



The Chartered  
Institute of Logistics  
and Transport

**STRONGER - TOGETHER**

**CILTM  
NEWSLETTER  
APRIL 2024**  
*For Members Only*

**V I S I O N**

To be the Champion of the Logistics, Transport and Supply Chain Profession

**EDITORIAL TEAM**

*Prof Ts Dr Muhammad Zaly Shah FCILT  
Chairman & Advisor*

*WiLAT Malaysia & NextGen Team  
CILTM Secretariat Team*

*[www.cilt.org.my](http://www.cilt.org.my)*



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# MESSAGE FROM CILTM PRESIDENT PROFESSOR TS DR MUHAMMAD ZALY SHAH FCILT



## Innovative Logistics and Transportation through AI and Big Data Analytics

In the ever-evolving world of transport and logistics, we're at a crossroads. The challenges we face today are not just about moving goods from point A to B; they're about how we adapt to the changing demands of a resilient economy. Our customers are looking for faster, more efficient, and personalized services. However, the reality is, many of us in the industry feel like we're playing catch-up. We're using tools and processes that were revolutionary a decade ago but now struggle to meet the modern consumer's expectations. The gap between what's needed and what we can deliver is growing, and it's not just a challenge; it's an opportunity waiting to be seized.

## The Power of AI and Big Data

Imagine a world where we can predict our customers' needs before they even articulate them. AI and big data analytics are not just buzzwords; they are the engines driving us towards this reality. These technologies allow us to understand and anticipate customer preferences and consumption trends in ways we never thought possible. For instance, by analysing large datasets, we can now forecast demand with incredible accuracy, ensuring we're always a step ahead. This isn't about replacing human intuition; it's about augmenting it with insights drawn from data that can help us tailor our services in real-time, making our operations not just efficient, but genuinely personalised and customer-centric.

## Upskilling Imperative

Here's the crux of the matter: our existing workforce, while seasoned and skilled in traditional logistics operations, often lacks the knowledge and competencies to harness AI and big data analytics. The tools and technologies that can propel us into the future require a new set of skills, ones that many of us did not have the opportunity to learn in our initial training. This gap isn't just a barrier to innovation; it's a bottleneck that's slowing us down. But it's also a call to action. Upskilling and reskilling are not just about attending a few training sessions; they're about embracing a mindset of continuous learning, where we're always open to new ways of doing things and ready to challenge the status quo.

# MESSAGE FROM CILTM PRESIDENT PROFESSOR TS DR MUHAMMAD ZALY SHAH FCILT



## Predictive Analytics and LLM

Let's dive deeper into what upskilling could look like. Predictive analytics and large language models (LLM) are at the forefront of this transformation. These tools can help us develop demand models that are not just reactive but proactive. Imagine being able to offer customised services and products tailored to each customer's future needs, not just their past preferences. This level of personalization is what sets leaders apart in our industry. However, mastering these technologies requires more than just a basic understanding of data analysis; it requires an in-depth knowledge of machine learning, statistical modelling, and natural language processing.

## Path to Competency

So, how do we bridge this knowledge gap? It starts with a commitment from both individuals and organizations to prioritize learning and development. On an individual level, it means being proactive about acquiring new skills, whether through online courses, workshops, or hands-on projects. For organizations, it means providing the resources and support for continuous learning, creating an environment where experimentation is encouraged, and failures are seen as stepping stones to innovation. It's about fostering a culture where upskilling is not just encouraged but expected.

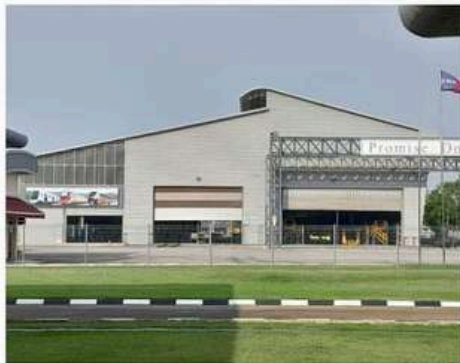
## Where do we go from here?

This is our moment. The technologies we need to transform our industry are at our fingertips. The only question is, are we ready to embrace them? Let's not wait for the future to dictate our actions. Instead, let's shape our future by investing in our most valuable asset: our people. By upskilling and reskilling in AI and big data analytics, we're not just preparing ourselves for the challenges of today; we're paving the way for a future where our industry leads in innovation, efficiency, and customer satisfaction. Let's take this step together, towards a future where transport and logistics are not just about delivering goods, but about delivering value, innovation, and personalized experiences. The road ahead is ours to shape. Let's begin this journey, not individually, but as a united force, ready to redefine what's possible in our industry.

Prof. Ts. Dr. Muhammad Zaly Shah FCILT  
President, CILTM Malaysia

# VISIT SMH RAIL BY INDUSTRY LEAD BODY CILTM

On April 20, 2024, Prof. Ts Dr. Muhammad Zaly Shah, President of CILTM, along with Dato' Ts (Dr) Abd Radzak Malek, Past President of CILT International & Patron of WiLAT Malaysia, Mr. Surendran, Head of Industry Lead Body, Mdm Sharifah Salwa, Head of Secretariat and Mr. Rajagopal, Trustee for CILTM, led a group of delegates on an industrial visit to SMH Rail. They were welcomed by Dato P.K.Nara, Chairman of SMH Rail. SMH Rail is a leading rolling stock manufacturing and maintenance company that utilizes cutting-edge technologies and a strong talent pool to shape industry trends. They have a permanent presence in various overseas locations, including Singapore, India, Tanzania, Zambia, Namibia, Botswana, Thailand, and Cambodia. During the visit, the delegates were taken to visit the Metro Train & Locomotive Manufacturing Facility. This industry visit was a part of CILTM-ILB's initiative to enhance engagement and expand networking among industry players. A truly warm hospitality, nice environment, enjoyable trip and sumptuous lunch in the end for all of us.



# APPOINTMENT TO THE PARTNER OF LIMA 2025

26 April 2024: CILT Malaysia has been appointed as the official academia partners for LIMA25, underscoring their pivotal role in advancing the maritime and aerospace industries. This collaboration signifies a crucial nexus between academia and industry, fostering innovation, knowledge exchange, and professional development within Malaysia's logistics and transport sectors. Being present in more than 35 countries, CILT Malaysia can drive the interest of international players around the globe. The involvement of NextGen and WiLAT will be the CILT Malaysia LIMA25 task force main secretariat.



