

# Success in Logistics – An Asian Perspective

## Drivers of Success in Logistics, Economic Trends, Recommendations

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# Agenda

## 2 Agenda

- Welcome BVL Chapter Singapore
- Whitepaper Background
- Model Overview
- The Asian Perspective
- Key Impacts Post-Corona & Beyond

**Welcome BVL Chapter Singapore**



# Welcome BVL Chapter Singapore

4 Chapter Welcome



CHAIRPERSONS

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E-Mail

**BVL<sup>7</sup>** **CHAPTER**  
**SINGAPORE**

**Whitepaper Background**



# Forward Intelligence Group is a management consultancy focusing on business agility and foresight

6 About Forward Intelligence Group

## **Who we are**

- ☞ A boutique management consultancy for strategic foresight and execution
- ☞ Founded in 2012 in Singapore
- ☞ Team of 12 employees, associates & partners



**Thomas Martin**  
Managing Director  
BVL Singapore Member

## **Specialties**

- ☞ Trend Research, market, competitive and customer intelligence
- ☞ Business Agility and agile transformation planning
- ☞ Implementation of strategic foresight units
- ☞ Organizational alignment & optimization
- ☞ Foresight based planning, execution & training

## **What we do**

- ☞ Make sense of the future
- ☞ Enable better decisions
- ☞ Improve Strategy, Innovation & Risk Management

## **Benefits**

- ☞ Deep Insights
- ☞ Better decisions
- ☞ Business agility

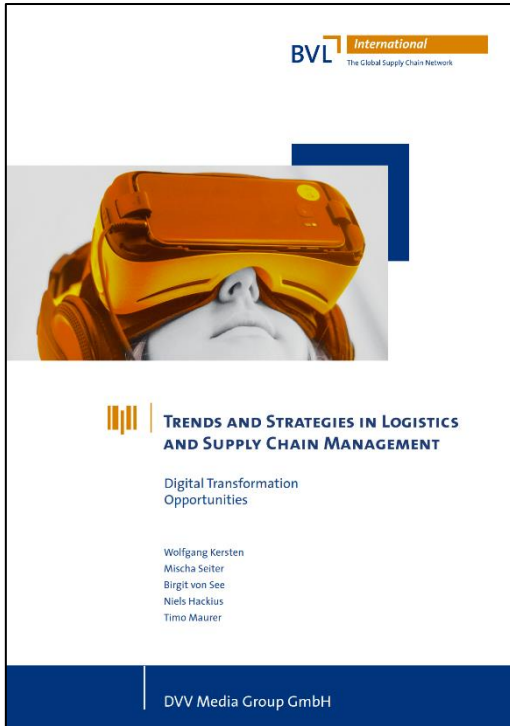
## **You should give us a call when you want to**

- ☞ Identify and assess opportunities & risks
- ☞ Invest into a new market, product or venture
- ☞ Train your strategy execution muscle

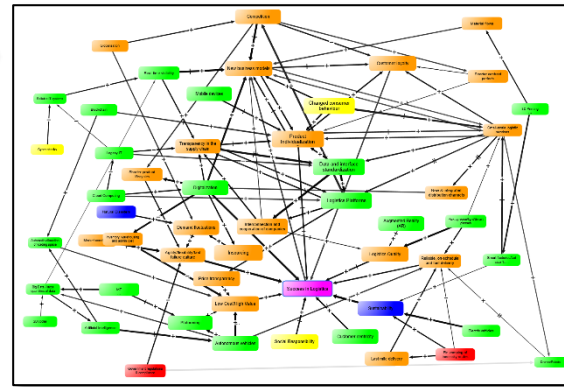
# The Whitepaper combines the outcomes from the 2017 BVL Study and the input of the BVL Singapore workshop participants into a model and whitepaper

