LOGISTICS INDUSTRY CAREER GUIDE

LET THE WORLD BE YOUR LIMIT
A strong Logistics Industry is indispensable to any prosperous economy. It connects suppliers to manufacturers and merchants to customers. As a key contributor of the global economy, the Logistics Industry not only serves as the bedrock of our everyday lives but also ensures our daily needs are met.

Yet, the Logistics Industry is often overlooked amidst the allure of the sectors they support. In fact, it is a dynamic and exciting industry that is constantly evolving in response to emerging trends, which present new opportunities for the industry. Adoption of advanced technology solutions and implementation of paperless interactive systems are just some of the many examples of how logistics companies constantly seek to improve their operations and drive innovation.

Like the industry it belongs to, logistics careers are well-kept secrets that can offer long and fulfilling careers. Logistics professionals derive much pride from their work which places them in a frontline position to impact the flow of goods worldwide. Because of the dynamism of the industry, there are also many opportunities for international and cross-industry exposure. Many seasoned logistics professionals spend their entire careers in the industry, gaining valuable knowledge and experiences while rising through the ranks. As long as one is willing, the Singapore Logistics Industry can offer many attractive career options. There are also various programmes available to support you.

For students aspiring to join the industry, the Government works closely with our schools to ensure that relevant courses and early exposure opportunities are being offered. For mid-career entrants, the Logistics Professional Conversion Programme by Workforce Singapore (WSG) under the Adapt and Grow initiative supports Singaporeans to develop necessary skillsets to join the industry. For those who are already in the industry, the Government supports skills mastery through the SkillsFuture movement and WSG’s Industry Catalyst Programme.

What are you waiting for? Take a first step into the exciting world of logistics by joining the Singapore Logistics Industry. Let the world be your limit, find out how today!
SINGAPORE LOGISTICS INDUSTRY

LOGISTICS INDUSTRY OVERVIEW

Singapore is at the heart of Southeast Asia and our geographical location makes us an important global logistics hub that connects manufacturers and customers to the rest of the world.

As a vital industry for Singapore, the Logistics Industry is one of the first few industries to embark on the Industry Transformation Programme (ITP). The ITP, announced by Minister Heng Swee Keat in Budget 2016, is a nationwide programme to strengthen enterprises and industry, and to drive growth through innovation.

KEY LOGISTICS SUB-SECTORS

The industry is made up of three key sub-sectors that connect Singapore’s supply chain network to the world.

- Contract Logistics
- Freight Forwarding
- Land Transportation

KEY ECONOMIC CONTRIBUTOR FOR SINGAPORE

Classified under the Transportation and Storage sector, the Logistics Industry is a key economic contributor for Singapore.

- 7.4% of Singapore’s GDP in 2015
- 237,000 Workers

In 2015, the sector contributed 7.4% of Singapore’s GDP and employed 8.7% of our workforce.

Armstrong & Associates, Top 50 Global 3PL List
The future of logistics looks extremely exciting. With the advancement of technologies, a modern warehouse can be equipped with a myriad of data analytics, automation and robotics solutions which can help logistics companies achieve higher productivity, speed, and inventory accuracy at a lower cost. This will profoundly change how supply chains are managed around the world.

Source: Republic Polytechnic COI SCM Hay Group Logistics Manpower Study, 2016
With growing customers’ expectations and rapid technological advancements, logistics companies today are continuously developing new capabilities and value-added services to stay competitive. There is a growing need for professionals with niche and specialised skills to innovate and deliver these services effectively.

Crowd-Sourced Delivery
Harnessing technology to tap on a community of drivers for last-mile delivery

E-Commerce Logistics
Providing integrated E-fulfilment services

Vendor Managed Inventory
Strengthening collaborations between logistics players and manufacturers to optimise manufacturing cycles

Reverse Logistics
Providing product lifecycle support through recycling, repair and remanufacturing

4PL Services
Providing supply chain planning, design and execution on manufacturers’ behalf

3D Printing
Providing on-demand production of goods for customers on-site

Source: Hay Group Logistics Manpower Study 2016
If you are a risk-taker and an adventurous person, the logistics industry is perfect for you.