# JAMUAN HARI RAYA CILTM 2024

SALAM LEBARAN AIDILFITRI MINNAL  
AIDIN WALFAIZIN

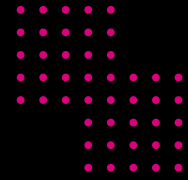
It's heartwarming to remember the dedicated CILTM members who made time to attend the Jamuan Hari Raya on April 21, 2024. Their presence made the event even more special and inspiring. Every moment is an opportunity to create memories that will last a lifetime.

Enjoy watching the video:-<https://www.youtube.com/watch?v=2lJowGWAzh8>

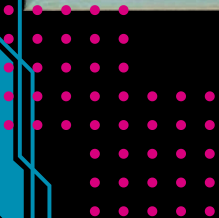


..the moments..

# 2ND MANAGEMENT COUNCIL MEETING



During the Council meeting, the members discussed and resolved several matters. Most of the members participated actively. On 21st April 2024, a Jamuan Hari Raya was held in conjunction with the Council Meeting.





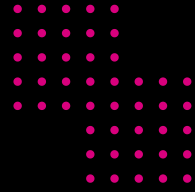
# MEETING WITH MOHE ABOUT THE DRAFT OF MOU

3 April 2024: Discussion on a draft of the Memorandum of Understanding (MoU) between the Ministry of Higher Education (MOHE) with The Chartered Institute of Logistics and Transport Malaysia (CILTM). CILTM received a letter as a strategic partner from MOHE on 1 st November 2023. The discussion is presented by Assoc. Prof. Ts. Dr. Jessica Ong CMILT, Chairperson of WiLAT Malaysia and Mdm Sharifah Salwa Abu Bakar CMILT, Head of Secretariat CILTM.



# UUM TALK WITH CILTM

19th April 2024: UUM: TALK WITH CILT.  
[#strongertogether](#) [#ciltm](#) [#wilatmalaysia](#)



# GREET & MEET WITH VICE CHANCELLOR OF UiTM

3 April 2024: Assoc. Prof. Ts. Dr. Jessica Ong CMILT, Chairperson of WiLAT Malaysia and Mdm Sharifah Salwa Abu Bakar CMILT, Head of Secretariat CILTM with Professor Datuk Dr. Shahrin bin Sahib@ Sahibuddin, Vice Chancellor of Universiti Teknologi Mara (UiTM). Will arrange the courtesy visit as mentioned by Prof. Datuk Dr. Shahrin. Thank you Datuk VC UiTM.



## CONTINUING PROFESSIONAL DEVELOPMENT (CPD) WORKSHOP 2024 WITH CILTM TRAINING PROVIDER

The primary objective is to convene a physical meeting with the Continuing Professional Development (CPD) committee, Council members, and training providers to advance their understanding of CPD. The Workshop aims to foster an in-depth discussion and refinement of the CPD guidelines for future reference and implementation. Additionally, there will be a deliberation on enhancing the CPD Rubric for endorsement purposes. This Workshop is a crucial step towards creating a robust framework for CPD that aligns with industry standards and best practices. It will provide an opportunity to engage with stakeholders and subject matter experts, ensuring that the guidelines and rubric are comprehensive, effective, and relevant. We look forward to a productive Workshop that will result in actionable insights and recommendations for enhancing CPD guidelines and rubric.

The poster features a purple and white color scheme. At the top left, there is a photograph of an airplane. The logo for "The Chartered Institute of Logistics and Transport" is positioned in the upper right. The main title "Continuing PROFESSIONAL DEVELOPMENT (CPD) WORKSHOP 2024" is written in a large, stylized font. Below the title, a QR code is provided for registration, with the text "SCAN ME" above it and "REGISTER NOW!" below it. The slogan "STRONGER TOGETHER" is placed in the center. At the bottom, it states "2 CPD POINTS PROVIDED FOR CILT MEMBERS". The footer contains event details: DATE (SATURDAY 1, JUNE), TIME (9:00 AM TO 4:30 PM), VENUE (HOTEL DE PALMA, SHAH ALAM), and DRESS CODE (OFFICE ATTIRE).

**Continuing PROFESSIONAL DEVELOPMENT (CPD) WORKSHOP 2024**

STRONGER TOGETHER

REGISTER NOW!

2 CPD POINTS PROVIDED FOR CILT MEMBERS

**DATE** SATURDAY 1, JUNE  
**TIME** 9:00 AM TO 4:30 PM  
**VENUE** HOTEL DE PALMA, SHAH ALAM  
**DRESS CODE** OFFICE ATTIRE

# CILTM PAHANG SECTION

1 April 2024: CILTM Pahang Section- CILTM Pahang Outreach Program 2024 with Politeknik Sultan Haji Ahmad Shah (POLISAS), Kuantan Pahang. Assoc. Prof. Ts. Dr. Zaidi Bin Abd Razak CMILT, Vice Chairman of CILTM Pahang Section WiLAT, Next Generation and the committees sharing about CILT with the lecturers and students.



# CILTM KUALA LUMPUR SECTION

On April 4, 2024, WiLAT Malaysia Section KL and CILTM sponsored a Bubur Lambuk event and distributed it to distinguished individuals. The event was attended by Tn Hj Baharudin Kamarudin FCILT, Chairman of KL Section; Assoc. Prof. Ts. Dr. Jessica Ong CMILT, Chairperson of WiLAT Malaysia; Dr. Jenny Wong CMILT, Chairperson of WiLAT Malaysia KL Section; and Ms. Noor Fathiah Othman CMILT, Secretary of WiLAT Malaysia & CILTM Secretariat. The event was initiated by WiLAT Malaysia Section KL, CILTM and generously sponsored by several industries.



28 April 2024: CILTM KL Section with Industry led by Chairman Tn. Hj. Baharudin Kamarudin FCILT, attended the Steril Logistics Sdn Bhd, Jamuan Hari Raya event at Dewan Rescam, Bukit Gelugor, Penang.