## 7 Study Background

### 2017 global BVL Study



### Success in Logistics Model V1

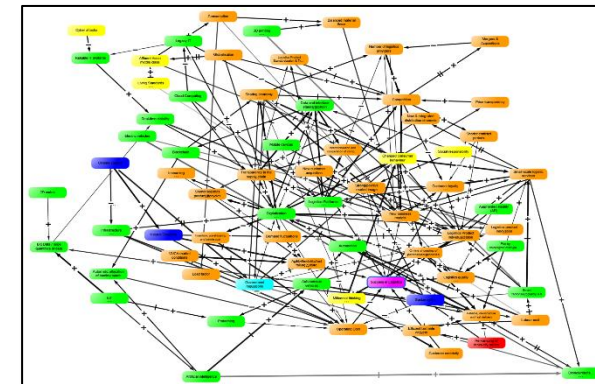


### BVL Singapore Workshop 25 June 2019



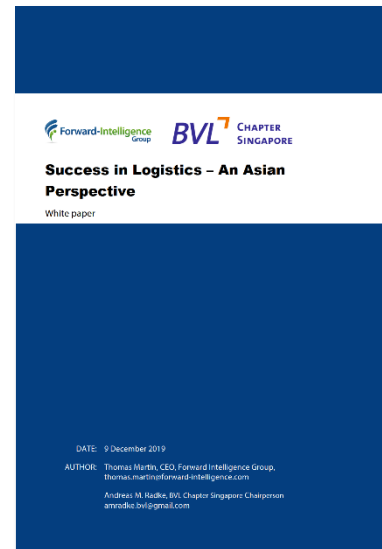
- Central Factors
- Economic Factors
- Technology Factors

### Success in Logistics Model V2



+18 Factors  
+71 Connections

### Whitepaper



[https://www.bvl.de/files/1951/1988/2140/BVL\\_Chapter\\_Singapore\\_Success\\_Logistics\\_Asian\\_Perspective\\_WhitePaper.pdf](https://www.bvl.de/files/1951/1988/2140/BVL_Chapter_Singapore_Success_Logistics_Asian_Perspective_WhitePaper.pdf)