GOH CHOI LING  
Key Accounts Executive  
IM Logistics Solution Pte Ltd  
Working Experience: 2 Years  
Within Logistics: 2 Years

What is your typical day like at work?  
My typical day involves managing daily orders for local deliveries and exports as well as providing freight forwarding solutions based on my customers’ requirements. As export requirements are different for each destination country, knowledge regarding freight regulations is very important. For instance, when arranging a pallet load destined for the USA, the wooden pallets accompanying the load will have to be fumigated. Otherwise, the container will be held up at the port.

How did you acquire the skills required for your job?  
I did my Diploma in Supply Chain Management at Republic Polytechnic which equipped me with the fundamental knowledge logistics operations. In addition, on-the-job training allowed me to put into action what I have learned and enabled me to be confident in what I do.

What can fresh entrants expect from the Logistics Industry?  
If you are a risk-taker and an adventurous person, the Logistics Industry is perfect for you. A career in the Logistics Industry goes beyond a typical desk bound job; it exposes you to a wide variety of situations every day. You can expect to face various kinds of interesting challenges when managing customers, problem-solving and dealing with urgent or lost cargo. There is a lot to learn in this industry and you can always look forward to the next surprise!
What is your current job scope?
I am part of the Operations Innovation and Development department. My responsibilities include assessing suitability of new technologies for logistics operations, working with relevant stakeholders on the implementation of logistics solutions, and gathering users'/system's feedback to ensure smooth operations.

What is the most memorable experience in your work?
The most memorable experience is my first major automation project. I was tasked to oversee the user testing process for the new Automated Storage and Retrieval System (ASRS). I had to coordinate between various parties to ensure that both the hardware and software of the ASRS worked seamlessly. The construction of the ASRS was certainly an eye-opener for me. Being able to successfully implement the system has been my most rewarding experience to date.

Any advice for fresh entrants entering the Logistics Industry?
Logistics is a process-centric industry. Fresh entrants should start their careers by developing a good understanding of basic logistics operations. It is important to spend time on the ground to gain useful hands-on experience in managing these operations. To succeed, you should stay abreast of the latest industry trends and constantly learn new skills throughout your career in the industry.

““It is important to spend time on the ground to gain useful hands-on experience in managing these operations.””

SHEN MEILIN
Senior Executive, Operations Innovation & Development
YCH Group Pte Ltd
Working Experience: 2 Years
Within Logistics: 2 Years

My Career Progression
Obtained a B. Sc in Information Systems (SMU) → Executive, Operations → Senior Executive, Operations Innovation & Development
What is your typical day at work?
I oversee the operations of the multi-temperature warehouses. In a typical day, I manage day-to-day warehouse operations, ensure smooth transportation of goods and plan container haulage trips. In addition, I lead projects to address operational inefficiencies. My job is not desk-bound, which suits me greatly as I enjoy an active and hands-on role.

What are the skills required for your job?
I did a Diploma in Logistics and Operations Management from Temasek Polytechnic which equipped me with the foundational knowledge of logistics operations. Through on-the-job training provided, I was able to have a better understanding of the business processes. As my job requires me to interact with customers and manage time sensitive projects, I learned to be personable, analytic, resilient and adaptable. Being open to new ideas enabled me to identify new creative solutions that can improve our logistics operations.

How has a career in Logistics helped you meet your career aspirations?
Over the course of my career, I have been exposed to many aspects of the supply chain. I have gained invaluable experience from the numerous learning opportunities offered to me. Every day at work brings different challenges and experiences. I hope to continue to build my career in logistics, and eventually manage operations of a larger scale.
What is your current job scope?
As a solutions engineer, I work closely with key clients to drive productivity gains. Through in-depth operations analysis and an intimate understanding of logistics processes, I design automation systems to improve the efficiency of my clients’ logistics operations. There is no typical day for me as each day varies depending on the progress of each project.

