

PLIPDECO participates in TTMA's Trade Facilitation Seminar

On June 12th, 2019 the Trinidad and Tobago Manufacturer's Association (TTMA) hosted a seminar entitled "A New paradigm for Trade Facilitation in Trinidad and Tobago" which was held at the Arthur Lok Jack Global School of Business.

Mr. Ashley Taylor, President PLIPDECO made a presentation on "The Vision and Accomplishments of PLIPDECO in enhancing Import and Export Trade Facilitation for the Business Community."



Mr. Ashley Taylor, President, PLIPDECO gives his presentation

In his presentation, Mr. Taylor identified several key factors that defined the Port of Point Lisas or any other port that would significantly impact trade. These include:

- **Flexibility** - the ability to make internal changes to respond to a changing environment;
- **Communication & Data** - obtaining and providing timely information and data for customers in a convenient way;
- **Adaptability** - ability to change processes to suit changes in customer needs;
- **Reliability** - delivering and providing quality service 100% of the time;
- **Speed** - providing quality service at a rate consistently exceeding expectations;
- **Customer and Consistency** - focusing on the needs of the customer while providing a uniform level of service despite changes in the operating environment;
- **Technology and Knowledge** - providing best in class expertise and systems that are necessary for delivering optimal output;

- **Process and Integration** - interlinking of business segments, processes and systems to provide a seamless service;
- **Service Reach** - ability to serve customers regardless of geographic location or circumstance;
- **People and Quality** - having the level of skilled resources and know how to provide a consistently high level of service;
- **Cost Management** - ability to deliver service to customers while keeping their costs at expected or below desired levels; and
- **Equipment & Infrastructure** - providing efficient, reliable and safe equipment and infrastructure to ensure service expectations are exceeded.

These are influenced by the systems and strategies employed at the level of the Port and a wider national level.

He also outlined some of the PLIPDECO's current and future systems and strategies for improved service delivery which include the acquisition of new equipment on a phased basis, maintenance of the current fleet of equipment, continuous cross training and skills development, investment in infrastructure (rehabilitation of berths, additional bays at the warehouse and secondary RTG storage area for exports). Technology and automation also plays an important role in the organisation achieving its objectives.

Some of the other presentation topics delivered by other speakers included:

- Maximizing the benefits of the Panama Canal expansion;
- Implementation of the TTRA and its implications for Trade Facilitation; and
- Addressing regional challenges to create and enabling environment in Trade Facilitation



Mr. Ashley Taylor, President, PLIPDECO (Far Right) and other delegates at the seminar.