

Group Discussion

- 6 groups of 5 people
- Describe your program
 - Target audience
 - Profile students
- What is working on your current program (2 or 3 things)
- What is **not** working?
- How can the CLI Academic Network help?
- Other highlights



**CENTER FOR LATIN-AMERICAN
LOGISTICS INNOVATION**

State of CLI

October 2010



CLI - Center for Latin-American Logistics Innovation - at LOGyCA is a member of the MIT Global Supply Chain And Logistics Excellence (SCALE) Network.

FINANCIAL TIMES

USA, Sun May 16th 2010

USA, 2 US



"Government agencies need guidance from academia and private sector organisations as they put policy in place that will lay the foundation for more efficient supply chains."

Page 12

"The CLI's inaugural certificate programme, which started last July, was completed recently by 14 students from universities in Brazil, Colombia and Mexico."

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"The CLI's first graduates appear better equipped to deal with local supply chain issues, having impressed MIT faculty in the final module of their course."

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Supply Chain:
A Competitive Advantage



The Global language of business

Fresh connections

Published: May 16th 2010

"It is imperative countries in Latin America upgrade their distribution networks. Nonetheless, their potential continues to be stifled by poor infrastructure. From the chaos of mega-cities such as São Paulo, Buenos Aires and Mexico City to the poverty and isolation of rural outposts and regional centres, chronic lack of planning, inadequate transport systems and outdated business practices conspire to impede the smooth flow of goods and services."

Conscious of these shortcomings and with an eye to expanding its global influence, MIT's Center for Transportation & Logistics (CTL) teamed with the Bogotá-based consultancy LOGyCA in 2008 to create an education and research facility in the city aimed at helping graduates and educators to tackle the issue.

It is the second such venture by MIT, following the launch in 2005 of the Zaragoza Logistics Centre in northern Spain.

Called the Center for Latin-American Logistics Innovation (CLI), the new school offers a graduate certificate in logistics and supply chain management as a specialisation

within a standard masters programme in industrial engineering, business administration, or similar discipline at selected universities in the region.

The CLI is set within a five-acre logistics complex. Students study at the centre for three weeks before completing the certificate in a later module at MIT's Boston, Massachusetts campus.

As part of the project, faculty from MIT and Zaragoza have also designed a programme to teach the teachers and so gradually inculcate current ideas and training methods in supply chain management into the institutions. Apart from regular feedback between the CLI and affiliate universities, there have been four academic workshops — in Boston, Bogotá, São Paulo and Panama — and the MIT CLI also offers visiting research fellowships.

University teaching in Latin America is heavily theoretical, says CLI's global co-ordinator, Edgar Blanco, and often lacking in instruction on practical application and in opportunities for complementary on-the-job experience. While this may still work for traditional careers in law or the civil service, it produces business administrators and engineers who are ill-

prepared to innovate or manage supply chain systems, he says.

This means that until the MIT centre, expertise and development in logistics has come largely from the developed world.

"When we... look at the curriculum and look at how the faculty is teaching, and the sort of projects they are doing, we find it all very theoretical," says Mr Blanco. This traditional approach to tertiary education partly reflects the lack of interaction between academia and business in the region.

The CLI, however, turns this teaching style on its head, following the MIT syllabus closely — which emphasises analysis, problem-solving, use of technology and leadership — backed up with practical case studies and close links with entrepreneurs, small business and large multinationals.

Five Colombia-based companies have already stumped up \$250,000 to be corporate partners at CLI and more are set to follow. In return, they have a say in projects undertaken by the CLI's four-strong research team, which will be expanded.

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21 Academic Partners
3 in process in Perú, Ecuador, Uruguay

CLI Strategic Partners



Grupo Nacional de Chocolates S.A.



Almacenes Exito S.A.

EXITO POMONA **Ley**



Inversiones Mundial S.A.



SEGUROS
COMERCIALES
BOLÍVAR



ALCALDÍA MAYOR
DE BOGOTÁ D.C.



