



**Asia-Pacific
Economic Cooperation**

**A Seminar
“Management of Safety, Security and Emerging Technology In
Global Intermodal and Supply Chain Systems”
Summary**

APEC Transportation Working Group

December 2009

TPT 06/2007

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Final Report

2009 APEC Seminar Hosted in Ho Chi Minh City, Vietnam

Summary of Project

TPT 06/2007

A Seminar

**“Management of Safety, Security and Emerging Technology
In Global Intermodal and Supply Chain Systems”**

Submitted by

Professor Patrick Sherry

University of Denver

National Center for Intermodal Transportation

Intermodal Transportation Institute

2009 APEC Seminar Hosted in Ho Chi Minh City, Vietnam

Summary of Project

Introduction

The Third offering of the *Intermodal Skills Seminar* developed by the Intermodal and Intelligent Transportation Experts Group (IIEG) was delivered in Ho Chi Minh City during the week of October 26 to 30. The seminar added additional information on the Global Supply Chain as well as Managing Security, Risk and New Technologies such as radio frequency identification and advanced tracing techniques.

This seminar was specifically developed and designed for APEC over the past six years as a result of the extensive research conducted by the Intermodal and ITS Experts Group to meet specific workforce development needs that the IIEG determined were not available elsewhere in APEC. Specifically, the research concluded that it was not possible to obtain training in all of these skills at any one educational institution or APEC economy. Consequently, the program was designed, following APEC recommendations, with the intent that it be hosted and delivered each year in a different economy to increase availability and maximize access to the training for all APEC economies. The program designers placed particular emphasis on the inclusion of women in leadership roles in developing and delivering the program. The content, format, and delivery mechanisms are the result of pilot testing in three separate APEC economies. The seminar has been recently updated and improved with the addition of a module on Security, Safety and Technology.

In collaboration with the Vietnamese Government and the Vietnamese Maritime Administration the Seminar was conducted with the assistance of a number of speakers from government, private industry and academia. Presenters from other countries as well as local experts gathered together to discuss the current status and challenges facing the global supply chain and intermodal transportation industry in Vietnam. A detailed agenda is attached (see appendix II) that lists the various speakers and presenters. The 2009 APEC seminar hosted in Ho Chi Minh City, Vietnam consisted of 35 participants (see appendix IV), as well as numerous guest speakers from Vietnam, the United States of America, and other key shippers and industry representatives from companies with operations in Vietnam.

Professor Patrick Sherry from the University of Denver's National Center for Intermodal Transportation and Intermodal Transportation Institute led the instructional team for the seminar. The format of the seminar was one in which industry government and academic experts presented summaries, issues, and challenges. Participants were

then invited to ask questions and discuss the implications of the content presented to facilitate interaction among participants a team building and interpersonal communication exercise was conducted that fostered cooperation and collaboration as well as the exchange of ideas between participants. Participants at this seminar seemed to enjoy the interaction with one another and appreciate the presentations/instruction. The environment during the seminar was warm and informative.

In order to be able to have firsthand knowledge of the current state of intermodal and supply chain operations within the economy itself the seminar organizers arranged for two site visits. The seminar participants visited the Cat Lei terminal a new deep water port utilizing state of the art technology. A tour of the facility highlighted the technology, security and risk management procedures as well as terminal capacity. A second site visit was conducted to the APL cargo handling facility that demonstrated the state of the art supply chain management techniques in place. Seminar participants were able to disembark from their vehicles and inspect firsthand the materials and cargo being handled at the facility. A discussion with the General Manager of the facility highlighted the current activities as well as the challenges being faced in moving large quantities of goods and merchandise at the facility. Thus, seminar participants were given the opportunity to go on a site visit to Cat Lei, engage in conversation with industry experts, as well as participate in a team-building exercise, and a group case study and presentation.

In addition to the on-site visits to local facilities the participants were provided with a detail case study of a mature Asian Pacific port city. The issues with respect to congestion, expanding trade demands on existing infrastructure, finance, competition between passenger and freight utilization of limited port and seaside space, etc. Participants were also able to view a series of videotaped interviews with industry representatives and local officials from the case study city. Seminar participants were asked to read and examine the case study materials and make comparisons between the conditions within the local economy and the case study. Seminar participants formed teams that summarized the comparisons in the form of presentations delivered to faculty and government representatives on the final day of the seminar.