The company is owned by Tn Hj. Azudin Ibrahim, a Chartered Member and Committee Member of CILTM KL Section. The company operates from its HQ in Bangi, Selangor, with a branch in Penang. Specializing in Pharmaceutical Life Logistics, the event aims to foster networking opportunities within the logistics industry. The CILTM KL Section had the chance to meet representatives from various sectors, including the semiconductor industry and Global Air Freight Sdn Bhd. Tn. Hj. Azudin will also share his insights into Pharmaceutical Life Logistics.



# CILTM MELAKA SECTION

On April 5th, 2024, the CILTM Melaka Section organized a Road Safety briefing to coincide with Hari Raya Aidilfitri 2024. The goal of this joint effort was to reduce the number of accidents during the festive season. As part of their sustainability initiative, the Bubur Lambuk CSR Program, CILTM Melaka Section provided packs of Bubur Lambuk to be distributed to the local community and orphanages. Furthermore, CILTM Melaka Section, WiLAT Malaysia Melaka Section, and Next Generation are actively collaborating to build networks with the community. Let's give a big round of applause to Mr. Surendran Muniandy CMILT Chairman of CILTM Melaka Section and Ts. Norashikin Hj. Samuri CMILT, Chairperson of WiLAT Malaysia Melaka Section, for leading this great initiative.



# CILTM PENANG SECTION

Former Vice Chairman of CILT (Penang Section), Log Dr. Adam Mohd Saifudin, PKT, FLogM, CMILT, invited and hosted the Section Chairman, a few Committee Members, and professional logisticians, including those from LogM, UUM, and USM, at the Hari Raya Open House in Kedah, Malaysia, on April 10, 2024 (Wednesday).

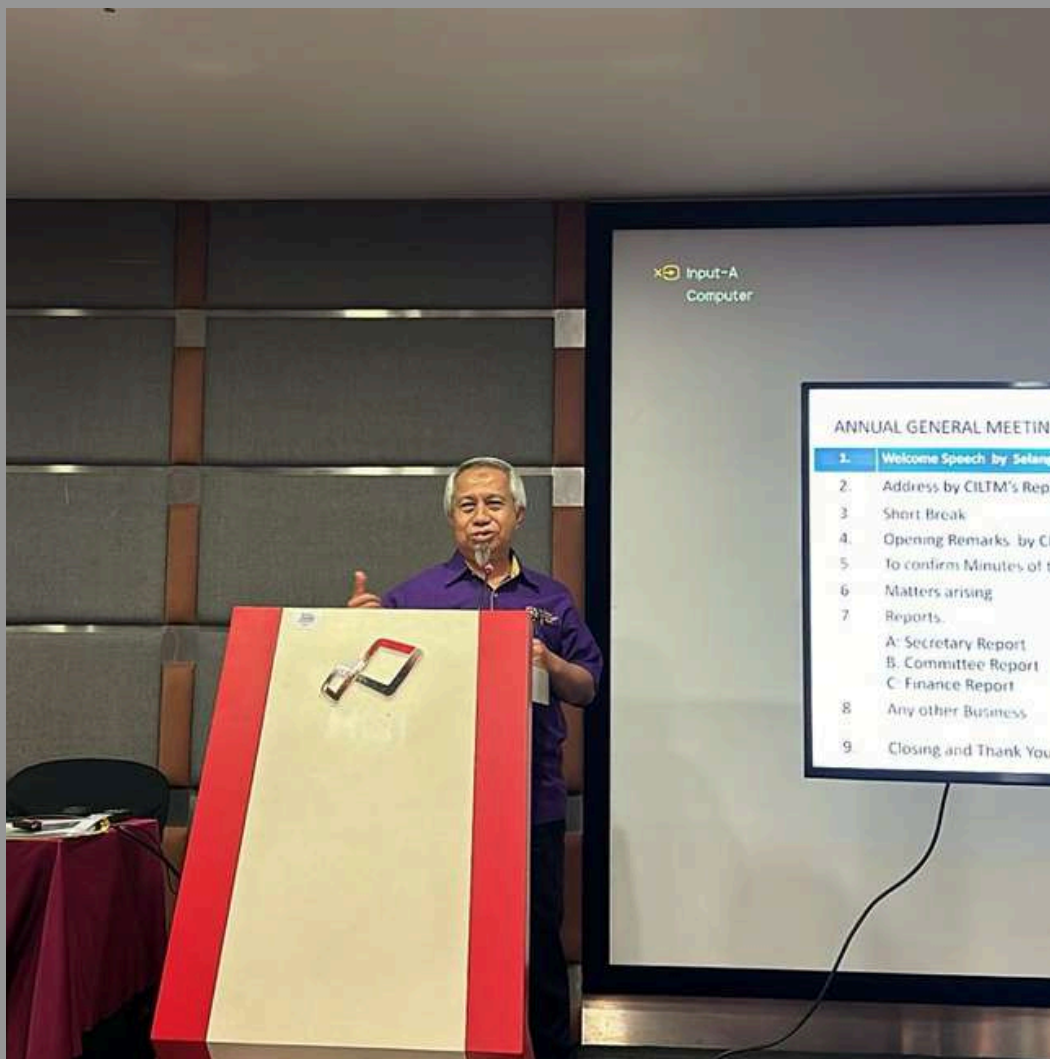


# CILTM SELANGOR SECTION

27 April 2024: Annual General Meeting CILTM Selangor Section.  
Welcoming speech by Chairman of CILTM Selangor Section, Tn.  
Hj. Abi Sofian Abdul Hamid FCILT

[#StrongerTogether](#)

[#ciltm#ciltmselangorsection](#)





# CILTM SARAWAK SECTION

26 April 2024: CILTM Sarawak Section- BORNEO INTERNATIONAL MARITIME WEEK 2025. Exhibition & Conference 28 Oct to 30th Oct 2025 at Bintulu. The idea was mooted by CILTM Sarawak Section to be the Strategic Partner to this international event. 300 international participants with 25 renown speakers are expected to gather at Bintulu. Bintulu Port Authority (BPA) will be the co-host the event. Chairman of CILTM Sarawak Section. Ts Dr. Hj Kuddus Hj. Ramlee FCILT and team attended the meeting chaired by the General Manager of BPA. WiLAT Malaysia Sarawak Section CILTM will be part of team.