Reviews

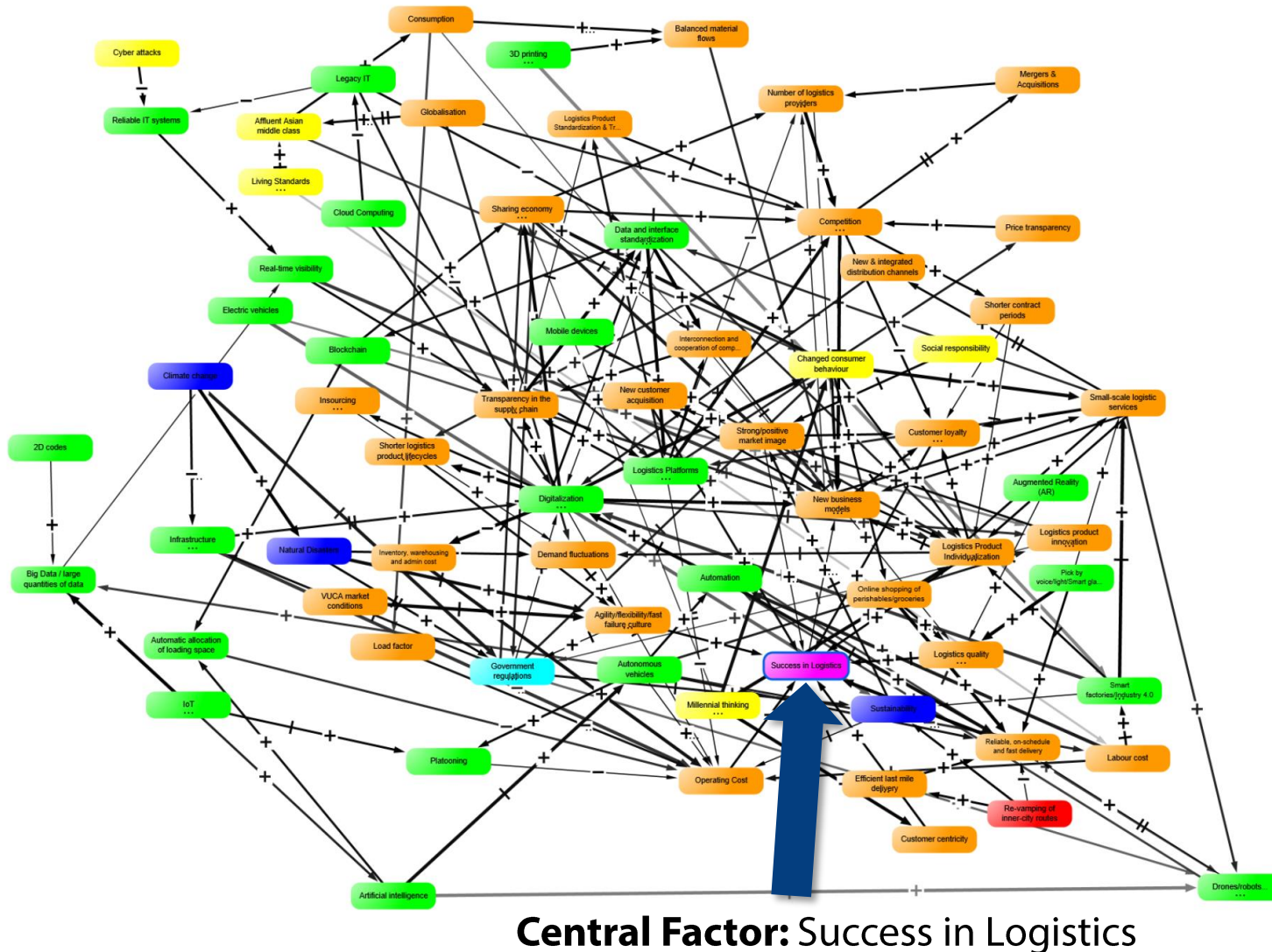


# Model Overview



# The PESTLE driver model determines the factors that influence Success in Logistics directly and indirectly

## 9 Model Overview



76 Factors  
192 Connections

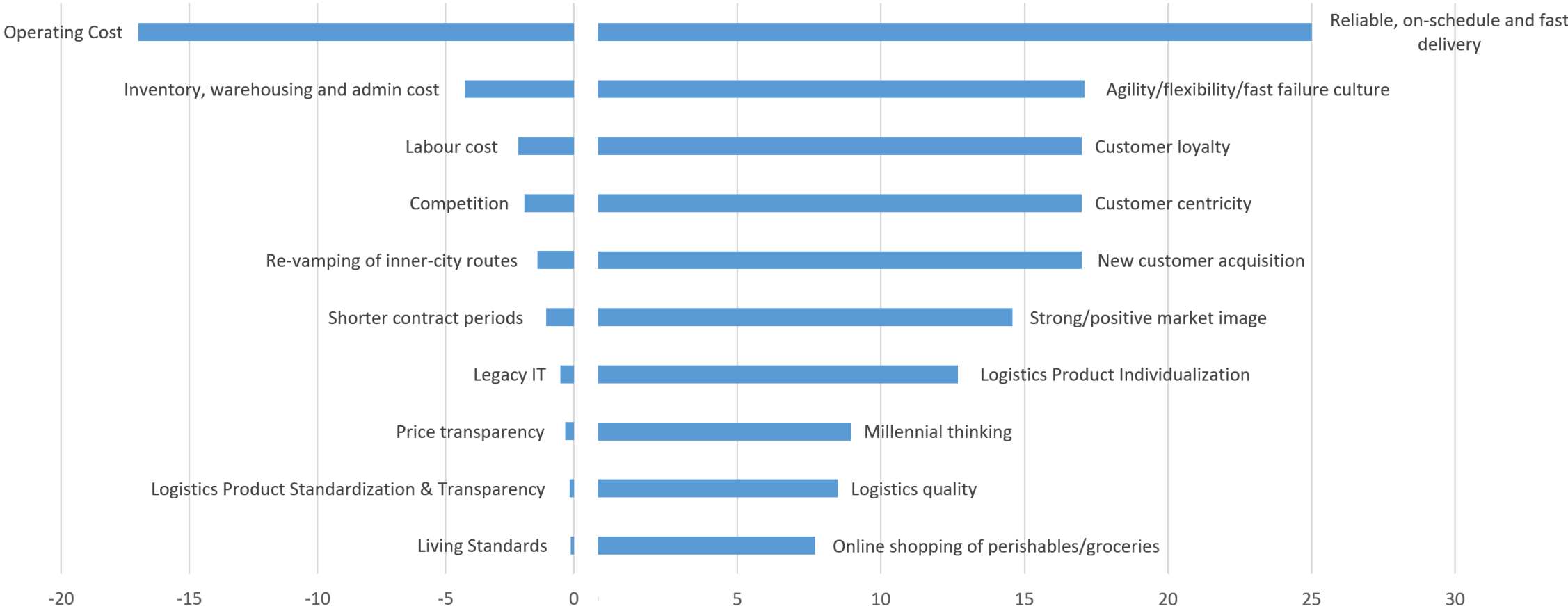
Type	Colour
Politics	Red
Economy	Orange
Social	Yellow
Technology	Green
Legal	Cyan
Environment	Blue