How has your career switch into Logistics helped you achieve your career aspirations?
My passion is to design and implement technologies. I made the career switch as there are vast opportunities in the Logistics Industry for me to do so. The Logistics Industry is undergoing a technological revolution and new technologies are coming into the market faster than before. Apart from being exposed to these technologies, I am also given the opportunity to translate them into tangible business results for my company and clients.

How has a career in Logistics helped in your personal development?
When I first entered the industry, I was tasked to complete my first automation project. I found project coordination to be very challenging. However, my exposure to various projects has strengthened my business acumen, management skills and ability to empathise with others. The logistics industry is ultimately a people-centric industry. The key to successful implementation of logistics solutions rests largely on the ability to understand the needs of both internal and external stakeholders.

"My passion is to design and implement technologies."

PANG JIN ZOU
Solutions Engineer
Bollore Logistics
Singapore Pte Ltd
Working Experience: 5 Years
Within Logistics: 2 Years

My Career Progression
Obtained a B. Eng in Industrial & Systems Engineering
Consultant (Consultancy Industry)
Business Operations Analyst (IT Industry)
Career Switch into Logistics
Solutions Engineer
**Being a fresh entrant to the industry is not easy, but logistics is not rocket science.**

**Nazer Mohd Khan**  
*Operations Manager*  
DHL Supply Chain, (Singapore)  
Working Experience: 5 Years  
Within Logistics: 5 Years

**What is your current job scope?**  
As an operations manager, my role is to work closely with my team to ensure our daily operations meet the high standards expected by our customers. I engage and interact with my team throughout the day to motivate them, understand their challenges, and identify ways to improve our operations. At the same time, I also work closely with my customers to strengthen our relationships and identify potential opportunities for further improvement and growth.

**How did you acquire the skills required for your job?**  
Being a fresh entrant to the industry is not easy but logistics is not rocket science. All you need is the commitment and willingness to learn. My education in Supply Chain Management gave me a basic understanding of the industry and helped me to hone my analytical and problem-solving skills. That being said, as I take on roles with greater responsibilities, I found that hands-on experience plays an important role in helping me pick up new skills.

**What is the most memorable experience in your work thus far?**  
In my first year, my team emerged as the champion in a regional process improvement competition, through the use of a project management tool called DMAIC (Define, Measure, Analyse, Improve and Control). More recently, my team also won a quarterly regional competition for achieving high levels of customer satisfaction. These are among my proudest moments as the team had to work on multiple projects under tight deadlines while they were participating in these competitions.

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For Middle Management
What is your typical day at work?
I am involved in the digital transformation of SingPost in the aspects of social media, mobility and innovation. Thus, my role and responsibilities are associated with digital and consumer facing services. My normal work day broadly consists of 3 activities. Firstly, it is the running of the business itself and managing the guided transition from physical to digital mail. The second part is leading our digital transformation and managing our workforce from the physical to digital world. I see myself as a problem solver, so the third part is to think about our next step and drive innovation.

What is the most rewarding moment in your work?
One of the most interesting projects I am currently experiencing is the redesign of the SAM platform. In its own way, the SAM kiosk is a national icon, and being able to redesign it is like a badge of honour. From its kiosk platform, we are transforming the SAM into our vision of post office in a pocket. Today, the SAM service is no longer just a kiosk but also a mobile application and a web platform.

How has a career in logistics helped you meet your career aspirations?
A career in logistics has definitely met my aspirations as I find logistics to be a thriving and exciting industry. I see opportunities growing in e-commerce where we are still figuring out how to improve the current state of last mile fulfilment. There will be a lot of upcoming new disruptive technologies that will change how traditional logistics industry players operate.

BERNARD LEONG
Head, Post Office Network & Digital Services
Singapore Post Limited
Working Experience: 13 Years
Within Logistics: 3 Years

For Senior Management
What is your typical day like at work?
I oversee the operations, IT and customer service functions in our network comprising 17 countries in Asia as well as partners beyond Asia. A typical day for me involves apportioning time between overseeing and reviewing daily functions in operations, IT and customer service, regional work for our network such as improvement projects, and exploring new business opportunities.