[#StrongerTogether](#)[#weinspireweimpact](#)

[#ciltmalaysia](#)[#wilatmalaysia](#)

[#ciltmsarawaksection](#)[#wilatmalaysiasarawaksection](#)



# WiLAT Malaysia

*Selamat Hari Raya  
from WiLAT Malaysia*



Women in Logistics  
and Transport

# WiLAT Malaysia

## Unity: Scholar as the Ambassadors of National Harmony

Unity: Scholar as the Ambassadors of National Harmony written by Assoc. Prof. Ts. Dr. Jessica Ong CMILT, Chairperson of WiLAT Malaysia, CILTM at IKRAM- 25 April 2024.

“According to the 2023 World Happiness Report issued by the United Nations, Malaysia is in 55th place out of 137 countries with a score of 6.012 out of a full scale of 10.0 as the Happiest country.”

Read more:



Perpaduan: Ilmuwan Sebagai Duta Keharmonian Negara - Dr Jessica Ong

## SUKETV. Topic: Unity Key to Harmony.

26 April 2024: Assoc. Prof. Ts. Dr. Jessica Ong CMILT, Chairperson of WiLAT Malaysia, CILTM as the TV Guest at SUKETV.

Topic: Unity Key to Harmony. “Compatibility is overrated. What’s required is unity. Unity doesn’t mean you’re the same. It means you’re together.” (The Gottman Institute).

[#wilatmalaysia](#)  
[#weinspireweimpact](#)  
[#strongertogether](#)



Raise the Value of Decency in Unity written by Assoc. Prof. Ts. Dr. Jessica Ong CMILT, Chairperson of WiLAT Malaysia, CILTM at Utusan Malaysia-25 April 2024.

Link. [https://www.utusan.com.my/.../angkat-nilai-kesantunan.../...](https://www.utusan.com.my/.../angkat-nilai-kesantunan.../)



Women in Logistics and Transport

# WiLAT Personality

Dato' Monaliza Suhami is the first Malay female General Manager of Malaysian federal port with over 17 years' experience as Secretary to Penang Port Commission (PPC) and Penang Port Commission (Teluk Ewa) (PPCTE) and over 20 years in ports privatisation, property management, and legal affairs for PPC. As an advisor to PPC Management and Board of Directors, she contributes in drafting legislation and strategic plans. She also initiated Business Process Engineering, fostering innovation culture while overseeing financial management for PPC and PPCTE, thus playing a key role in international events and strategic planning in the maritime sector.



Women in Logistics  
and Transport

# WiLAT Malaysia KL Section

25 April 2024: The WiLAT Malaysia KL Section hosted Catherine Soo from DB Schenker, who won the CILTM IWD Awards 2024, at Saito University College. The main objective of the event was to establish a connection between academia and industry, particularly in the business and logistics sectors. This collaboration is expected to bring in exciting opportunities for logistics students at The Prime School of Integrated Logistics, enabling them to be well-equipped for future workforce demands and play a key role in shaping the future of the logistics industry.



## Meeting with Grab to explore ways to revolutionize the logistics industry!



Together with The Prime School of Integrated Logistics Saito University College, WiLAT Malaysia, CILTM, CILT Malaysia - The Chartered Institute of Logistics and Transport in Malaysia we're forging new paths in the logistics industry, combining academic excellence with real-world innovation. Our goal? To revolutionize manpower solutions, technology advancement in the industry, upskill, and reskill talents for unparalleled success. Stay tuned as we embark on this transformative journey! Thank you Zafira Azahar for having us at Grab!

WiLAT Malaysia KL Section Program- Dr Jenny Wong, Vice Chairperson of WiLAT Malaysia (Central) & Chairperson of WiLAT Malaysia KL Section, CILTM.



Women in Logistics  
and Transport

# NEXT GENERATION MALAYSIA

## "Fostering Futures: Inaugural Meeting of CILT Malaysia and Yayasan Raja Muda Selangor



The inaugural meeting between NextGen CILT Malaysia and Yayasan Raja Muda Selangor marked the beginning of an inspiring collaboration focused on empowering youth in Selangor. During this momentous occasion, representatives from both organizations came together to discuss key objectives and strategies for engaging and developing young talent in the logistics and transport sector.

The first discussion was characterized by a spirit of enthusiasm and mutual commitment to fostering educational opportunities and career pathways for the youth of Selangor. Participants exchanged ideas on various initiatives.

The first meeting set the stage for a collaborative partnership focused on driving positive impact and creating meaningful opportunities for youth development. It underscored the shared vision of both organizations to empower the next generation youth in Selangor's

## NEXT GEN CILT MALAYSIA AND KELAB REMAJA UDARA MALAYSIA KICK OFF COLLABORATIVE JOURNEY WITH NATIONAL PAPERPLANE COMPETITION

In an exciting first step towards collaboration, Next Gen CILT Malaysia and Kelab Remaja Udara Malaysia (KRUM) have a discussion in proposing the joined forces to launch a thrilling National Paperplane Competition for youth aged 18-30 in Category Alpha. This marks the beginning of a promising partnership aimed at engaging and inspiring young aviation enthusiasts.

The inaugural meeting between Next Gen CILT Malaysia and Kelab Remaja Udara Malaysia laid the groundwork for this exciting initiative. During this initial discussion, both organizations shared their vision for promoting innovation and interest in aviation among the youth.

The National Paperplane Competition promises to be a unique opportunity for participants to showcase their creativity and engineering skills through paper plane design and flight challenges. It's not just about folding paper—it's about exploring the principles of flight and aerodynamics in a fun and interactive way.



As this collaboration unfolds, stay tuned for more updates on registration details, competition guidelines, and how you can be part of this exhilarating journey into the world of aviation. Let's soar to new heights together!

# NEXT GENERATION MALAYSIA

ARTICLES BY : Dr. Hazariah Mohd Noh CMILT  
Chairperson- NextGen CILT Malaysia

## NextGen CILT Malaysia: Activity from Campus



The LogTrans Club at Universiti Utara Malaysia (UUM) recently organized an insightful talk featuring representatives from CILT Malaysia. This event served as a platform for students and logistics enthusiasts to gain valuable insights into the industry's latest developments and opportunities.