**Note:** please refer to the whitepaper for detailed views of the model



# Positive factors on the Success in Logistics prevail, are mostly generic and give the industry an overall optimistic outlook

10 Top 10 negative and positive factors on Success in Logistics



# **The Asian Perspective**



# Three key factors are special in Asia

12 Key Asian Factors

## Key Asian Factors

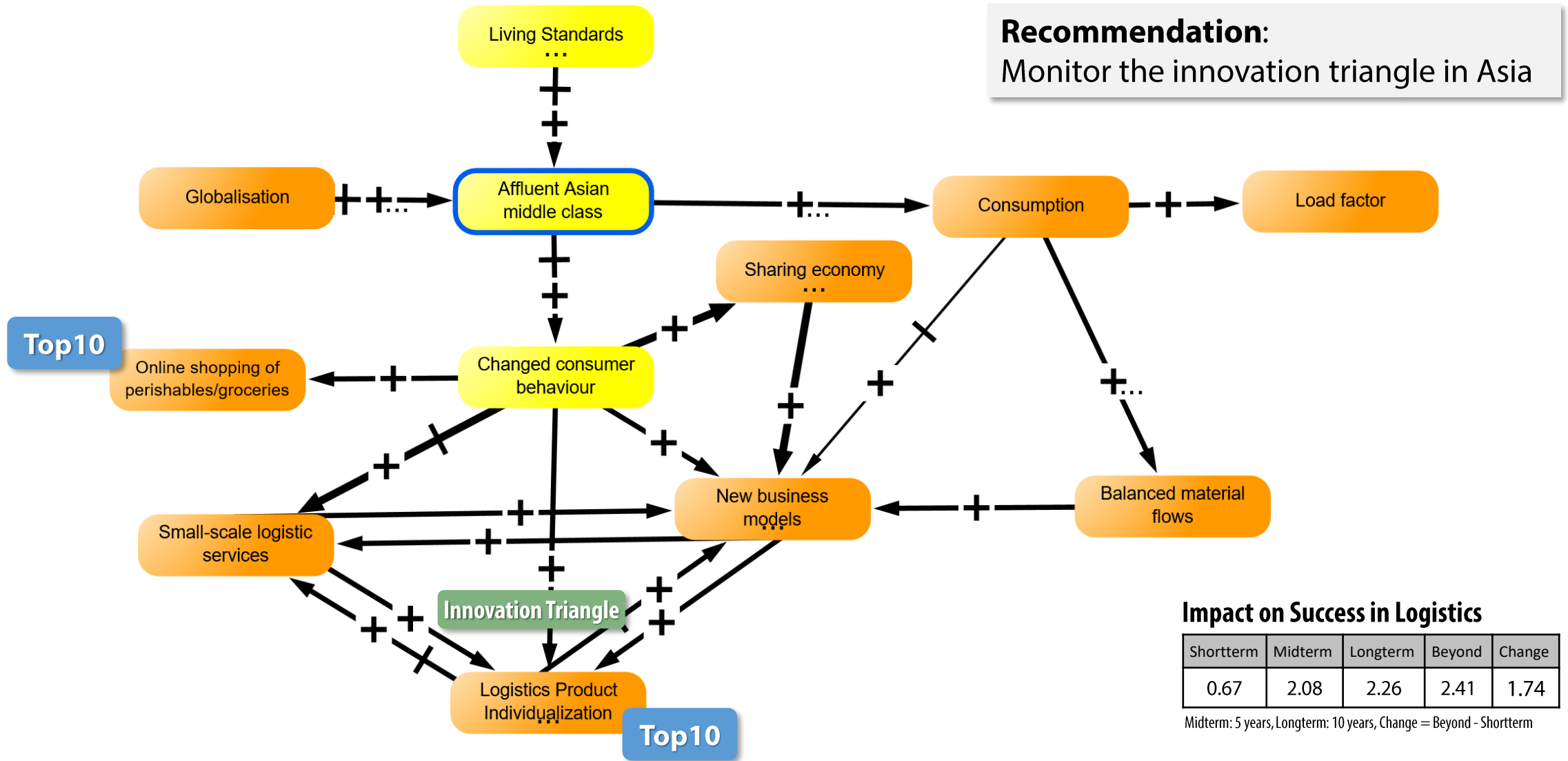
- Affluence of Asian-Middle class
- Growing importance of online shopping
- Positive impact of/expectation of government regulation in particular re. infrastructure