How did you adapt when you made a career switch into logistics?
It was a very steep learning curve when I first made the switch from estate management to logistics. Instead of deterring me, it drove me to put in the extra effort required to understand my new career. I built my knowledge from the base upwards, took a hands-on approach in my learning and was fortunate to have had great mentors. I also had to pick up IT skills which are essential to manage the company’s IT systems and gain new knowledge of technologies so as to innovate and improve our capabilities.

Do you have any advice for new entrants interested to develop a career in the Logistics Industry?
My advice is to take advantage of the diverse internship programs offered by both SMEs and MNCs. Never be afraid to be hands-on and start from the bottom. It is where you will gain in-depth knowledge and an understanding of the industry that is not taught in a class. The choice of working in an SME or MNC is another important decision to be made. Therefore, select the right organisation that most suits your character and work ethics. This will lead you to a successful long term career in the Logistics Industry.

LOH WEI MENG
Operations Director
DPEX Worldwide Express (S) Pte Ltd
Working Experience: 17 years
Within Logistics: 13 years

Never be afraid to be hands-on and start from the bottom.
What is your current job scope?
I am responsible for delivering growth through new business acquisitions and expansion of existing client base. I also drive the continuous development of innovative solutions so as to achieve business flexibility and sustainability for our clients. A normal work day consists of meetings with my team, engagements with clients and work discussions within internal supporting functions.

How are jobs in the Logistics Industry important?
People do not realise how important logistics and supply chain are to our daily lives. Imagine how our lives will be impacted if the industry does not exist. Flow of goods and services will not happen. There is never a dull moment while dealing with clients on the front line and managing projects of different complexities. I take pride that what I do every day impacts people in one way or another; this keeps me excited about my job.

How has a career in Logistics helped in your personal development?
Logistics is part and parcel of every industry and business in the world. Its wide spectrum coupled with immense variety of opportunities and dynamism keeps our daily work interesting. Over the course of my career, I have always made it a point to contribute to the best of my abilities and take on increasing levels of responsibilities at every stage. The supply chain needs of businesses evolve rapidly and I am constantly looking to grow my expertise while developing the next generation of logistics leaders at the same time.

"Logistics is part and parcel of every industry and business in the world."

XIE HUIBING
General Manager, Commercial Management
Schenker Singapore Pte Ltd
Working Experience: 15 years
Within Logistics: 15 years

Operations Executive
Operations Manager
Manager, Tender Mgr & Solutions Design (TMSD)
Senior Manager (TMSD)
Asst General Manager (TMSD)
General Manager, Commercial Management

My Career Progression
What is your typical day at work?
I am responsible for driving revenue and managing profit & loss of the transport department, which covers trucking and yard services. My day starts with clearing emails, talking with my teams to give them a heads-up on what is coming up in the next few weeks, updating them on current happenings and briefing them on targets.

What aspects of your job motivates you to stay in the Logistics Industry?
It is the sense of accomplishment and satisfaction from completing each project that keeps me excited about my job. I enjoy what I do in project logistics, especially when I am able to share my know-how or gain new experience for the improvement of other projects. Every project is different and there is always something new to learn. Challenges are always present but our role is about being resourceful by finding the right solutions to get the job done.

Do you have advice for new entrants to succeed in the Logistics Industry?
Effort pays — put in the effort to learn and to understand. The new generation may want to do things their way but there is no harm in listening to industry veterans. It is good to come in with an open mind and see how things are being done. When met with hardship and obstacles, patience is key. Don’t be disheartened as there is always a right time for the right thing. There will be setbacks, so take it in your stride, go out there and find the right solutions.

KEVIN SANDHU
Deputy General Manager, Transport and Yard Operations
Yang Kee Logistics Pte Ltd
Working Experience: 21 years
Within Logistics 21 years

“Every project is different and there is always something new to learn.”

My Career Progression

- Deputy General Manager
- Assistant Transport Manager
- Transport Manager
- Traffic Controller
- Chief Traffic Controller
- “O” Level Graduate
- Transport & Projects Manager
- Obtained a B.Sc in Logistics (Ireland) & WSQ SOAs
- Obtained a Dip. in Integrated Logistics Mgt (SLA)
JOINING THE LOGISTICS INDUSTRY
Into a World of Opportunities
Still unsure about joining the Logistics Industry? Let’s see how logistics companies respond to the following questions raised.

