

## PIFFA TOT Course year 2011, held at Lahore

The freight forwarding industry is in the evolution stage at Pakistan, especially in Northern region. For many years the local industry has lagged behind the Global Leaders and lacked the resources for improvement and even lacked direction.

With the establishment of PIFFA (Pakistan International Freight Forwarding industry) in the year 2005, a set of “Standard Trading Conditions” were adopted and PIFFA obtained the membership of FIATA. PIFFA is the sole representative body of Pakistan Freight Forwarders. PIFFA is also the local represents of FIATA and member association of Pakistan.

One of the core objectives of PIFFA is to promote a high level of professional education and experience, in order for freight forwarders to improve their services and produce better qualified freight forwarders. The association has played a pivotal role in promoting the freight forwarding / logistics services industry as a whole in Pakistan.

PIFFA initiated the PIFFA-FIATA Diploma training in Karachi in the year 2007. With establishment of the Lahore office, this year the comprehensive training program for freight forwarders “**Training of Trainers (TOT)**”, was conducted at Lahore from February 21<sup>st</sup> to March 5<sup>th</sup> 2011 at Lahore.



The TOT was arranged by PIFFA with cooperation with FIATA and UNCTAD. International speakers conducted the program and shared their experience with participants from local freight forwarder industry. The academia was very useful for all participants. Participants found the lectures, first hand experiences, and hands-on exercises very informative and a helping tool and learning. They were informed of the latest trends and technologies being utilized in the Global

freight forwarding industry. The learning resources used helped open the minds of the participants to new ideas and How to Think outside of the Box.



**TOT PARTICIPANTS WITH MR. THOMAS, MR. HASAN ZAIDI WORLD BANK AND DR. SAEED - UNCTAD**

All the participants were seriously committed to learn about new developments in the industry. The participants are also committed to payback the freight forwarding industry with development of Training Modules. All the faculty and participants are working hard for further enhancement of the PIFFA diploma course and hope that they shall reach their goal within the prescribed time frame provided by PIFFA.

by

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