Forty years ago, the container created a revolution in how goods are shipped, and spurred the globalization that has had such a strong impact on countries around the world. Today, technology is offering new breakthroughs in the way commodity shipments are tracked, citizens shop for goods and data is analyzed to identify trends and solve problems more rapidly.

Over the next 20 years, forecasts suggest there will be a steady trend of economic growth and rising population, creating additional pressures on transport networks while the public will demand a higher-quality journey experience. At the same time, how we travel and move goods, and the technology we use, will have a major impact on congestion and the environment. And as a consequence, these factors create a growing need for knowledgeable and well-trained professionals to meet the varied challenges of a rapidly changing world.

One organization that offers industry members an opportunity to learn and connect with like-minded professionals is the Chartered Institute of Logistics and Transport in North America, or CILTNA as it is commonly known. With chapters in major cities across Canada and in Washington, D.C., it is a unique cross-border, multimodal transportation and logistics association. And, with increasing globalization one of the predominant themes of our time, it offers members a rare opportunity to network on an even broader basis, as CILTNA is the North American arm of a network of Chartered Institute of Logistics and Transport (CILT) institutes scattered around the globe. While CILTNA is celebrating just its thirtieth anniversary this year in North America, sister organizations have been active in the rest of the world for much longer.

The parent, CILT, is a professional body representing the transport and logistics industries worldwide. It is membership-based, with over 33,000 members and more than 200 corporate partners working in more than 100 countries. The principal objective of the CILT is “to promote and encourage the art and science of logistics and transport,” which it achieves through both membership and the professional qualifications it offers. It provides extensive opportunities for training and mentoring.

The original Chartered Institute was founded in 1919 in London, England in the aftermath of World War I. Its initial focus was to integrate the new modes of air and trucking that had emerged during the conflict with the more-traditional rail and marine sectors. Since then, it has evolved into a network of 10 National Councils and Institute branches across the world. Each council is a separate non-profit organization representing the Chartered Institute of Logistics and Transport in its territory. Today, CILTNA is part of this CILT international network. National Councils are well-established in the U.K., Australia, New Zealand, Singapore, Hong Kong and, increasingly, other parts of Asia and Africa. This allows Canadian and American transportation and logistics professionals to stay abreast of developments around the world, and provides unique networking opportunities for those trying to do business in emerging markets.

As the North American component of this network, CILTNA’s board of directors is binational in makeup, and reflects the varied interests and professional expertise of the transportation and logistics sectors. Current president, Bob Armstrong, has over 45 years of experience in the field of cross-border trade, and transportation and logistics management.

Next year will bring new challenges and new opportunities as CILTNA plays host to the International Convention of National Councils in May 2016 in Montreal. More than 200 delegates attended this year’s meeting in Dubai; a similar number is anticipated to come to Canada next year. Outgoing CILTNA Chair, the Honourable

CILTNA is the North American arm of a network of Chartered Institute of Logistics and Transport institutes scattered around the globe.
David Collenette – also an International Vice-President to CILT – sees hosting this key event as a great opportunity to showcase North American leadership in supply chain management. “CILT International 2016 marks the second time we have hosted this important gathering of CILT executives from around the world. In 2003, the Convention in Ottawa spurred growth in CILTNA and we hope that next year’s meeting will give the organization a similar boost in awareness and membership.”

**BUILDING LINKAGES BEYOND NORTH AMERICA.** With the North American transportation and logistics sector well-endowed with trade associations, the question “Why CILTNA?” is a valid one. Certainly, international recognition and connectivity are factors that differentiate this organization from many others. One of the most important considerations for many North Americans is the fact that CILTNA promotes professionalism via designations that are well-recognized internationally, thanks to CILT’s global reach. These range from the Member (MILT) category through Chartered (CMILT) and Chartered Fellow (FCILT) designations, all of which are determined by a combination of formal education and experience in the field. These designations are particularly useful for anyone doing business in those parts of the world where CILT is well-established, including Africa and Asia.

Another attraction is that CILTNA is multimodal in scope. Where many trade associations see their principal role as that of representing their members with governments and the media, CILTNA’s focus has tended to be centred more on professional development and supporting continuous improvement via recognized education programs and professional development opportunities.

With the transportation and logistics fields facing rapid change, as well as new risks associated with security and safety concerns, staying abreast of industry developments has never been more important. CILTNA has been reaching out to educational institutions with a view to strengthening the linkages between business and academia. Attracting young people into these sectors also means embracing new ways of learning. It has recently entered into an agreement with Toronto-based triOS College to accredit the first year of its supply chain program, and is working with the college to expand accreditation to the full three-year program. In addition, Dr. Bill DeWitt, Executive Director of the Transportation Institute of the University of Denver, has recently joined the board of directors as Vice Chair (United States) and will be a valuable advisor on how transportation and logistics education should evolve in the coming years.