On the final day of the 2009 APEC seminar, participants presented their analysis of the case study and were then asked to evaluate the seminar. Some participants were unable to attend the final day of the seminar due to work obligations. From the evaluations collected participants gave the seminar an average rating of 4.14 on a scale from 1-5 with a rating of 1 being "Little or no degree" and a rating of 5 being "Very good degree". This average rating reflected the fact that 100% of the ratings were either 4 or above. Not only did the participants rate the overall seminar favorably, but they also

rated the use of technology, videos, speakers, communication exercises, and learning modules as a “4” or higher. Also, participants rated the improvement in their leadership skills due to this seminar as a “4”, meaning that their leadership skills were enhanced to a “Considerable degree”.

Participants made some helpful suggestions regarding the content of future seminars. The majority indicated that they would like to have more site visits. These were seen as quite helpful and clearly allowed participants to put into play the new ideas and concepts they were receiving from the speakers and case material. Moreover, it is typical that even though they are in the same country some individuals do not get the time away from their own busy schedules to be able to study all aspect of the intermodal supply chain. As our research has shown, individuals typically are trained to be specialists within one mode and very rarely get the exposure to other modes and approaches that are needed to develop a truly intermodal perspective.

Participants suggested additional topics that could be covered such as: challenges facing small to mid-size companies; more information on shipping and additional communication and team building exercises.

As with previous seminars, participants commented that they would like to have more printed material available before the seminar begins. This is clearly a desired pedagogical practice. However, with this particular seminar some restrictions were placed on access to the potential participant list before the seminar began. In addition, it is difficult to expect that busy professionals from both the government and private sector will be able to have all of their presentations prepared sufficiently in advance to distribute to the participants. Finally, some presenters were unwilling to provide their complete presentations to the participants due to the fact that they presented proprietary information that was not for public distribution. To some extent this is remedied by the fact that detailed handouts were distributed to participants during the seminar and a web page containing the copies of presentations and handouts was made available afterwards.

Participants were pleased with the “knowledgeable” and “warm” instruction. Below, in Figure 1, is a table that demonstrates participants’ ratings on the evaluation questions. Similarly, in Figure 2, a frequency chart depicts important positive ratings given by participants. Below these tables is a summary of comments that were made in the remainder of the evaluation on questions.

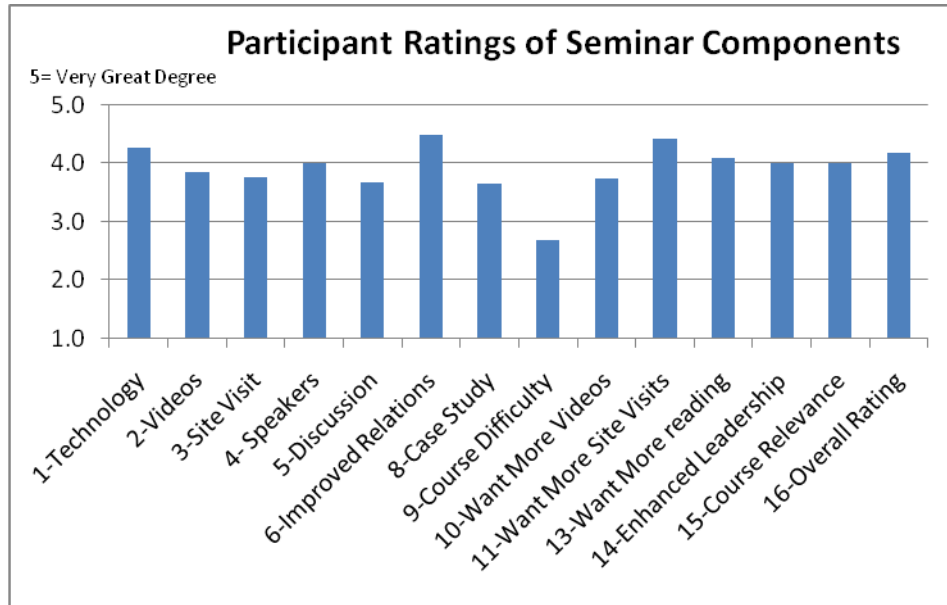


Figure 1 shows participant ratings from 1 – 5 on the evaluation form; 1=Little or no degree, 2=Slight degree, 3=Moderate degree, 4=Considerable degree, and 5=Very good degree.

