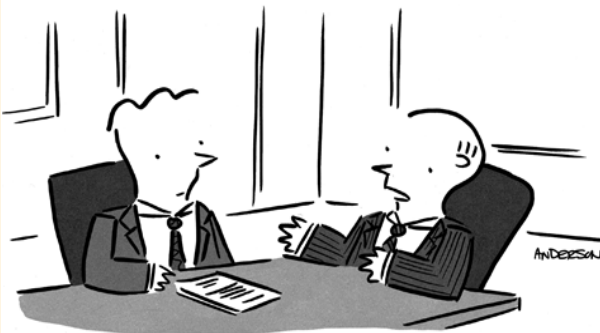
In other parts of the world, it was common for many years. For example, APL had APL Logistics and Maersk has Maersk Logistics. DAMCO is part of Maersk now. The main thing is that logistics comprises of shipping and freight-forwarding. Freight-forwarding is a very important part of logistics, and this has not been recognized in Pakistan in the past.

Courtesy: I&M Journal

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"I'm looking for a strategy to leverage our core competencies with big data across multiple synergized paradigms. Or something that rhymes. Either way."

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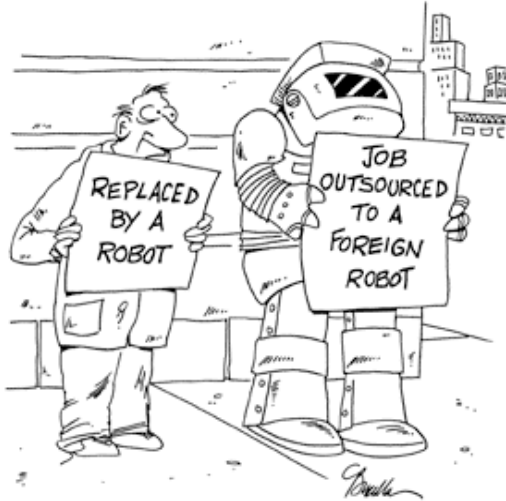
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"It's from CorpCo. I think they want a merger."

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"To tell you the truth, I don't think the average consumer will notice. Run with it."

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"If an invoice is due in 30 days, we pay it in 60 days. If it's due in 60 days, we pay it in 90 days. If it's due in 90 days, then they probably don't need the money anyway."

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"Due to the recent budget cuts, there is no room in our budget to implement the recent budget cuts."

How to Make (or Lose) an Easy Sale

Listen carefully, because sometimes prospects tell you up front that they're ready to buy right now

In today's challenging economy, selling is a difficult job, right? Well, not always. Sometimes prospects signal that they're ready to buy--right now--and if you're not listening carefully, you might easily miss the opportunity.

Such events generally happen right at the beginning of the sales cycle, when you're having your first conversation with a prospective customer. The prospect says something like:

- "We've been looking to buy something like this."
- "I was thinking of contacting your firm about this."
- "Oh, yeah, we definitely need to talk."

These are clear signals that the prospect has already decided to buy. Unfortunately, they're signals that are easy to miss if you aren't listening carefully.

The problem comes from assuming that every sales opportunity will follow a similar or identical process. For example, suppose your sales process looks something like this:

1. Initial contact
2. Assess needs
3. Suggest solution
4. Provide demonstration
5. Ask for the business
6. Negotiate terms

If you're not really listening during the first step, you might not hear that signal that the prospect has already assessed needs, has a solution in mind (yours), and is ready to negotiate terms.

Instead, it's all too easy to let the momentum of your sales process carry you from step to step, even though those steps might give the prospect a reason NOT to buy.

For example, suppose you're selling an inventory control system. If you're not careful, the initial conversation might go something like this:

- Prospect: Jim here.
- You: I'm John Doe from Acme Inventory. Did I catch you at an okay time?
- Prospect: Acme? In fact, I was think-



ing of contacting you.

- You: Jim, I'm sure you're busy and I want to respect your time, so I'll be brief. The reason for my call is this. We just saved Universal Transport an additional \$12 million in shipping costs, so I thought it was important enough to let you know, since every company has an obligation to their customers and shareholders to reduce expenses.
- Prospect: But...
- You: Now, you may be wondering if we can do this for you, too. Well, depending on what you're currently doing, I don't know if you have a need for our services. But with your permission, let's talk for a few minutes to determine if there is anything we're doing that you could benefit from.
- Prospect: But...
- You: Have you been considering the impact of globalization on your supply chain?
- Prospect: No, not really...
- You: Well, our research has shown....

