Transport Logistics: Past, Present and Predictions

A Book by Issa Baluch

To introduce the idea of transport logistics management throughout history, this book begins with the stories of Noah and Joseph. These two men were perhaps the first logistics managers in history. Noah was faced with the task of building a large boat, collecting animals from all over the earth, storing enough food and water for his family and all the animals, and providing them with food, water, and living space while the earth was covered with a flood. Joseph was in charge of storing enough food to feed all of Egypt during seven years of famine. His achievements in logistics management, warehousing, and distribution required careful planning and demand forecasting.

Today, we marvel at the monumental projects of history, many of which are now the great wonders of the world. But projects like Joseph’s warehousing tasks, building the Great Pyramid, or digging the Panama Canal could only have been accomplished after years of design, planning, and hard work carried out by visionary engineers and logisticians hundreds and even thousands of years ago. Part I presents ten case studies of historical projects that demanded careful transport logistics management, some of them successes and some of them failures. Whether these projects were related to construction, engineering, military actions, or humanitarian relief, they all required transport logistics and placed great demands on logistics managers.

The second part of the book examines various aspects of today’s dynamic freight logistics industry, including the changing role of the freight forwarder. With the development of IT-based supply chain integration and value-added service offerings, the freight forwarder is being forced to evolve, or else risk extinction. In addition, ensuring cargo security has become an irreversible part of the forwarder’s responsibility to customers and other supply chain partners. Finally, an examination of the freight logistics industries of Egypt, China, South Africa, India, and Dubai, United Arab Emirates provides some perspective on the varied environments in which forwarders operate and illuminates the need for trade and transport facilitation as a means to economic growth.

In the book’s third and final section, Mr. Baluch looks at the future of the transport logistics industry, which will continue to evolve as a result of globalization, the digitalization of information, new technologies, rising energy costs, and changing trade patterns. He also presents railways as the eco-friendly freight solution of the future, especially in the Middle East and Africa. Transport Logistics concludes with an emphasis on the importance of training and the role of national and international associations in developing a culture of quality, security, and innovation in the freight logistics profession.

Drawing on his experience as a freight forwarder, entrepreneur, and president of the International Federation of Freight Forwarders’ Associations (FIATA), Baluch challenges and inspires fellow freight transport professionals to learn from the past, improve the quality of their service offerings, and be prepared to reach new heights in the coming years.

www.transportlogistics.com
Praise for *Transport Logistics: Past, Present and Predictions*

“An interesting and thought-provoking exposition on significant transport logistical developments across the globe. Issa has made an extensive survey of the historical context and presents logistical events in a very readable manner.”

_Hwang Teng Aun_
_President, Singapore Airlines Cargo_

“This book allows you to review our logistics history in one enjoyable and informative reading. It will focus all of us on the logistics needs of the supply chain in the future, and increase productivity and efficiency before issues and problems occur. A real bonus is his reflection on future needs and requirements for supply chain management, with some great ideas on future solutions.”

_William G. Pagonis_
_Chairman of the Board, Rail America_
_Vice Chairman, Genco Supply Chain Solutions_

“I have personally found the book to be very useful because it contains history, the current state of affairs, concerns and recommendations, plus forecasts all under one cover. Going back to historic mega projects like the Great Pyramid, the Great Wall, the Forbidden City, and the Panama Canal provides interesting reading on logistics—a subject that can otherwise be rather dull.”

_Dora Kay_
_Head of International Marketing, Airport Authority Hong Kong_

“Mr. Baluch eloquently captures the strategic and tactical importance of logistics in the realization of any great human endeavor. He also points out the past and future significance of using the best tools and technologies, together with preparation and professionalism.”

_Lynn C. Fritz_
_Director General, Fritz Institute_

**About the Author**

Issa Baluch, a well-traveled freight forwarder, is credited with having pioneered the thriving sea-air combined transport freight business that operates in the United Arab Emirates. Baluch holds a Master’s degree in Business from the University of Hull (UK) and completed numerous aviation, transport, and freight forwarding programs. Baluch started as tally clerk in Gulf Agency Company in Dubai in 1973, quickly rising to the position of General Manager. He helped to develop the freight arm of the group, until 1989, when he started his own organization, Swift Freight International. Today Swift is among the top freight logistics providers in the UAE, with a network of 32 offices in 16 countries throughout Africa, the Middle East, and Asia. Aside from being Chairman and CEO of the Swift Group, Baluch served as President of FIATA (The International Federation of Freight Forwarders’ Associations) from 2003 to 2005. He is a member of the Board of Directors of The International Air Cargo Association (TIACA), the Advisory Board of Dubai Logistics City, and the Marketing Committee for the Dubai Flower and Perishables Centre.

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