Important Frequencies within the Participant Evaluations

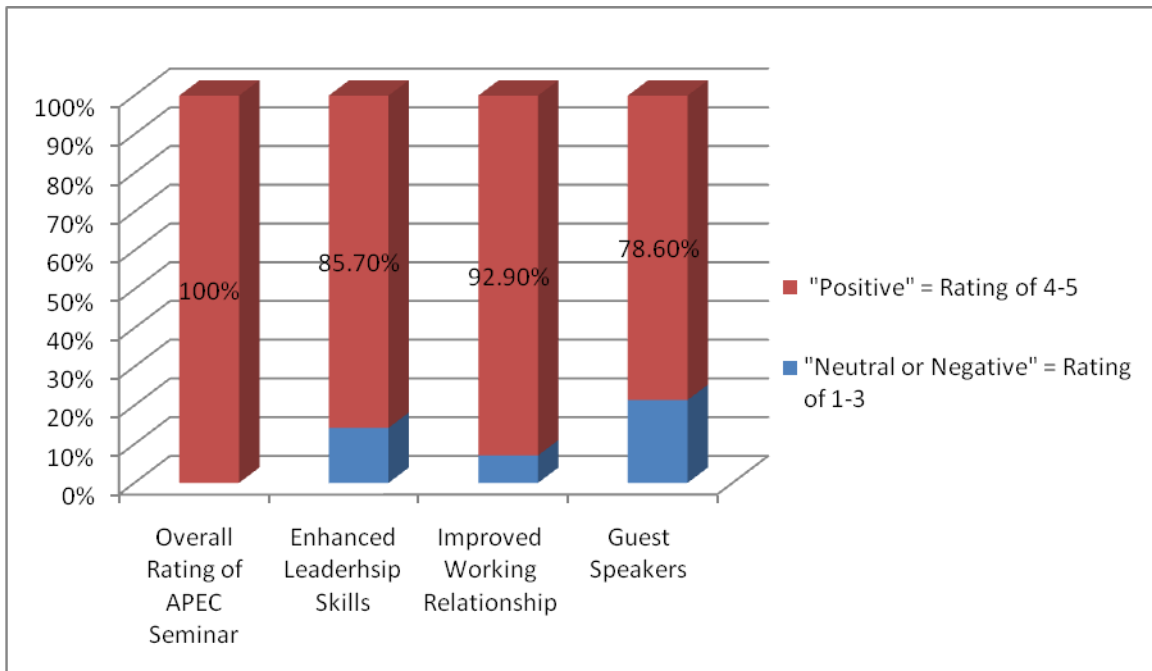


Figure 2 is a frequency chart of participant ratings on some of the important questions available on the evaluation.

In summary:

- Overall rating of the APEC Seminar -
 - 14.3% of participants rated a “5”
 - 85.7% rated a “4”
- Training received during seminar enhanced my leadership skills –
 - 21.4% rated a “5”
 - 64.3% rated a “4”
 - 7.1% rated a “3”
 - 7.1% rated a “2”
- Learning modules increased my understanding of intermodal and supply chain concepts
 - 21.4% rated a “5”
 - 57.1% rated a “4”
 - 21.4% rated a “3”
- Communication exercises improved my working relationship with my group members
 - 42.9% rated a “5”
 - 50% rated a “4”
 - 7.1% rated a “3”
- Guest speakers increased my understanding of intermodal and supply chain concepts
 - 35.7% rated a “5”
 - 42.9% rated a “4”
 - 14.3% rated a “3”
 - 7.1% rated a “2”

Summary of Written Comments

Additional Information was provided by participants in the form of written comments. These were edited and are summarized below:

What was the **most useful** about this course?

- Increased understanding of intermodal concepts
- Learning about Global Supply Chains Systems
- Presentation on Vietnam ports with its relocation plan
- Presentation on Intermodal Transportation
- The supply chain case study
- Meeting other participants from different organizations
- Practicing English and being able to communicate with experts

What was **least useful** about this course?

- Not having handouts beforehand
- Would like more information on logistics companies best practices

What would you like **added to future courses**?

- More presentations on middle-sized companies
- More information on cargo shortages during handling the Global Supply Chain
- More information on shipping and maritime labor issues
- More detail about marine and road transportation
- More specific solutions discussed for logistics problems
- A case study of solution of distribution

What did you like best about the **speakers/instructors**?

- Knowledgeable and provided a better picture of the Intermodal Transportation Industry
- Dynamic, understanding, funny, and experienced
- Provided more detailed information on logistics and how to control the supply chain
- Good instruction
- Instructors were experienced, knowledgeable, devoted, helpful, warm and clear

In addition to the written comments provided by the participants the representative of the Maritime Administration, Ms. Trần Thị Tuyết Mai Anh, Deputy director of International Affairs with the Ministry of Transport, who was in attendance during the entire seminar provided her written comments on the seminar. Overall, the report is quite favorable about the seminar and its content. (see Appendix III).

