

Business Times

Europe to help in 'going green'

2011/06/20

The EU-Malaysia Chamber of Commerce (EUMICCI), which was host to the Green Logistics Forum in Kuala Lumpur last week, received several recommendations for advances in the green logistics sector in Malaysia.

As more business customers consider transport a key lever to improving their own carbon footprint, this needed to be translated into organisational management in general as the globalised world looks to revise the handling of logistics, the forum was told.

Remodelling logistics processes was also necessary to improve cost effectiveness and environmental impact without compromising on the Standard Operation Procedure (SOP) within the organisation.

An example is Nestle, which has introduced 32 fuel cell forklifts and first hybrid trucks in its fleet and maximised loading factors, surface utilisation and redesigned the distribution network without comprising on JIT (Just-in-Time) deliveries.

In the long run, companies should also consider adopting the necessary telematics such as the integrated use of telecommunications and informatics to reduce carbon footprint in the long run.

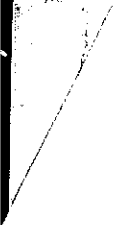
Another recommendation is to have a long-term roadmap to going green that fits in the respective industry's business model, the chamber said.

The ultimate goal in green logistics must be to achieve a more efficient method in measuring carbon footprint and implementing diverse strategies to mitigate the environmental impact of operations and transport. "Going green can take various forms - from large scale procedural revisions to simple improvements in enhancements in the efficiency (kilometres driven or loading capacity usage)," it said.

The forum has called for governmental incentive schemes to encourage green logistics in the country.

In the European experience, for instance, the effectiveness of centrally administered monetary incentive schemes helped boost policy compliance among the industry. Another recommendation is for the collaboration between the Malaysian government, the domestic and international logistics industry and NGOs to advocate greener logistics nationwide.

The EUMCCI Logistics Survey was also launched during the event. The survey will become the basis for a hardcopy and digital map of Malaysia's key logistic areas; ports, airports, warehouses, railways and highways. Released by the EUMCCI, the map will be distributed through the EUMCCI and the communication channels of its project partners both in Malaysia and abroad and a digital interactive map will be available on the EUMCCI website, following a launch of the map and its digital counterpart by the Malaysian Minister for Transport. On the launch of the survey, EUMICCI chairman David Jones said: "The map itself will serve as an important informative tool for students and researchers, transport and supply chain management, and for potential FDI investors both from Europe and the rest of the world." It will also serve as a business and



marketing tool for the Malaysian Investment Development Authority and Malaysia External Trade Development Corp offices locally and abroad.

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