## Key Insights

- The industry is not fundamentally different in Asia
- The understanding of the special factors allows logistics providers to be more successful in Asia

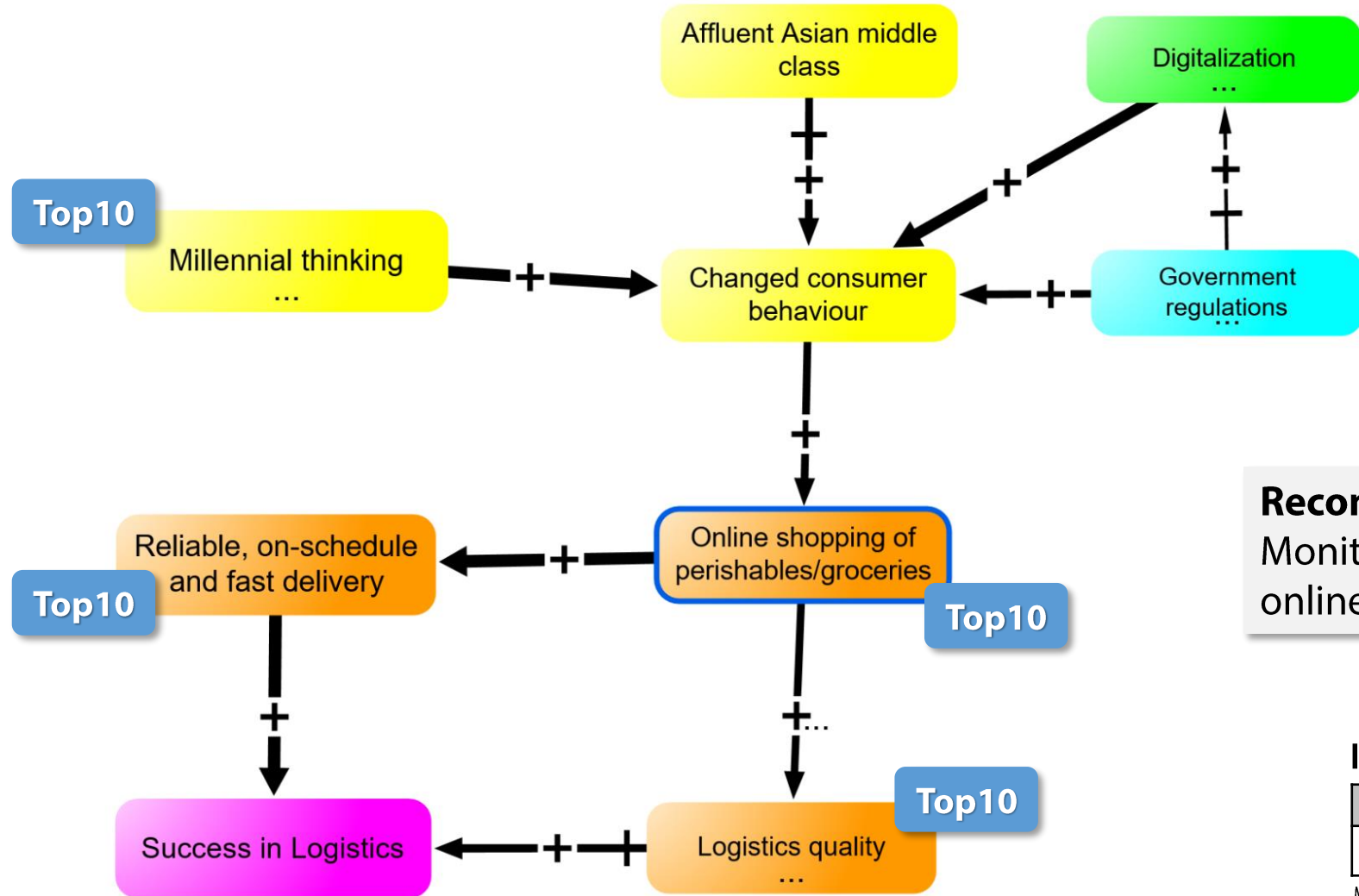
# The affluent Asian middle class drives logistics innovation