What are the job opportunities in the Logistics Industry?
—Hannah Lim

Prospective candidates can look forward to promising careers across a wide spectrum of jobs including operational experts, sales, IT specialists, data analysts and much more within the industry. The Logistics Industry is looking for dynamic individuals who are flexible, innovative and ready to take up new challenges.

How is the work-life balance in the Logistics Industry?
—Rafiqa Bte Sheikh Abdul Salam

Although the Logistics Industry has a fast-paced work environment, most logistics companies support and encourage employees to have sufficient work-life balance.

How stable are careers in the Logistics Industry?
—Tan Yu Ting

Employees are the greatest assets of a logistics company. Should there be excess manpower, most logistics companies would consider re-deploying employees to alternative areas of work within the organisation or implementing some form of cost-cutting measures.

Will we be expected to do a lot of physical work?
—Amos Chua

As job positions within the Logistics Industry are diverse, the exact requirements of the jobs are highly dependent on the candidate’s scope of work. For Diploma/Degree holders, the work tends to be more office based. Furthermore, with the advancement in automation, more physically-demanding job roles will be phased out eventually.
How is Logistics Industry different from the other industries?
- Kong Zhan Rong

The Logistics Industry allows you to gain exposure from many different aspects of a supply chain. Regardless of your job scope, you can make a difference to your customers’ supply chain. This makes the job you do all the more satisfying.

What are the skills we can learn from working in the Logistics Industry?
—Ng Chen Lang Jerry

The Logistics Industry grooms you to be an all-rounded individual and what you learn can be easily transferred to other industries. Depending on your job scope, you will be exposed to different technical skills such as supply chain management, project management, freight forwarding, international trade and warehousing operations. You will also be able to pick up soft skills such as communications and people management.

Are there overseas work opportunities in the early stages of my logistics career?
—Muhammad Uzair Fayyadh B Z

Yes, there are opportunities for overseas exposure as regional and global networks are critical to logistics companies’ operations. However, this is also dependent on your job scope and the company you work for.

What is the minimum education required to enter the Logistics Industry?
—Sim Jie Ee

Educational requirements are dependent on the position and job scope that the candidate applies for. Logistics companies will also take into consideration relevant work experiences and skillsets of potential candidates when hiring.

How can we succeed in the Logistics Industry?
—Nur Delfina

To succeed, you will first need to have the determination and passion for your job. For starters, you will need to develop the fundamental technical knowledge required for logistics operations and have a good understanding of a supply chain. Logistics is a fast-moving industry; you will need to constantly upgrade yourself so as to adapt to the changing business and technology landscape.

The above inputs were provided by: Bollore Logistics Singapore Pte Ltd, Schenker Singapore Pte Ltd, DPEX Worldwide Express (S) Pte Ltd, Singapore Post Limited, StorBest-SSHK Cold Logistics Pte Ltd, Yang Kee Logistics Pte Ltd
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### Starting Work & Growing Your Career

