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Nation's Logistic Industry Has Much Room for Improvement to be the Preferred Logistic Destination in ASEAN

The Logistic Blueprint by Logistics Productivity Nexus sets to build up the local logistic industry to take on a bigger market share and implement key performance index to achieve objectives in the next 5 years.

PUTRAJAYA, 21 July 2022 – Despite having two ports - Port Tanjung, Pelepas Malaysia and Port Klang, Malaysia – ranked Top 5 ASEAN ports, the nation's logistic industry is still lacking in many aspects to be acknowledged as the Preferred Logistic Destination in ASEAN.

“Malaysia has superb and comprehensive infrastructure for the logistic industry to thrive. We also house good connectivity via land, sea and air,” said YBhg. Dato' Seri (Dr.) Michael Tio, the President of the Logistic Productivity Nexus (LPN). According to him, Malaysia ranked 2nd place in logistics in ASEAN. However, he said, there are still many more aspects that need to improve in order to be acknowledged. Institutional and regulatory mismatch, bottleneck at borders, low value chain activities, insufficient and unskilled manpower, among others are some of the issues that need to be addressed.

“We will address these issues step-by-step and slowly transition the logistics industry to have world-class infrastructure while enhancing local knowledge to bring change within the local industry.”

One of the key implementations that the Governing Committee will put in place is the introduction of Key Performance Indicator (KPI) for various stakeholders of LPN and execute strategies within the next 5 years.

“We will report our progress and results periodically so that stakeholders and industry players can keep track of the transformation. We hope that with progress, we are able to change the perception of both local and foreign players on our nation's logistics standing. Perhaps, the local industry too can embrace the change in order to elevate themselves to be on par with global players who have presence in Malaysia,” said Dato' Seri Dr Michael Tio. “Transformation is not immediate, but we can grow together and achieve our KPI.

In tandem with implementing KPIs, LPN will be working closely with various educational stakeholders by offering courses relating to logistics in order to build up the community of logisticians with better knowledge and world-class thinking. Institutions such as Universiti Utara Malaysia, Universiti Malaysia Terengganu and University Malaysia Kelantan are engaged to be part of these initiatives.

Recommendations and suggestions have been put forth by Organisation for Economic Co-operation and Development Malaysia (OECD). Some of them include:

1. Removing the authorities' power to set freight rates to ensure price competition.
2. Removing unnecessary criteria during license renewal.
3. Introducing clear requirements for applicants requesting a license for maritime transport to reduce costs and facilitate market entry.

With various initiatives in place for the years to come, it is projected that the logistic sector's contribution to GDP will increase to 6.5% by 2030, and total workforce of logisticians to hit 1 million at that same year.

Tamat.

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