13 Affluent Asian middle class Factor Context



# Online shopping increases the importance of delivery quality

14 Online shopping of perishables/groceries Factor Context



**Recommendation:**  
Monitor the emergence of new online shopping platforms

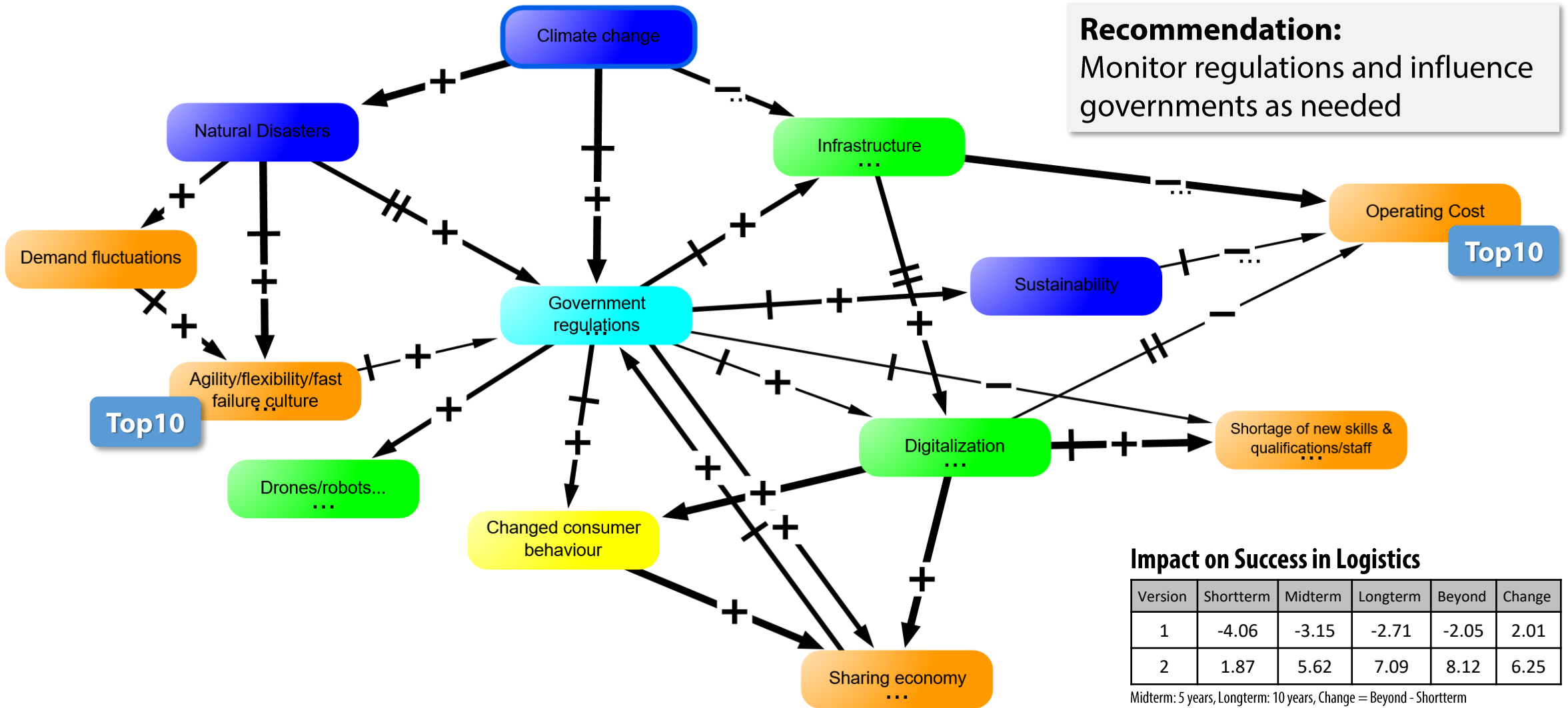
### Impact on Success in Logistics

Shortterm	Midterm	Longterm	Beyond	Change
7.7	9.14	9.14	9.14	1.44

Midterm: 5 years, Longterm: 10 years, Change = Beyond - Shortterm

# Government regulations positively influence the availability of transportation and communication infrastructure and other factors

15 Government regulations Factor Context