See what happened. All of a sudden, you're bringing up issues that might raise more questions in the buyer's mind and actually make the buying decision MORE difficult. It's throwing away a golden opportunity.

While the conversation above sounds a bit cartoonish, I guarantee you this kind of thing *happens all the time*. In fact, it's the single most common sales error according

ARTICLE continues

How to Make (or Lose) an Easy Sale

to Thomas Ray Crowel, author of the book *Simple Selling*. I even experienced this situation myself a few years ago. When my dishwasher broke, I called a locally-owned appliance dealer with whom I'd had good experiences in the past. I was actually holding my credit card in my hand, ready to buy. Here's my memory of the conversation:

- *Me*: I want to buy a new dishwasher.
- *Sales guy*: If you come down to the store I can show you some models.
- *Me*: No, I just want one that's black and inexpensive. What have you got?
- *Sales guy*: You'll have to come down to the store.
- *Me*: No, I want to order one right now.

- *Sales guy*: Go on the Internet, find a model that you'd like, call back, and I'll see if we can match the price.

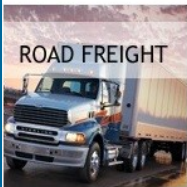
Me: Okay. Bye.

The sales guy was so focused on his process (which was based upon in-store up-selling) that he missed the cue that he had *already made the sale*. Anyway, I followed his advice, got online and ordered a dishwasher—from Home Depot. That's why it's so incredibly important to listen—really listen—to prospects. If you don't, you end up losing the sales that were low-hanging fruit

Courtesy : www.inc.com



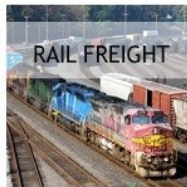
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LOGISTIC INDUSTRY: BUILDING A GROWTH ENGINE FOR PAKISTAN'S ECONOMY

The subjects of ports, shipping and logistics are interlinked. Cargo is carried by ships, booked and coordinated by shipping agencies, handled by port terminals, documented by customs authorities, stored in warehouses, and transported to final destinations by the truckers. The entire operation is handled and often covered by under a single document by international freight forwarders, also known as logistics companies. These transport and delivery operations are supported by pre-shipment inspection agents, custom agents, stevedores, insurance agents, and surveyors. Within the universe of logistics service providers, we can now see that several dynamic and energetic shipping agencies in Pakistan are graduating their operations beyond traditional shipping agency services into international freight-forwarding, providing warehousing, supply-chain, and logistics services. This is evident from shipping agency marketing and advertising material which appears in industry publications in Pakistan. They advertise one-window services to prospective customers. Likewise, several logistics companies also promote integrated services.

The overlap of the shipping and logistics company sectors of Pakistan is reflected in the membership of the two leading industry associations, Pakistan Ship's Agents Association and Pakistan International Freight Forwarders Associations. Several companies are registered members of both associations. This has generated good synergy and excellent cooperation on key subjects between the two Associations. These include subjects like Afghan Transit Trade, NATO and ISAF cargo, Central Asia Trade Corridor, LCL transshipment Hub, carriage of goods by sea act 2011, Sea Carriage Documents Act-2011, TIR convention, and cold storage chain.

All these are key and vital subjects because sound policies and swift action by Government of Pakistan on these subjects will transform the shipping and logistics sector into an engine of growth for Pakistan's economy. Leveraging regional trade advantages will

fuel the growth of the logistics and shipping sector in Pakistan well beyond the decade-old ISAF, NATO cargo transport business.

We don't want to be a nation of missed opportunities; Pakistan did not become a Dubai for shopping and conventions; did not become a Singapore for shipping; did not become a Hong Kong for finance; did not become a Bangkok for tourism; did not become a Taiwan or Shenzhen for manufacturing; did not become a Hyderabad for information Technology. Behind all these spectacular successes lie brilliant policy and swift action by governments. Let us not be left to envy Colombo as a regional LCL trans-shipment port, and Chabahar in Iranian Baluchistan, only seventy-two miles West of Gwadar, as a trade corridor for Central Asian States.