Conclusion

Participants in attendance at the APEC Intermodal and Supply Chain Seminar hosted in Ho Chi Minh City, Vietnam found the event informative and useful. Overall ratings were extremely high and indicate a high degree of satisfaction with the course content and materials. In addition they seemed to find the event educational, as well as enjoyable as suggested by their participation and evaluation. From information provided in the evaluations, future seminars would be of interest to the participant population and would be beneficial for the purpose of providing additional information on topics of interest that would increase workers' understanding and practice within the various divisions of the transportation industry. In addition to the participants, comments received from the instructors and presenters also echoed the satisfaction with the seminar and its content. A future seminar would be greatly beneficial as it would be an opportunity to address transportation issues that we did not have time to attend to within our time constraints. Overall, this was a unique learning experience for each individual involved and an opportunity to increase understanding and awareness of the strengths and challenges of intermodal and supply chain concepts.

Appendix I - Seminar Description

APEC

Intermodal Transportation Seminar:

Intermodal Transportation and Supply Chain Systems:

Best Practices, Trends and Emerging Needs

October 26-30, 2009

Sponsored By:

University of Denver Intermodal Transportation Institute
National Center for Intermodal Transportation
Asia-Pacific Economic Cooperation (APEC).
Vietnam Maritime Administration
Ministry of Transport of Vietnam
National Center for Intermodal Transportation

The purpose of the Seminar is to provide mid-level Vietnamese managers, from government agencies and transport business entities, and representatives of other APEC member economies, with a better understanding of **Best Practices, Trends and Emerging Needs** in intermodal transportation and the global supply chain for application in Vietnam and other Southeast Asian economies with the goal of improving and liberalizing world trade and improving the safe, efficient, and sustainable flow of trade and goods. Participants will incorporate their learning from both Vietnamese and other international subject matter experts in describing what Vietnam needs to do in intermodal transportation in order to be more competitive in the global economy. The workshop will cover the following topic areas:

- Cost/Benefits of Different Modes of Transportation
- Techniques & Metrics for Intermodal & Supply Chain Management
- Intermodal Network and Systems Analysis
- Software Technology for Intermodal and Supply Chain Operations
- Cross Cultural Communication & Negotiation
- Security & Risk Management for Intermodal and Supply Chain Operations
- Understanding Ethical Practices in APEC Intermodal Transportation

Projected number of participants – 20 to 40 Vietnamese & other mid-level managers

Location – Ho Chi Minh City

Venue – Vietnam Transportation University

Language – English

Dress – Business casual

Appendix – II -- Final Agenda

Monday, October 26, 2009

- 9:00 am to 10:00 am – Introduction and Overview – Dr. Patrick Sherry – University of Denver
- 1:30pm to 2:15pm – Barry Akbar, Managing Director APL-NOL (Vietnam) Limited
- 2:30pm to 3:15pm – Tran Khanh Hoang, Marketing Director Saigon Newport Company
- 3:30pm to 4:15pm – Ho Kim Lan, Secretary General Vietnam Seaports Association (VPA)
- 4:30pm to 5:15pm – David Lynch, Director Product Operations, Nike, Inc.

Tuesday, October 27, 2009

- 9:00am to 9:45am – Pratt Hsu, Chief Executive Officer, Philips Electronics Vietnam Ltd (invited)
- 10:00am to 10:45am – Jocelyn Tran, A.V.P./Country Manager, Mast – Vietnam
- 11:00am to 11:45am – Ocean carrier (TBD)
- 1:30pm to 2:15pm – Juergen Braunbach, Managing Director, DBSchenker Vietnam
- 2:30pm to 3:15pm – Jeff Mclean, Country Manager, UPS
- 3:30pm to 4:15pm – Michael Thems Rasmussen, General Director, CMIT (invited)
- 4:30pm to 5:15pm – Cong Thanh, President of Cong Thanh Co.