During the talk, participants had the privilege of learning about NextGen CILT Malaysia's impactful initiatives and its role in advancing the logistics and transport sector. The session was interactive, allowing attendees to engage with industry experts and expand their knowledge in this dynamic field.

## NEXTGEN CILT MALAYSIA INVITED TO JOIN LIMA25 TO EMPOWERING YOUNG PROFESSIONALS IN AEROSPACE AND MARITIME SECTORS

Exciting news for NextGen CILT Malaysia! We are thrilled to announce that our dynamic NextGen initiative has been invited to participate in LIMA25, one of the region's premier aerospace and maritime exhibitions. This prestigious invitation highlights the growing influence of NextGen CILT Malaysia in the logistics and transport sectors.

LIMA25 presents a unique opportunity for NextGen CILT Malaysia to showcase our commitment to fostering talent and innovation among young professionals. We look forward to engaging with industry leaders, exploring cutting-edge technologies, and networking with fellow enthusiasts at this esteemed event. Stay tuned for updates as NextGen CILT Malaysia prepares to make a significant impact at LIMA25, representing the future of logistics and transport!



# NEXT GENERATION MALAYSIA


To all aspiring young professionals in the aerospace and maritime sectors, here's a message of empowerment from NextGen CILT Malaysia:

Your passion and dedication are the fuel propelling our industry forward. Embrace every opportunity to learn, grow, and innovate. The sky's the limit for those who dare to dream big and pursue their goals with determination. At NextGen CILT Malaysia, we are committed to supporting your journey by providing valuable resources, networking opportunities, and mentorship programs tailored to your needs. Whether you're exploring career options or seeking to advance in your field, we're here to help you succeed.

Together, let's harness the power of youth to drive positive change in aerospace and maritime industries. Join us in shaping a brighter future for logistics and transport!

For more information on how to get involved with NextGen CILT Malaysia, stay connected with us and be part of a community dedicated to making a difference. Your future starts here!



 The Chartered Institute of Logistics and Transport

A PROJECT BY NEXTGEN CILT MALAYSIA IN COLLABORATION WITH WILAT MALAYSIA


## Calling All Writers!


"Contribute your expertise to CILT Malaysia's Book Chapter Publication. Contact us today to get involved! Our book aims to spotlight the exciting landscape of emerging technologies revolutionizing logistics in Malaysia. From AI-driven optimization to blockchain-enhanced transparency, discover the innovations shaping the future of supply chain management. Join us as we delve into the transformative potential of these technologies and their impact on efficiency, sustainability, and competitiveness in Malaysian logistics."

# BOOK CHAPTER

SUSTAINABLE TRANSPORT IN THE DIGITAL AGE: STRATEGIES AND SOLUTIONS!

NextGen | WILAT | CWAL | WCAA

 Women in Logistics and Transport

 MORE INFO

 The Chartered Institute of Logistics and Transport

## LEADERSHIP SUMMIT & FYP COMPETITION

"Harnessing Digital Technologies for Sustainable Logistics and Transportation: NextGen Insights"

**JOIN US!**



**NextGen CILT Leadership Summit & FYP Competition 2024**

### SHOWCASE

- Visionary young leadership
- Groundbreaking initiative
- emerging technology research in digitalisation
- bridging the Industry academia
- sustainable and resilient future

### DETAILS EVENT INFORMATION

- CILT Secretariat office
- 03-55105275
- Email: [info@cilt.org.my](mailto:info@cilt.org.my)
- TBC

To be leading Logistics & Transport for Young Professionals Network in Malaysia <https://www.cilt.org.my/>



## Empowering Women in Aviation Leadership: The Role of TVET Education

While Malaysia's TVET programs play a vital role in equipping individuals for diverse industries, including aviation, a persistent skills gap between graduates and industry needs remains a challenge. This gap hinders progress towards National TVET objectives, the Malaysia Aerospace Blueprint, and IATA's goals, particularly in the crucial area of fostering women in leadership roles. One of the primary challenges for women in the aviation sector is the underrepresentation in leadership positions. According to the IATA's "Women in Aviation" report, women hold only a small fraction of senior management roles within aviation organizations worldwide (IATA, 2019). This underrepresentation limits women's ability to influence decision-making processes and contribute to shaping the industry's direction.

The underrepresentation of women in the aviation industry is a complex issue influenced by various stakeholders and factors. This lack of representation stems partially from the diverse nature of the aviation sector, encompassing airlines, airports, manufacturing and maintenance organizations (MROs), ground handling services, cargo operators, general aviation, and aviation training providers. Although discussions about the challenges facing women leaders in aviation are ongoing, Malaysia's aviation industry has seen a positive shift in recent years, with increasing efforts to promote gender diversity.

However, persistent barriers such as low expectations, limited access to essential skills, inadequate career advancement opportunities, and unequal policies – hold women back from reaching their full potential in aviation. To bridge this gap, concerted efforts are needed to equip female graduates and professionals with the necessary skills, experience, and knowledge. Fortunately, Malaysia's Vision 2030 aligns with these goals, prioritizing human capital development through improved TVET programs under the Education Blueprint 2013-2025. This approach aims to equip individuals with future-relevant skills, enhance employability, and contribute to economic and societal well-being.

To enhance gender diversity in aviation leadership, a two-pronged approach is crucial. Firstly, aviation education institutions should implement a comprehensive curriculum that aligns with industry needs. This ensures graduates possess the knowledge and skills to tackle industry challenges and thrive in leadership roles. Secondly, fostering gender equality within these programs is vital. By identifying, nurturing, and empowering aspiring leaders of all genders, aviation can achieve a more diverse and qualified workforce.

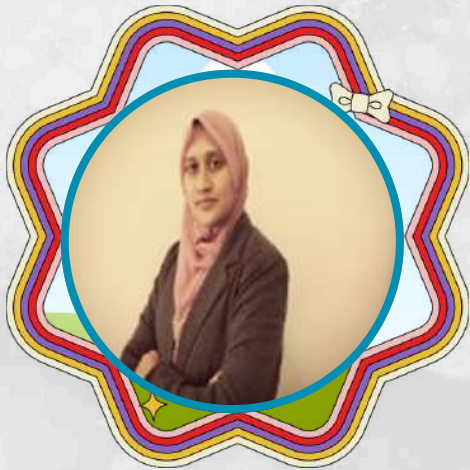
Universiti Kuala Lumpur Malaysian Institute of Aviation Technology (UniKL MIAT) champions gender equality in aviation technical and management education, aligning with national goals. Their curriculum, incorporating a practice teaching factory concept, equips students with multi-faceted skills through hands-on learning in simulated aviation environments. Strategically located near the industry in Subang and Sepang, UniKL MIAT leverages real-world scenarios, aircraft simulators, and close industry collaboration to bridge the gap between theory and practice. This comprehensive approach prepares both male and female graduates with the knowledge and expertise to excel as the future aviation workforce.