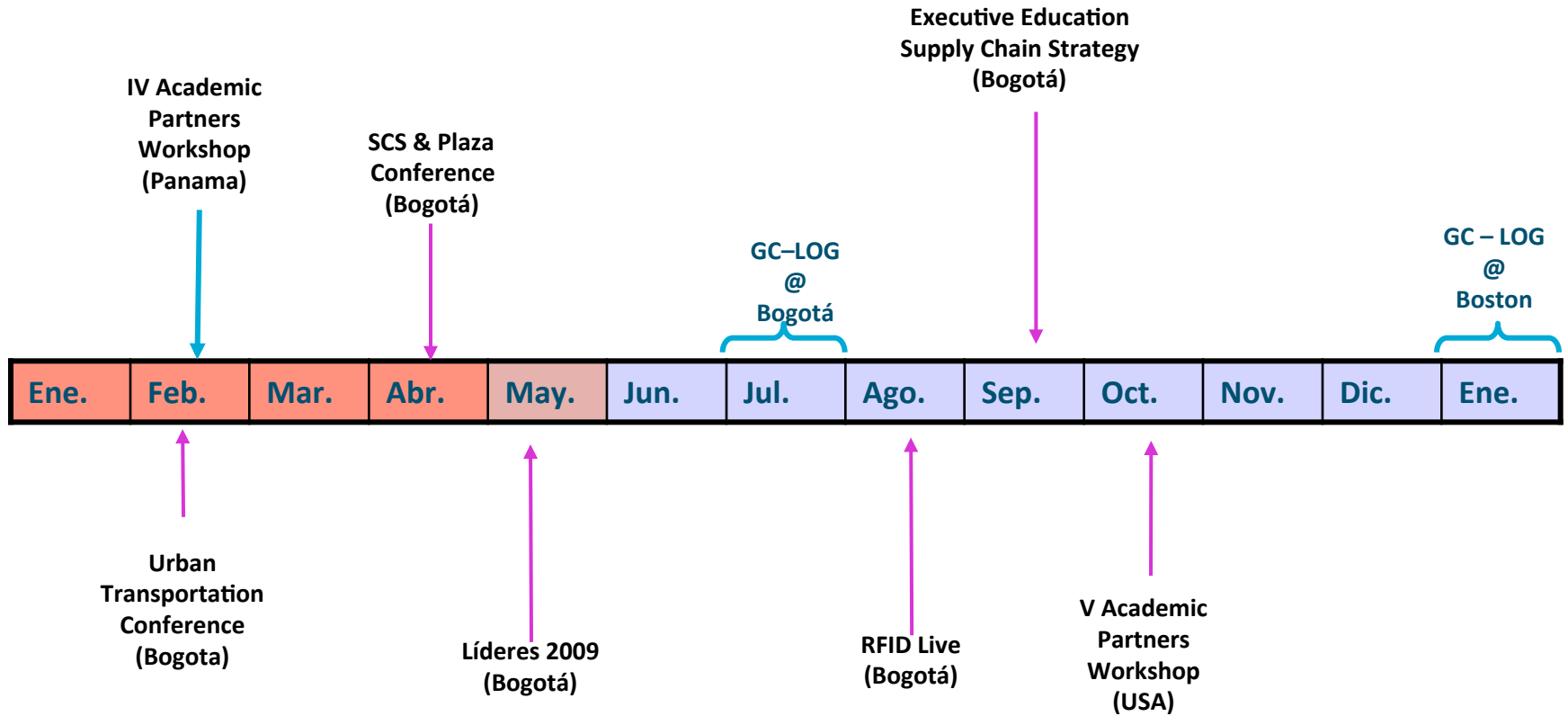
GOBIERNO DE LA CIUDAD

corona



SECRETARÍA DE DESARROLLO ECONÓMICO

2010 Educational Activities



IV Academic Workshop (Panama)

- Feb 10 & 11 / 2010 @ UMIP & UTP Campus in Panama City
- 17 participants
- Key Accomplishments : GC-LOG 2011 Marketing Plan, Research projects presentations, Panama Canal plant visit.



SC Leaders (Bogota)

May / 10

Attendance : 200 participants

Satisfaction: 60% Very Satisfied, 96% Satisfied/Very Satisfied

Theme: SC in Emerging Markets

Speakers: Prashant Yadav (ZLC - Spain), Julio Caballero (Nestlé – Mexico), Fernando Vélez (Argos Cement – Colombia), Angel Medeiros & Alejandro Carfi (Natura - Brazil), Pawan Agrawal (Nutan Mumbai Tiffin Box Supplier Association – India)



RFID Live (Bogota)

- Aug 30 – Jul 2 / 2010
- 220 participants
- 25 people RFID certified
COMPTIA



Exec Ed Courses

Bogota - Sep / 10

3 days course

Attendance : 19 participants

Satisfaction : 90% Very Satisfied



CLI Educational Events 2011

- “Líderes de la red de valor” - May 4th - Colombia
 - Peak Logistics
- ExecEd
 - Colombia – September
 - Mexico – First semester
- Seminars
 - Colombia
 - Sustainability - TBD
 - SC Risk - TBD
 - Mobile Technology - TBD
 - RFID Live - August
 - Mexico
 - Logistics Platforms
 - RFID Live

Mexico

- Partnership between ZLC & LOGyCA
- CLIMEX Director: Mario Monsreal
- Launch Event – October 18th 2010
 - LOGyCA - CLI
 - ZLC
 - Monterrey TEC
 - Noel (CLI Strategic Partner)





**CENTER FOR LATIN-AMERICAN
LOGISTICS INNOVATION**

Marketing Plan

GC LOG 2012



CLI - Center for Latin-American Logistics Innovation - at LOGyCA is a member of the MIT Global Supply Chain And Logistics Excellence (SCALE) Network.

CLI Marketing Coordinator...