Wednesday, October 28, 2009

Tour of Container Terminal:

- 1:00pm to 1:30pm – Travel time
- 1:30pm to 2:30pm – APL CFS facility
- 2:30pm to 3:30pm – Travel time
- 3:30pm to 4:30pm – Cat Lai Terminal Tour

Thursday, October 29, 2009

- 9:00 am to 10:30 am - Rail Infrastructure & Economics – Mr. Ted Krohn
- 10:45 am – 12:00 N - Overview of Systems and Security - Mr. John Rutherford
- 1:00 pm – 3:00 pm - Review of intermodal case studies – Dr. Patrick Sherry
- 3:15pm – 4:00pm - High Speed Rail in US – Dr. Karen Philbrick – Mineta Transportation Institute
- 4:30 – 5:00 pm - Review of video tape presentations

Friday, October 30

Student Presentations
Closing Proceedings

**Appendix III - Summary Report from
Vietnamese Maritime Administration**



VIETNAM MARITIME ADMINISTRATION

N° 8 Pham Hung Street, Cau Giay District, Hanoi, Vietnam

Email: interdept@vinamarine.gov.vn

Tel: (84) - 4 – 7683199 Fax: (84) - 4 – 7683643 / 7683058

Hanoi, 9th November 2009

Summary report on
A Seminar
“Management of Safety, Security and Emerging Technology
In Global Intermodal and Supply Chain Systems”

From 26 – 30 October 2009, Hochiminh City, Vietnam

Ms. Trần Thị Tuyết Mai Anh
Deputy Director
International Cooperation Department
VINAMARINE
Vietnam Maritime Administration
Ministry of Transportation

The Seminar on “Management of Security, Safety and Emerging Technology in Global Intermodal Transportation and Supply Chain Systems” was hosted by

Vietnam Maritime Administration (Ministry of Transportation of Vietnam) and Asia Pacific Economic Cooperation from 26 -30 October 2009 in Kingston Hotel, HoChiminh City, Vietnam.

To attend the Seminar there were 35 participants from Vietnam Maritime Administration (VINAMARINE), Vietnam Maritime Administration of Hochiminh City, of Haiphong and Vung Tau, Sai Gon New Port, Baria Serece Port, Interflour Port, International Labour Company- Saigon (Inlaco-Saigon), Vietnam Seatransport and Chartering Company (Vitranschart), K-line Vietnam Company, Vietnam Maritime University in Haiphong, The Transportation University in Hochiminh City, Quy Nhon Port, NYK Logistics Company in Vietnam (we are sending herewith the list of participant).

Mr. Tran Thanh Minh – Deputy Director General of VINAMARINE attended the opening ceremony and had an opening remarks. The seminar was conducted in 4 days which are included 3 and half days for lecturers from APEC's expert (from Denvor University, Department of transportation of United States of America, Intermodal Transportation Institute) and from other Joint Venture as well as Vietnamese companies doing logistics in Vietnam presented and half day site visit to APL Logistics Company in Song Than Industry Zone in Hochiminh City (attaching herewith the detailed schedule of the seminar).

Almost attendees were very interested in the seminar due to the interesting content of presentation of lecturers then there were a lot of questions arising from them. Before closing ceremony Prof. Patrick Sherry from Denver University conducted the workshop. Attendees had to divided into 3 groups and after that they had to send one or 3 speakers representative for their group to report to the seminar.

After discussing on many matters about the availability of the transportation modes and conditions of infrastructure such as Road, High way, road connecting to port,

railway, airway, maritime domestic route as well as logistics service in Vietnam, attendees had a lot of comments on how to solve the current status in Vietnam. Mr. Le Doan Hanh – Regional president of VINAMARINE in Hochiminh City was attended the discussion and on behalf of VINAMARINE to answer their questions and acknowledgement their comments.

The Seminar was completed with the high appreciation of the attendees, they wished APEC should support Vietnam more in short training in theory and practical logistics and intermodal management due to this concept is still very new for Vietnamese.

All the above-mentioned are summary report of VINAMARINE as the organizer of this seminar. Through this report we would like to express our sincere thank to APEC as well as all lecturers came to Vietnam from United State of America.

Thank you very much for the support in the success and looking forward to the further support in the next year.

Appendix – IV - List of Participants

APEC Seminar

Management of Security, Safety and Emerging Technology in Global Intermodal Transportation and Supply Chain Systems

No.	Organization	Name	Email
1	Vietnam Maritime Administration	Mr. Trần Thanh Minh	
2	Vietnam Maritime Administration	Mr. Đỗ Đức Tiến	
3	Vietnam Maritime Administration	Ms. Trần Thị Tuyết Mai Anh	
4	Vietnam Maritime Administration	Ms. Dương Thị Phương Thùy	
5	Maritime Administration of Vung Tau	Mr. Vũ Văn Khương	
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9	Maritime Administration of Hai Phong	Mr. Nguyễn Văn Ngồng	nvnngongcvhp@gmail.com
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15	Inter Flour	Mr. Shuichi Sato	
16	Inter Flour	Mr. James Kirton	

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