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<td>Diploma in Business Practice (Supply Chain Management)</td>
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<tr>
<td>Specialist Diploma in Supply Chain Management</td>
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<tr>
<td>WSO Diploma in Warehouse Services</td>
<td>Singapore Polytechnic</td>
<td>Tel: 67751133 Website: tinyurl.com/specetlscmp E-mail: <a href="mailto:contactus@sp.edu.sg">contactus@sp.edu.sg</a></td>
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<tr>
<td>WSO Diploma in Freight and Transport Services</td>
<td></td>
<td></td>
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<tr>
<td>Diploma in International Freight Management</td>
<td>The Logistics Academy Pte Ltd</td>
<td>Tel: 6499 9799 Website: <a href="http://www.tia.edu.sg">www.tia.edu.sg</a> E-mail: <a href="mailto:logisticsacademy@sla.org.sg">logisticsacademy@sla.org.sg</a></td>
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<tr>
<td>Diploma in Integrated Logistics Management</td>
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<tr>
<td>Advanced Diploma in Supply Chain Management</td>
<td>Singapore Institute of Materials Management</td>
<td>Tel: 6653 1233 Website: <a href="http://www.simm.org.sg/LSC/Diplomas.asp">www.simm.org.sg/LSC/Diplomas.asp</a> E-mail: <a href="mailto:info@simm.org.sg">info@simm.org.sg</a></td>
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<tr>
<td>Diploma in Supply Chain Management</td>
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<tr>
<td>Diploma in Logistics Management</td>
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<tr>
<td>Bachelor of Science in Logistics and Supply Chain Management</td>
<td>SIM University</td>
<td>Tel: 6248 9777 Website: <a href="http://www.unisim.edu.sg/programmes/programme-details/Pages/BSc-Logistics-Supply-Chain-Mgmt.aspx">www.unisim.edu.sg/programmes/programme-details/Pages/BSc-Logistics-Supply-Chain-Mgmt.aspx</a> Email: <a href="mailto:student_recruitment@unisim.edu.sg">student_recruitment@unisim.edu.sg</a></td>
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</table>

**Career Guidance & Employment Resources**

<table>
<thead>
<tr>
<th>Career Centres</th>
<th>Contact Details</th>
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</thead>
<tbody>
<tr>
<td>WSG Career Centres</td>
<td>Tel: 6883 5885 Website: <a href="http://www.wsg.gov.sg/career-services.html">www.wsg.gov.sg/career-services.html</a></td>
</tr>
<tr>
<td>Employment and Employability Institute (e2i)</td>
<td>Tel: 6474 0606 Website: <a href="http://www.e2i.com.sg">www.e2i.com.sg</a></td>
</tr>
<tr>
<td>Reskilling for Jobs (Work Trial)</td>
<td>Please Contact WSG &amp; e2i Career Centres Website: <a href="http://www.ssg-wsg.gov.sg/individuals.html?activeAcc=4">www.ssg-wsg.gov.sg/individuals.html?activeAcc=4</a></td>
</tr>
<tr>
<td>Jobsbank</td>
<td>Website: <a href="http://www.jobsbank.gov.sg">www.jobsbank.gov.sg</a></td>
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</table>

**Fresh Entrants**  **In Employment**  **Mid Careers**
Roles that manage and/or support the planning, management and execution of warehouse operations to ensure the handling of storage is safe and efficient to meet customer requirements (quality, timeline, service level agreement), with compliance to quality and safety standards.

Roles that manage and/or support fleet management, inventory control and movement of goods to ensure timely movement, effective handling, loading and unloading of cargo.

Roles that manage and/or support the design of freight forwarding solutions, cargo transport handling, import/export documentation, insurance and legal matters regarding cargo shipment to ensure efficient cargo delivery locally and internationally.

Roles that manage and/or support the identification of customer’s needs, development of customer relationship and sales, provision of customer services to ensure customer satisfaction, retention and growth.

Roles that manage/support the design and implementation of end-to-end logistics solutions for customer. This requires a detailed understanding of the customer’s end-to-end logistics needs (across transportation, warehouse and freight forwarding) to develop and implement solutions (including the purchasing of internal/external storage and service provider, manpower arrangements etc).

Roles that manage and/or support the integration of logistics solutions for customers across multiple areas (transportation, warehouse, freight forwarding etc.), act as the integration body both internally and externally to ensure seamless delivery to meet customer needs, timeline and budget.

Roles that manage and/or support the development of vertical related solutions (e.g. chemical, pharmaceutical, oil & gas and FMCG) interact with customer in specific verticals. Roles are critical in ensuring solutions meet vertical-specific operation, process, regulatory, quality and safety requirements.

Roles that manage and/or support the identification of customer’s logistics-related IT requirements, and the development and implementation of IT solutions to improve effectiveness of logistics service delivery to customers.

Roles that manage and/or support process and quality improvement, and innovation in logistics operations, specifically in the area of analytics, process review, process enhancement, six sigma, automation, and digitalisation to improve efficiency of operations.
Acknowledgements

Special thanks to the following participating organisations: