

Swiss logistics market

Swiss Logistics Day

At the fourth GSI Logistics & Supply Chain Forum, which was held in Baden (Switzerland) recently, it was announced that Switzerland intends to follow the German example and initiate its own nationwide «Logistics Day». It is planned that, at the first event, which is scheduled for 18 September this year, logistics services providers, industrial and trading companies will present their activities to a wider public. Logistics institutes will be given the opportunity to report on current research projects.

The Swiss logistics industry is booming: this is the conclusion drawn by the second edition of a study entitled *Swiss Logistics Market*, which GSI Schweiz conducted in partnership with the chair for logistics management of St Gallen University (see ITJ 1/4-2009, p. 5–7). The importance of logistics to Switzerland is often underestimated by the general public, although it offers great promise for the future.

A newly initiated Logistics Day is to highlight this potential and attract more entrants to the industry. The trade contains many different fields of activity with excellent career opportunities for employees. Accordingly, a broad range of training and further education courses of all levels up to MBA has been developed.

Open day

The logistics industry is one of the most important sectors of the Swiss economy. It employs 165,000 people and generates a turnover of CHF 34 billion, which corresponds to a 7.4 % share of gross domestic product (GDP). «The logistics industry is growing at an above average rate and is reputed to remain stable even in a changing business environment. It offers excellent career prospects and meanwhile has become one of the Swiss economy's core competences», said Valentin Wepfer, head of demand and supply processes and marketing at GSI Schweiz.

Logistics is a fully-fledged, highly ef-

ficient and relatively crisis resistant industry. Nonetheless, its economic potential is often but poorly recognised by the general public, and its benefits are underestimated. In this context, and in view of the increasing importance of the trade, GSI Schweiz has decided to organise, in cooperation with other associations, the first Swiss Logistics Day 2009 on 18 September, in order to actively support the industry. Under the heading Logistics makes a difference, a range of companies will demonstrate the scope and fascinating diversity of their activities. One of the main features will be an open day, on which the interested public and the media will be able to look behind the scenes. In Germany, the organisers – headed by the Bundesvereinigung Logistik (BVL), Germany's federal association of logistics managers – had a great success with their first logistics day last year, which comprised more than 200 different events.

New competent staff required

Logistics implies a lot more than the storage, transport and transshipment of cargo. Nowadays it also requires the intelligent planning and controlling of a network of supply chains covering the globe. Whether involving trading companies, manufacturers or other providers as intermediaries – all logistics processes are becoming increasingly global, more and more complex and multifaceted. New technologies,