



**Aircargo Forwarders of the Philippines, Inc.  
Training and Development Center**

# **PHILIPPINES**

## **Country Report Year 2010**

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38<sup>th</sup> Executive Council Meeting of the

FEDERATION OF ASIA-PACIFIC

Aircargo Association (FAPAA)

In

Bangladesh

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## **AIRCARGO FORWARDERS OF THE PHILIPPINES INC. TRAINING & DEVELOPMENT CENTER**

In the unending struggle for global competitiveness in this highly-advanced industry, the Aircargo Forwarders of the Philippines, Inc. (AFPI) continuously addresses the various needs of its members as well as the public, be this in the area of operations, customer service, staff development and management. The AFPI Training and Development Center was conceived to assist in meeting the challenges in these areas.

The Training Center's mission in providing training and development programs and services is attained through the appointment of highly-trained and competent instructors to conduct training programs on a regular basis. It also ensures that its programs are relevant by way of continuously updating and revising training content to address the radical changes our industry is undergoing. We thus make sure that our members have competent staff necessary to perform and master the activities a forwarder must acquire.

This opportunity made available by the Training and Development Center to air freight forwarders, is AFPI's contribution in assisting our country in its attainment of economic development and progress.

Currently, the AFPI Training and Development Center is spearheaded by:

- Mr. Jaime A. Roxas, Chairman
- Mr. Eduardo G. De Guzman, Chairman Emeritus,
- Mr. Michael R. Aquino, President.



## **COURSES OFFERED**

### **Basic Air Cargo Forwarding Course**

- ☞ This course aims to provide participants with the basic concepts of air cargo forwarding operations and the skills essential for effective performance.

### **Basic Cargo Dangerous Goods Course**

- ☞ This course covers IATA regulations governing the shipment of dangerous goods and the accomplishments of shipping documents related to the acceptance and handling of dangerous goods.

### **Dangerous Goods Awareness Seminars**

- ☞ These programs are given to airline and cargo personnel needing training in Categories 4, 5, 7, 8, 9, 10, 11 & 12 as prescribed in Tables 1.5.A and 1.5.B

### **Cargo Management Program**

- ☞ This course aims to enhance the managerial competence of participants by exposing the participants to various management concepts and practices in the cargo industry.

### **Cargo Supervision**

- ☞ This course aims to provide supervisors with the basic concepts and skills in supervision which are applicable to an air cargo forwarding business setting.

### **Logistics**

- ☞ This course aims to provide the participants with a clear understanding of the interrelated nature of the procurement, production and distribution activities and focuses on cost, responsiveness, flexibility and customer service.



## **SPECIAL COURSES**

### **Basic Customs Brokerage Operations Course for Non-Brokers**

- ☞ This course aims at providing the participants with the basic knowledge of customs brokerage as practiced in the Philippines including the computation of tariffs, duties and taxes in general, and the various entries lodged at the BOC.

### **Successful Selling for Freight Forwarders**

- ☞ The seminar will be an intensive course and is designed and created specifically and specially for freight forwarders, consolidators, NVOCCs and transport logistics companies. The aim is to comprehensively enhance the selling skills and persuasion techniques of corporate officers, department managers, sales executives and account officers, in order that they would be more productive in bringing new accounts to their companies as well as enhancing existing ones.

### **In-House Dangerous Goods Training**

- ☞ These courses are conducted on-site for entities in the forwarding, shipping, airlines and ground handling business who can gather the required number of participants to constitute a class.

### **In-House Air Cargo Forwarding Course**

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## PLANS & PROGRAMS

The AFPI Training and Development Center is tasked to develop programs for the continuing training and education of its clientele. Research studies on issues, trends and movements that affect or have an impact on the air cargo industry are applied in the programs to keep abreast of the times.

The Center primarily looks into venues to provide efficient and relevant training programs to strengthen and improve fundamental skills required in the logistics industry. It continuously employs new technology and resources and equips the trainers with necessary multimedia tools for an effective and lively delivery of the course content with a view to increasing learning and retention of the participants.

The AFPI Training Center reviews and updates training policies, systems and standard operating procedures for a more systematic and cost-efficient management of services. Innovative approaches are employed for marketing strategies to ensure continuing education and increased revenues. Currently, AFPI management is gearing-up to migrate training record hard files into a computerized data base which will be capable of providing data in all forms, and an interactive website for communication, information and registration purposes.

It also actively offers Cargo Dangerous Goods courses for companies who can gather the necessary numbers to make an in-house course conduct viable for AFPI and the company concerned. As of to date, AFPI has conducted in-house courses for Chevron Geothermal, DHL, API (Clark), Cebu Pacific Air, PAGS Globe Ground, Macro Asia Airport Services, Excellent Workers Cooperative, Inc., and Zest Airways.

Moreover, the Center is also focusing on providing further developmental programs for Trainers to inspire professional achievement and continue their life-long learning.

