

Baluch's book gets down to the basic of transport challenges

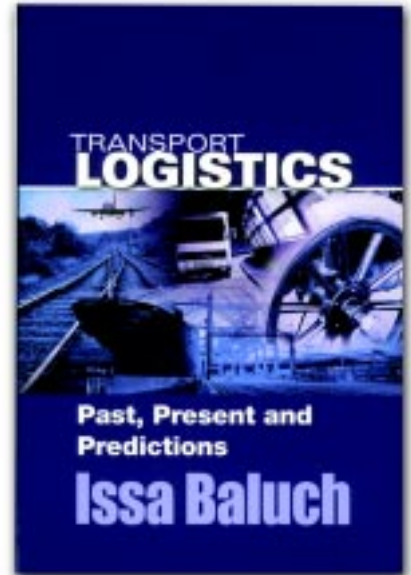
A 32-year-old veteran of the logistics industry has launched a new book that explores the challenges of the logistics business.

Local logistics industry leaders gathered in Dubai last month to celebrate the launch of the book by Issa Baluch, chief executive officer of Swift Freight and immediate past president of FIATA.

Called *Transport Logistics: Past, Present and Predictions*, Baluch examines logistics innovations in great projects of the past, analyses the challenges of today's dynamic industry and shares his vision for its possibilities in the future. It's also claimed the book meets a great need for accessible resources in the transport logistics industry.

Baluch's book begins with 11 case studies of historical projects that - whether related to construction, engineering, military actions, or humanitarian relief - all demanded careful transport logistics management and demonstrated the need for thorough planning. The second part examines various aspects of today's freight logistics industry, including the changing role of the freight forwarder. Finally, Baluch looks at the future of transport logistics, which will continue to evolve and pose new challenges as a result of globalisation, the digitalisation of information, security concerns, new technologies, rising energy costs and changing trade patterns.

Drawing on his experience as a freight



forwarder, entrepreneur and president of 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.

"My foremost aim has been to put some pride back into the profession of freight logistics, so that today's practitioners can see themselves as part of a rich history," said Baluch. "This book discusses a number of great transport logistics projects, some successful and some failures. We can trace our roots to these historical logisticians, who engaged their talents and their know-how to achieve tremendous success."

Baluch is credited with having pioneered the thriving multi-modal sea-air combined transport freight business that operates in the United Arab Emirates.

His book is published by Winning Books. For more information, visit www.transportlogistics.com or call Rachel Kriss on +9714-881-9595.



GULF Air Cargo recently held a cocktail function for its Sydney agents. The lucky door prize was won by Karen Morris (TNT). Her prize was two firm Y class (upgrade to J class) tickets anywhere on the Gulf Air network. Pictured at the function are: Nathan Karam (GF GSA cargo manager), Duy Phu (GF GSA operation supervisor), Tijana Stefanovic (GF GSA Operations), Karen Morris (TNT and prize winner), Cramer Ball (GF general Manager Australia and South Pacific) and Greg Toms (GF GSA general manager Australia/New Zealand).

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