In building Gwadar port, Pakistan Government took the first step for the trade corridor vision. It has not taken the second step, which is highway development. Iran and India have made excellent progress in building the Chabahar-Milak-Zaranj-Dilaram route from Iran into Nimroz province of Afghanistan, Chabahar has strong retinal support. The Foreign Secretary of India, Mr Ranjan Mathai, headed an Indian delegation to Iran in August, 2012, to discuss growth and utilization of Chabahar port. His visit was the result of a report by the Indian ports association.

Closely tied to Pakistan's grand vision as a trade corridor to land-locked Central Asian States is the topic of TIR Convention. TIR is an international transit system covered under a UN backed guarantee system already operational in sixty countries. The benefit of accession and participation by Pakistan is that it will help Pakistan achieve seamless cargo connectivity with central Asia, Iran, turkey, china. The effort to promote Pakistan's accession to TIR began in the year 2000 by Tariq Ragoonwala, President of the Pakistan National Committee-International Chamber of Commerce. He created the TIR Commission.

LOGISTIC INDUSTRY: BUILDING A GROWTH ENGINE FOR PAKISTAN'S ECONOMY ...continues

There is now a 12-year history of ups and downs for the TIR efforts in Pakistan. PIFFA held a major international conference in February 2007 in which Pakistan's accession to TIR was discussed by government officials and logistics professionals. There was further discussion by Government of Pakistan at an IRU-ECO meeting held in Istanbul in May 2011. After 12 years of deliberations and bilateral negotiation by Government of Pakistan, the logistics industry deserves a result. The I&M Special Report provides a summary of the I&M conference on Ports & Shipping held in July, 2012, in which a panel discussion was dedicated to the subject of regional trade. Capt. Anwar Shah, an eminent shipping industry expert, and Mr. Javaid Mansoor, the Executive Secretary of National Trade and Transport Facilitation Commission touched on all three subjects-regional trade corridor, TIR and trans-shipment Hub- in their discussion.

Investment & Marketing urges the relevant government authorities including Ministry of Commerce, Ministry of Ports and Shipping, Ministry of Communications and Federal Board of Revenue to give the recommendations of the TIR Commission, PIFFA and PSAA on three subjects high priority; Regional Trade Corridor, TIR Convention, LCL-Trans-shipment Hub.

PIFFA was formed in 2004; in 2005 it set up its standard trading conditions and took membership of FIATA. It then created standing committees on Trade Disputes & Reconciliation and Defaulted Payments which have been admired by PIFFA members and customers for their mediatory role. For this purpose, there is good cooperation with PSAA and ACAAP (AIR Cargo Agents Association of Pakistan) as well. PIFFA also created a Training standing committee, giving importance to human resource development. A PIFFA-FIATA Diploma Course in International Freight Forwarding was introduced in 2006 and the industry has a strong educational and training vision. FIATA is the Federation of Interna-

tional Freight Forwarders Associations. These achievements show that for a young organization, PIFFA has had excellent leadership and operations from the very beginning. Mr. Badar Badat, the renowned founder Chairman of PIFFA as well as the chairman of the TIR Commission and architect of the 'National Trade Corridor Program' says the time has come for Pakistan to have a separate Ministry for "Freight Logistics & Transport".

PIFFA's recommendations deserve the attention of the highest levels of the Federal Government.

We, at I&M, ask the Government of Pakistan to support the efforts of the logistics professionals of Pakistan to reach a score of 5 on the World Bank Logistics Performance Index within the next decade. Pakistan scored 2.53 within a range of 1 to 5 for the year 2009. It is fairly good score for an industry that has organized and improved only over the last decade.

Historians of the aviation industry recall that Gulf Air and Emirates Airlines were established with vital input of Pakistani managerial talent. Likewise, no less a shipping historian that the late Mr. Aredeshir Cowsjee, wrote a memorial; article for captain Muhammad Jalaludin Sayeed who helped to established the first shipping company of Singapore. Neptune Oriental Lines, in 1969. The article was published in Dawn newspaper in September, 2005. There is no reason to doubt that logistics professional can create the equivalents of Emirates Airline, Gulf Air and NOL within the logistics industry of Pakistan.