UniKL MIAT invites future aviation talents especially women to register for their multi-program ranging from Diploma, Bachelor, Master, and PhD. Among the programs available at UniKL MIAT are Diploma in Aircraft Maintenance Technology, Diploma in Engineering Technology, Bachelor of Aircraft Engineering Technology (Mechanical, Avionics, or Aerospace), Bachelor of Aviation Management, Master of Aviation Management, Master of Engineering Technology (Aerospace), and PhD in Aerospace. Our Diploma, Bachelor, Master, and PhD programs are designed to prepare graduates with the knowledge and competencies they need to succeed in each specific area of the aviation industry.

# MEMBER'S ARTICLE

## Empowering Women in Aviation Leadership: The Role of TVET Education

Universiti Kuala Lumpur Malaysian Institute of Aviation Technology (UniKL MIAT) prioritizes career readiness by fostering multi-talented aviation personnel across technical and management fields. This focus extends to its distinguished Bachelor of Aviation Management program, which boasts dual accreditation. Earning approval from the Malaysian Qualifications Agency (MQA) and recognition from the prestigious Chartered Institute of Logistics and Transport (CILT) equips graduates with a well-rounded education and opens doors to a broader industry network, ultimately enhancing their future career prospects.



Dr. Nor Aida Abdul Rahman is an Associate Professor at Universiti Kuala Lumpur, Malaysian Institute of Aviation Technology (UniKL MIAT). She has published several books in the areas of aviation, air travel, logistics, and supply chain. She has received funding from multiple organizations to conduct research related to logistics, supply chain and aviation management. Her current research work is on women's leadership in multi aviation sector, funded by the Ministry of Higher Education (MOHE) under Fundamental Research Grant Scheme (FRGS). This research is co-research by Ts Dr Zawiah Abdul Majid (UniKL MIAT), Dr Nurhayati Mohd Nur (UniKL MIAT), Dr Zuhra Junaida (UTM) and Assoc Prof Dr Rohafiz (UUM).

**Aviation Focus Group Discussion at Everly Putrajaya: Exploring Women's Leadership in the Industry**



**With students (future leaders of air cargo) during study visit at MABkargo. Our class fosters a diverse and inclusive learning environment.**



## The Landscape of Courier, Express and Parcel (CEP) Market in Malaysia Perspective

The global courier, express, and parcel (CEP) market is a dynamic sector characterized by intense competition and rapid expansion. It encompasses a range of delivery services, including land, air, and water transportation, catering to various needs across business-to-business (B2B), business-to-customer (B2C), and customer-to-customer (C2C) models. Express deliveries, in particular, emphasize timely and time-bound services for high-value consignments. This market's growth is primarily fuelled by the surge in e-commerce and the increasing demand for efficient delivery solutions, with the Asia Pacific region leading in market share, followed by North America and Europe. Projections suggest a steady growth trajectory, with a Compound Annual Growth Rate (CAGR) exceeding 10% from 2022 to 2027, driven by the burgeoning e-commerce landscape. This trend is substantiated by market snapshot data from Mordor Intelligence, highlighting the market's key dynamics and growth prospects. The increasing volume of shipments, especially in the Business-to-Consumer (B2C) segment, further underscores the market's expansion and potential.

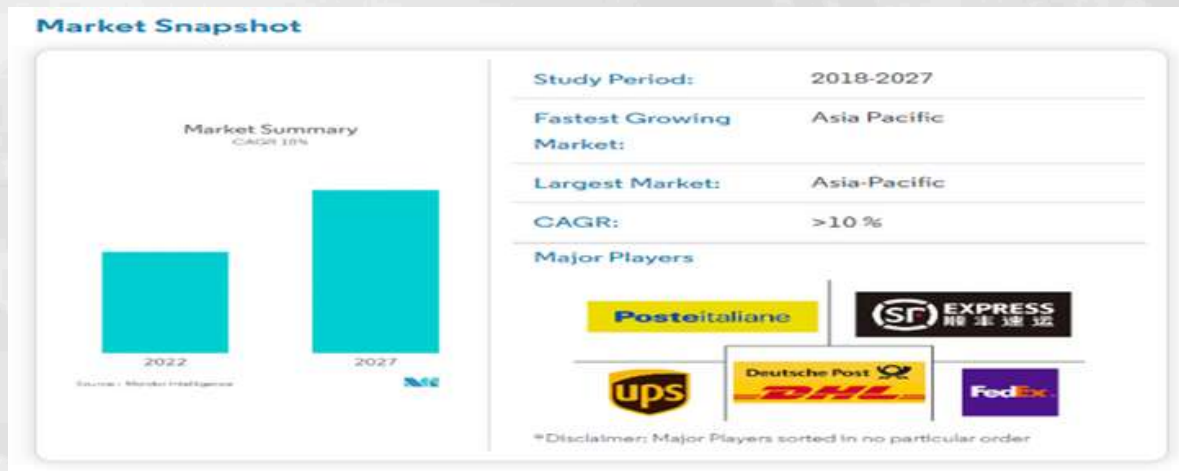


Figure 1 : Market Snapshot

Source: Mordor Intelligence

A study by Research and Market (2023) revealed that the global courier, express and parcel market has reached a value of US\$394 billion in 2021. Looking forward, the publisher expects the market to reach US\$519.6 billion by 2027, exhibiting a CAGR of 4.61% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

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Figure 2 : Global Courier, Express and Parcel (CEP) Market

Source: Research and Market (2023)

Mordor Intelligence's study underscores the thriving global express markets, driven by robust domestic e-commerce sales, particularly in North America and Europe where domestic markets outpace international ones due to fewer trade barriers. Notable highlights include the US e-commerce sales reaching USD 870 billion in 2021, China's remarkable 22% growth rate, and India's projected surge to USD 50 billion by 2022. Latin America and India's burgeoning markets, along with the dominance of North America in B2C e-commerce, signal continued growth. Despite retail challenges in 2020, e-commerce thrived globally, notably in Latin America, with cross-border e-commerce rising, reshaping the courier, express, and parcel (CEP) market. Retail e-commerce sales' Compound Annual Growth Rate (CAGR) from 2024 to 2028 varies by country, illustrating the dynamic nature of the global e-commerce landscape.