Activities

1. Online Communication

2. Public Relations (PR)

3. Direct Marketing

1. Online Communication

Activities	Responsible
GC-LOG Website updated with GC-LOG 2012 details	Ana (CLI)
Online application trough the GC-LOG website	Ana (CLI)
Banner to link the University website with the GC-LOG web site	Ana (CLI) Support: AC requests permission to post the banner and create the link
Virtual brochure and promotional video with testimonials from GC-LOG 2011 students	Ana (CLI)
Active participation in virtual communities like Facebook and Twitter.	Ana (CLI) Support: AC shares with Ana, the groups created by the University in virtual communities

AC: Academic Coordinator

Online Application Form (demo)

Application/Account Menu

First Time Applicants

- [Create Your Account](#)
- [Account Directions & Information](#)

Returning Applicants

- [Review Your Activity](#)
- [Change Your Password](#)
- [Forgot Your Login?](#)
- [Forgot Your Password?](#)

GC-LOG: Graduate Certificate in Global Logistics & Supply Chain Management

- [Continue to Application](#) > > >
- [Application Instructions](#)
- [Download Recommendation Form](#)

Currently under construction

2. Public Relations (PR)

Activities	Responsible
With Local Media: Identify education specialized media or education sections in main general media	Ana (CLI) Support: AC
Prepare press release	Ana (CLI)
Disseminate press release through the University communication and marketing area	Ana (CLI) Support: AC
Press Release publication in institutional media and University web site	Ana (CLI) Support: AC
In Events: GC-LOG presentation in University events In Brazil, Mexico and Colombia, GC-LOGGERS can share their experiences at this presentation	Ana (CLI) : Presentation & GC-LOGGERS invitation AC shares with CLI PR leader, the University events schedule, chooses appropriate events and makes the presentation

AC: Academic Coordinator

3. Direct Marketing

Activities	Responsible
Promotional mailing linked to the GC-LOG web site with an invitation to a webinar with Isabel & Edgar	Ana (CLI)
Personalized mailing to the database of current programs target students	Ana (CLI) Support: AC send the promotional mailing to the student database
GC LOG 2012 Webinar	Ana (CLI) Isabel Agudelo Edgar Blanco

AC: Academic Coordinator

Contact Info

Ana María Prieto, CLI PR Leader will contact you to define activities that require your support and delivery dates of communication and promotional materials.

Ana María Prieto
CLI Public Relations
E-mail: aprieto@logyca.org
Phone: +57 1 427 0999 Ext.: 191
Cell phone: + 57 316 4313503

Homework

<i>What...</i>	<i>When...</i>
AC requests permission to the University to post the banner and create the link	ASAP
AC shares with Ana (CLI), the groups created by the University in virtual communities	ASAP
Identify local education specialized media or education sections in main general media & disseminate press release through the University communication and marketing area	ASAP
AC shares with Ana (CLI), the University events schedule, chooses appropriate events and makes presentations	ASAP
AC send the promotional mailing to the student database	ASAP



**CENTER FOR LATIN-AMERICAN
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Other activities 2011

October 2010



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Logistics Events

EVENTS 2011					
EVENT	DATE	PLACE	CONTACT	EMAIL	WEB SITE
NFORMS 2011 Practice Conference	April 10 to 12	Marriott Chicago Downtown Magnificent Mile - Illinois, USA	Jessica Bennett	meetings@informs.org jessica.bennett@informs.org	http://meetings2.informs.org/Practice2011/contact.html
POMS 2011 Annual Conference. Product & Operations Management	April 29 to May 2	Reno, USA	Professor Sushil Gupta, Ph.D. Executive Director – POMS	poms@fu.edu	http://www.pomlearning.org/Conferences/FutureConf.aspx#1
CSCMP's Annual Global Conference	June 7 to 9	Barcelona, Spain	Kathleen Hedland, CSCMP's Director of Education and Research	khedland@cscmp.org	cscmp.org
The 29th International System Dynamics Conference	July 24 to 28	Washington, DC - USA	Roberta Spencer, Executive Director System Dynamics Society	office@systemdynamics.org	www.systemdynamics.org
ICPR - 21st International Conference on Production Research	July 31 to August 4	Stuttgart, Germany	Conference Chair Dieter Spath, Germany	info@icpr21.de papers@icpr21.de	http://www.icpr21.de/
CSCMP's European Conference/Research Seminar	October 2 to 5	Philadelphia, Pennsylvania - USA	Kathleen Hedland, CSCMP's Director of Education and Research	khedland@cscmp.org	cscmp.org
INFORMS Annual Meeting 2011 Charlotte	November 13 to 16	INFORMS Charlotte Convention Center, Charlotte, North Carolina - USA	Jessica Bennett Paulette Bronis	jessica.bennett@informs.org paulette.bronis@informs.org	http://meetings2.informs.org/charlotte2011/
Winter Simulation Conference	December 11 to 14	Grand Arizona Resort, Phoenix - USA	Michael Fu, Associate Program Chair	mfu@rhsmith.umd.edu	http://www.wintersim.org/futureconf.htm

CLI Academic Workshops

- I Semester
 - Date
 - Location

- II Semester
 - Date
 - Location

Schedule 2010 - 2011