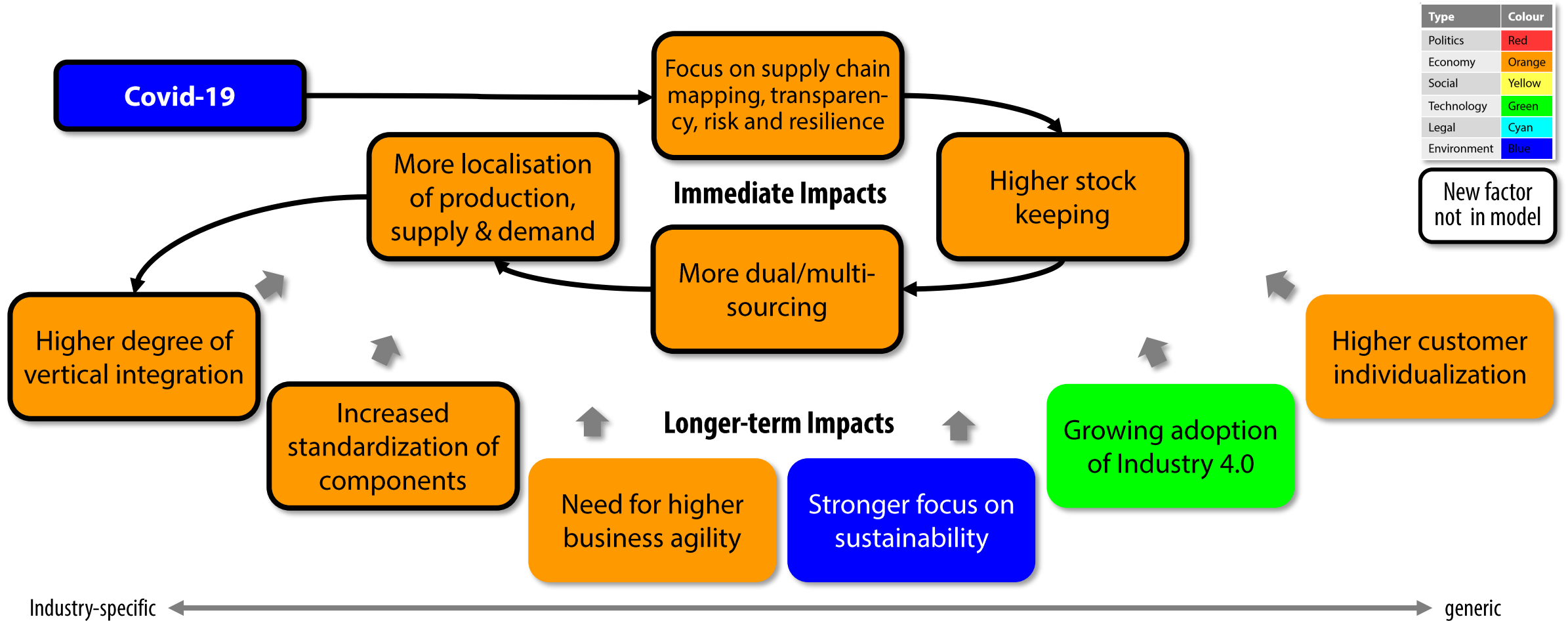


## **Key Impacts Post-Corona & Beyond**



# The new developments in the last 6 months and beyond will impact the model suggesting the need for an update

17 New key developments impacting the model



**Hopeful outlook:** Customer mind shift from logistics of a commoditized cost factor to a customized value driver

# The longer-term changes will increase transparency, resilience, and agility of the industry to benefit from the emerging ecosystem economy