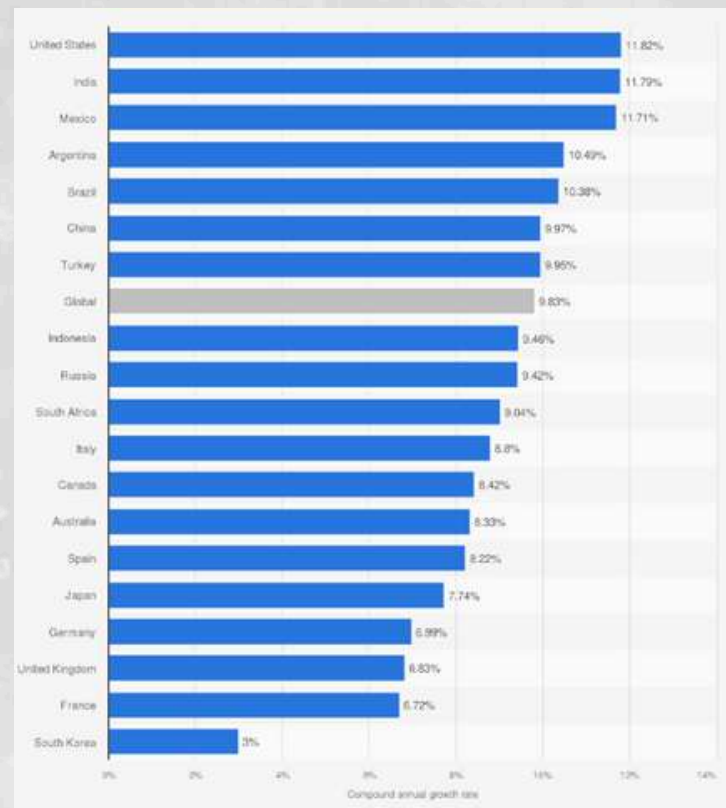


Figure 3 Retail e-commerce sales compound annual growth rate (CAGR) from 2024 to 2028 varies by country

## The Landscape of Courier, Express and Parcel (CEP) Market in Malaysia Perspective

Sources © Statista 2024

In the landscape of the Courier, Express, and Parcel (CEP) market in Malaysia, competition is fierce among industry giants like FedEx, DHL, and UPS, alongside smaller regional players. The emergence of new contenders, including tech firms and e-commerce platforms, adds to the dynamic. Despite COVID-19 challenges, Malaysia's CEP market remains resilient, with minimal delivery disruptions. E-commerce and pharmaceutical sales surge during the pandemic, driving market growth. Ensuring swift and reliable order fulfilment is vital for customer satisfaction, especially amid changing demands. Malaysia's strategic location as a logistics hub attracts businesses expanding their supply chains, while government focus on digitalization boosts the sector. With a projected Compound Annual Growth Rate (CAGR) exceeding 9%, Malaysia's CEP market promises robust growth, fuelled by rising international trade and increasing e-commerce sales.

In Malaysia's Courier, Express, and Parcel (CEP) market, domestic courier services are surging, fuelled by several key trends. The booming e-commerce sector drives demand for CEP services, as online purchases necessitate efficient delivery to customers. Consumers' expectations for speedy delivery propel the need for same-day and next-day services. Last-mile delivery gains traction as companies prioritize swift product delivery to customers' doorsteps. CEP firms prioritize sustainable practices to reduce environmental impact, alongside investments in technology like automation and drones to enhance efficiency and cut costs. The rise of cross-border e-commerce further fuels market growth as more goods are shipped internationally. New entrants, leveraging technology and e-commerce growth, disrupt the market, leading to industry consolidation. The government's push for a digital economy fosters e-commerce growth and subsequently, CEP market expansion. Lastly, last-mile delivery services witness a surge as e-commerce companies prioritize delivering products directly to customers. These trends collectively shape the dynamic landscape of Malaysia's CEP market, offering both challenges and opportunities for industry players.

In Malaysia, the Courier, Express, and Parcel (CEP) market stands as a battleground of intense competition, boasting a diverse mix of global behemoths and local champions. Names like Deutsche Post DHL, United Parcel Service Inc, and Pos Laju (Part of Pos Malaysia) dominate the landscape alongside emerging players like GD Express Sdn Bhd. The rapid expansion of e-commerce has brought forth a new era of challenges and opportunities for logistics firms, with the demand for swift and efficient delivery services soaring. Differentiation in this crowded field hinges on value-added services and reliability, with companies continually striving to outshine competitors in terms of pricing, delivery speed, and supply chain robustness. Amidst this competitive fervor, new entrants—ranging from tech companies to e-commerce platforms—are injecting fresh energy into the sector, leveraging their resources and data insights to disrupt traditional models.

The e-commerce landscape in Malaysia is poised for substantial growth, with the country emerging as a key player in the Southeast Asian market. Despite not matching the scale of Indonesia or Thailand, Malaysia's e-commerce industry competes closely with Vietnam and the Philippines. Factors such as high internet penetration and the popularity of online marketplaces are driving this growth, with projections indicating significant expansion by 2025. Supported by the government's National E-commerce Strategic Roadmap and robust ICT infrastructure, Malaysia ensures widespread access to online shopping platforms, even amidst the COVID-19 pandemic's disruptions. Consumer behavior has adapted accordingly, with increased online purchases observed during and post-pandemic, particularly in the electronics and fashion categories.