Investment & marketing asks the Government of Pakistan to publish a Logistics Industry Development Policy 2013. This should be as robust as the Petroleum Exploration and Production Policy 2012 published in November, 2012 by Ministry of Petroleum and Natural Resources.

Courtesy: I&M Journal



Participation in CAREC Federation of Carrier & Forwarder Associations (CFCFA) Meeting held Bangkok on 4-5 December'2012

Images ROUND-UP



PIFFA endorsed as Strategic Partner DAWN Logistics Pakistan Conference & Exhibition held on December 11, 2012 at Darbar Hall, Sheraton Hotel, Karachi





Visitors at Meezan Bank Stall



PCCI President Haji Fazal Qadir Khan Sherani visiting PIFFA Stall

Images ROUND-UP

PIFFA endorsed as CO-ORGANIZER 2nd International Shipping, Logistics, and, Supply Chain Management Conference & Exhibition-2012 held on December 18, 2012



ANF Force Commander Brig. Muhammad Wajid responding to queries from seminar participants.





PIFFA organized Seminar on ANF Rules related to Shipments on December 8, 2012



Col. Ashaar Rizwan receiving PIFFA memento from Mr. Majeed Paracha

Announcements

	<div>PIFFA-FIATA DIPLOMA</div> <div>in International Freight Forwarding</div> <div>(Course validated by FIATA Advisory Body Vocational Training)</div>	
<div>13th Batch Commencing at Karachi:</div> <div>19thFebruary'2013</div> <div>3rd Batch Commencing at Lahore:</div> <div>08thApril'2013</div>	<div>Timing for 13th batch</div> <div>Tuesday, Thursday 1800-2100 LT & Saturday 1500-1800 LT</div> <div>Timing for 3rd batch:</div> <div>Monday, Wednesday & Friday 1800-2100LT</div>	
<div>Venue:</div> <div>174-O, Block-2, P.E.C.H.S. Karachi</div> <div>Venue:</div> <div>228 Ahmed Block, New Garden Town, Lahore.</div>	<div>Course Duration:</div> <div>+265 hrs of teaching (about 8 months' pe-</div>	
<div>Curriculum:</div> <div>The curriculum is based on FIATA ABVT guidelines and developed indigenously by core Team trained under FIATA TOT Program. While developing the course material, special care is taken to incorporate local rules, regulations, customs and utility of subjects and its field application.</div>	<div>Modules:</div> <div>1- Introduction to Freight Forwarding (10hrs)</div> <div>2- Sea Freight (25 hrs)</div> <div>3- Maritime Containers (10 hrs)</div> <div>4- Air Freight (45 hrs)</div> <div>5- Road Transportation (20 hrs)</div> <div>6- Insurance (15 hrs)</div> <div>7- Rail Transportation (20 hrs)</div> <div>8- Customs Procedures (25 hrs)</div> <div>9- Dangerous Goods Sea & Air (15hrs)</div> <div>10- Logistics Transport (15 hrs)</div> <div>11- Multimodal Transport (20 hrs)</div> <div>12- Information & Communication Technology (15 hrs)</div> <div>13- Safety & Security (15 hrs)</div> <div>14- Inland Waterways (15hrs)</div>	
<div>Investment:</div> <div>Rs. 30,000/- for PIFFA Members</div> <div>Rs. 48,000/- for Non-Members</div>	<div>How to enroll:</div> <div>Please download Nomination Form from our website www.piffapk.com . Draw cheque/pay order favoring 'PIFFA Training Institute'. The fee is for the duration of course and non-refundable.</div> <div>Minimum qualification of the participants is graduation and passion to excel through learning</div>	
<div>Contact us:</div> <div><div>Umair Ali Dayo</div><div>Training Coordinator – PIFFA</div><div>Tel: 021-34322671-3 Cell: 0301-8227771 4100511</div><div>Email: training-khi@piffapk.com</div></div> <div><div>Dr. S. M. Faisal</div><div>Regional Secretary Lahore</div><div>Tel: 042-35834456-7 Cell: 0323-</div><div>Email: piffa-lhe@piffapk.com</div></div>		

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