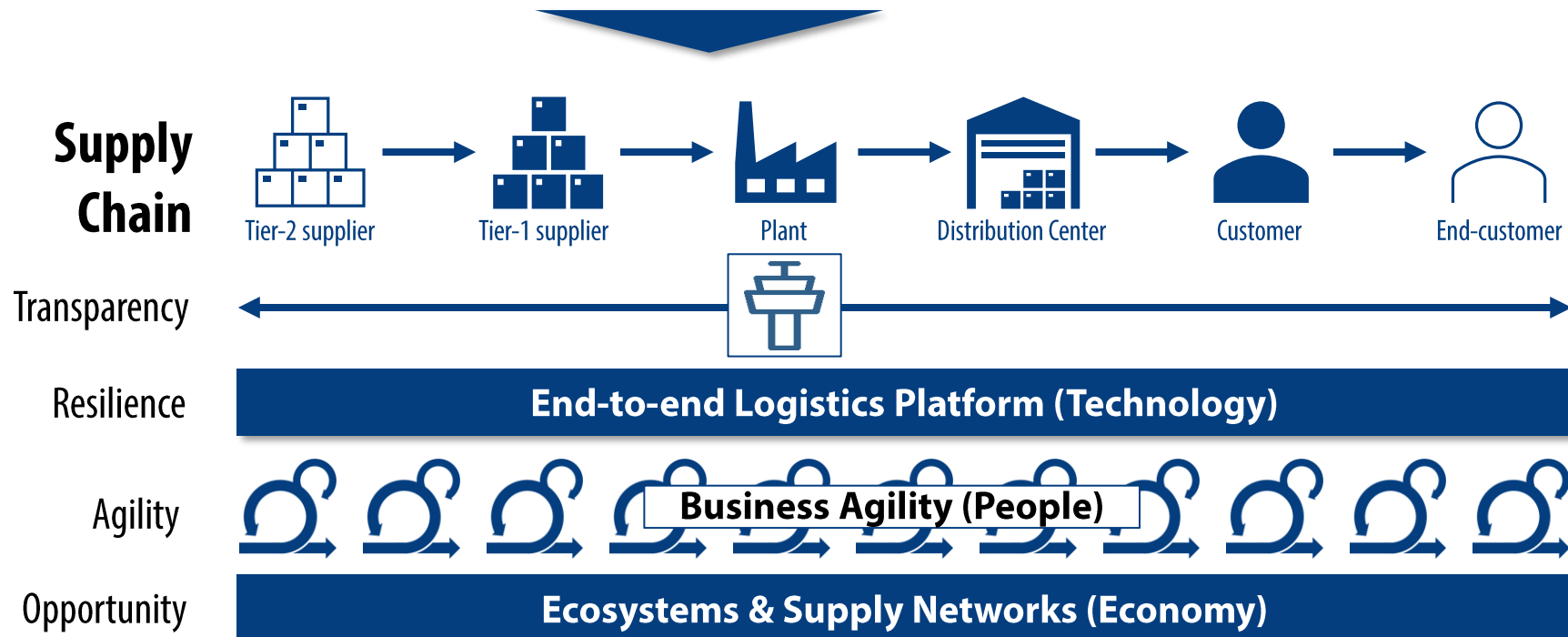
18 Outlook: from control towers to ecosystems

**Covid-19**

## Immediate Questions

- Are carriers operation? What is the latest vessel schedule? Are containers available?
- Are receiving ports open?
- How many goods are in transit and where are they located?
- Are 3PLs operating and have spare capacity to receive and ship goods?
- Are customer able to receive goods?
- Are warehouse full and can they receive goods?

## Longer-term Changes



# Contact





# Please contact me if you would like to know more

20 Contact Information




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Foresight Implemented: Insights → Clarity → Urgency → Execution → Impact → Agility