# MEMBER'S ARTICLE

## The Landscape of Courier, Express and Parcel (CEP) Market in Malaysia Perspective

The future of e-commerce in Malaysia looks promising, with continued advancements in payment methods enhancing convenience for consumers. Leading e-commerce platforms have introduced their own digital wallets, such as Shopee Pay and Grab Pay, facilitating seamless transactions within their ecosystems. This trend, combined with the growing value of digital transactions, indicates a positive trajectory for Malaysia's e-commerce industry. With sustained growth expected in the coming years, Malaysia is positioned to solidify its status as a significant e-commerce hub in Southeast Asia.



Figure 4 : Malaysia E-Commerce Market Valuation

Sources :  
<https://blog.commissionfactory.com/ecommerce-marketing/malaysia-ecommerce-statistics>

In summary, Malaysia's Courier, Express, and Parcel (CEP) Market presents a competitive landscape with global and local players vying for dominance. The rise of e-commerce fuels market growth, despite COVID-19 challenges, with companies innovating to meet consumer demands. The government's digitalization efforts and strategic location attract businesses. Collaborations enhance last-mile delivery, showcasing market dynamism. With a projected CAGR exceeding 9%, Malaysia's CEP market offers growth opportunities amidst evolving logistics trends.

Noor Fathiah bt Othman is a senior lecturer at Saito University College. She has published a paper on Factors Influencing Resistance to Change in Shipyard Operations and has been part of a research team granted by Pos Malaysia focusing on the Courier Industry. Her current research work is related to Halal Logistics and Transportation, which she is pursuing as part of her PhD journey. This research is a collaboration with her Saito team members: Dr. Jenny Wong, Dr. Zulkafli, and Mohd Hafiz.



# MEMBER'S CORNER



Exciting news! You can now access and download the latest version of our events brochure for the upcoming International Convention in June. Find out further information on the event, speakers, translation services and everything else you need to know to prepare yourself for your visit to Langfang, China. Download your brochure today <https://bit.ly/43XTvm>

**MUHAMMAD ZALY SHAH**  
PROFESSOR OF TRANSPORTATION AND LOGISTICS  
AT UNIVERSITI TEKNOLOGI MALAYSIA



2 April 2024, Thistle Hotel, JB Bersama stakeholders CIQ Bangunan Sultan Iskandar (BSI) dan CIQ Kompleks Sultan Abu Bakar dalam mencari penyelesaian masalah kesesakan dan keselamatan demi keselesaan pengguna. Turut sama ialah Tuan Lokman Effendi Ramli, Ketua Eksekutif, Institut Keselamatan Awam (IPSOM), Kementerian Dalam Negeri (KDN) dan Tuan Baharudin Tahir, Pengarah Imigresen Johor, Jabatan Imigresen Malaysia (JIM). Terima kasih juga kepada wakil dari MBBJ, JKR, PLUS, PDRM, Jabatan Kastam, Kementerian Kesihatan dan JTA yang turut menyumbang idea dan cadangan. [https://www.linkedin.com/posts/muhammad-zaly-shah\\_2-april-2024-thistle-hotel-jb-bersama-activity-7180919279989481472-fKuB?](https://www.linkedin.com/posts/muhammad-zaly-shah_2-april-2024-thistle-hotel-jb-bersama-activity-7180919279989481472-fKuB?utm_source=share&utm_medium=member_desktop&fbclid=IwZXh0bgNhZW0CMATAAR1yxKhAk9ywulrMy9WmTS2-uOPsJsWxu7FABf_GMubyeq6AN0rs1bAXbHQ_aem_AeDikc4RCROf97fZFiq2ptz7grMpfV_s_fLQgTMZz37GNO673vWWWCi5PBWmgofZFQPqZ_S-YXiXeIWxqeLah4Ba)



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**INVEST IN YOUR HEALTH: A TIMELY MESSAGE  
TO THE YOUNGER GENERATION - BY DR  
POLA SINGH, FORMER SECRETARY GENERAL  
OF CILTM**

Neglecting health in youth leads to a costly toll in later years. Medical bills mount, dreams of travel fade, and once-coveted indulgences lose their allure. A bungalow or mansion loses its lustre when stairs become insurmountable obstacles, and pain overshadows daily life. <https://asiasamachar.com/2024/03/12/invest-in-your-health-a-timely-message-to-the-younger-generation/>



Our Deepest Condolences

إِنَّا لِلَّهِ وَإِنَّا إِلَيْهِ رَاجِعُونَ



**Salam Takziah  
kepada Seluruh  
Keluarga**

23 APRIL 2024

SEMOGA ALLAH MERAHMATI ROH MEREKA DAN MENJADIKAN  
SYURGA SEBAGAI TEMPAT TINGGAL ABADI  
AAMIIN YA RABBAL A'LAAMIN



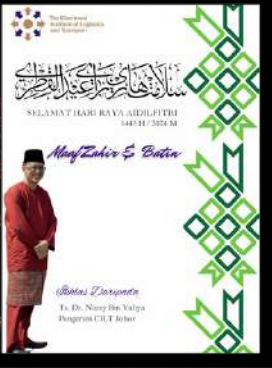
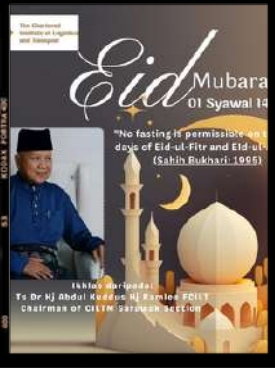
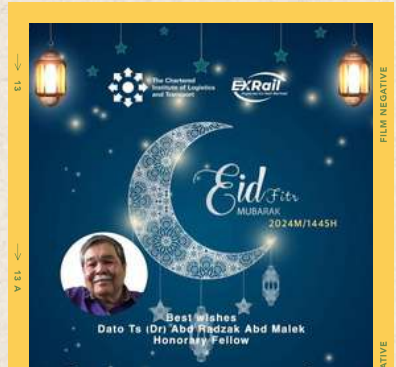
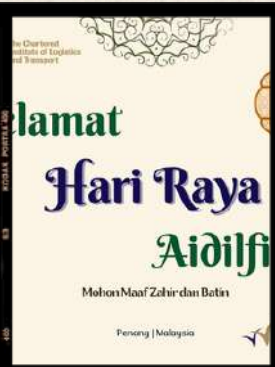
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**Ikhlas daripada:**

Professor Ts Dr Muhammad Zaly Shah FCILT  
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# April Celebration



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