Today, with lifelong learning a common feature for most professionals, many practitioners are attracted to CILTNA because membership comes with access to CILT UK’s online Knowledge Centre. This feature includes a Knowledge Bank that operates 24 hours a day, 365 days a year, and offers access to an online business-intelligence service and over 2,000 newspapers from around the world.

**INTERNATIONAL VISION, LOCAL CONNECTIONS.** Here in North America, given our geography, local chapters play a key role in connecting members, both regionally and at the national and continental level. The association covers all those who work transporting passengers, moving freight and managing domestic and international supply chains, from the most junior recent graduate to the most senior CEO. Chapters are located in several major Canadian cities, as well as in Washington, D.C.

Working at the regional or local chapter level gives members a chance to tailor activities to their specific needs, as well as providing a valuable networking opportunity for busy practitioners. Nowhere is this more evident than in the Pacific Region, which has developed strong partnerships with local universities and technical schools, in response to a need to recruit a new generation of well-trained transportation and logistics professionals. Pacific Chapter Director Marian Robson reports, “We have successfully developed relationships with UBC, BCIT and Capilano University in the disciplines of International Business, Transportation, and Logistics/Supply Chains, with the result that these students have been generously sponsored by the industry to attend our events; as an industry member, you can be part of this exciting development of our leaders of tomorrow; as a student, you have the opportunity to hear excellent speakers in your field and network with potential employers.”

**CHALLENGES AHEAD.** CILTNA has just concluded an online survey of members’ views on current and future challenges. Almost 50 percent of members answered the survey, a response rate that any survey company would tell you is pretty darn good. While there are some variations from chapter to chapter, there is considerable consistency across all regions on what are perceived to be the most important issues for today’s transportation and logistics systems across North America. Interestingly, infrastructure capacity, both public and private, is seen everywhere as the most pressing short-term and longer-term challenge. Rating almost as high, at both the North American and regional level, are concerns around congestion, whether urban or at specific chokepoints, and the impact both of these factors are having on moving goods within North America and to international markets.

Locally, some chapters placed greater weight on specific factors. For example, both Quebec and Pacific chapters rated social licence and environmental concerns more highly than in other regions – not surprising given the high profile these topics hold in those regions.

These topics offer lots of scope for workshops and seminars, as well as networking. CILTNA members also showed an interest in greater collaboration with other industry associations, and this may be a way to ensure that some of these important topics remain front and centre. CILTNA is a relatively young organization on this continent, and is definitely youthful in comparison with other national councils such as Australia’s, which has been in existence for 80 years. The board of directors is making a concerted push to expand membership and reach out to corporate partners. North Americans have much expertise to offer potential clients and partners elsewhere in the world, so under former Transport Minister David Collenette’s leadership as CILTNA Chair, closer ties have been established.

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with the international community within CILT. “One of my priorities when I became Chair in 2010 was to have CILTNA re-engage with our international partners.”

Save the Date

CILT’s international convention next year in Montreal offers a good opportunity to showcase some of North America’s best practices and provides a chance to meet and discuss common interests with colleagues from around the world. Running from May 8 to 11, 2016, it will involve international specialists in supply chain management, and feature a solid day devoted to North American transportation and logistics issues. Plan on attending to see for yourself what CILTNA has to offer, or get in touch with one of the regional chapter chairs in Washington, D.C., Vancouver, Montreal, Toronto, Halifax or Ottawa.

In the meantime, if you are interested in learning more about CILTNA, including contact information for regional chapters, check out the website at www.ciltna.com.

Kristine Burr is a member of the CILTNA Board of Directors and former Assistant Deputy Minister, Transport Canada.

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WHERE IN THE WORLD CAN YOU FIND THE ANSWER?

As a member of The Chartered Institute of Logistics & Transport you have direct access to:

• **Our extensive online library:**
  Online access to over 45,000 sources of reference - specific to the logistics industry.

• **Business intelligence service:**
  A full text, business journal database. Over 10,000 detailed company profiles across all business sectors. The institutes own membership journal…and so much more!

• **World newspapers today:**
  Easy access to over 2,200 newspapers and magazines from around the world…97 countries and 54 languages. Plus archived articles that go back for a 3 month period.

Now Canadian logistics and transportation professionals can tap into an unbeatable source for industry knowledge.

"It’s a fabulous tool for anyone in the logistics industry who needs detailed information now."

Elias Demangos
President & CEO
Fortigo Transportation Management Group Ltd.

How do you join? Visit our website at [www.ciltna.com](http://www.ciltna.com) and sign up today!