



**AWARD MARKS RSI AS LEADING LOGISTICS & TRANSPORTATION  
INDUSTRY TRAINING SOLUTIONS PROVIDER**

The Global Institute of Logistics



Rasmussen & Simonsen International  
Award of Excellence

2005

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**RSI, the International Transportation Training & Management  
Consultancy Company has been conferred with an 'Award of  
Excellence' by the Global Institute of Logistics**

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Following a detailed research study into providers of logistics and transport training solutions the Institute is recognizing the work of Rasmussen & Simonsen International, as a leading educator in the development, implementation and imparting of supply chain knowledge.

The announcement comes as a result of the Institute's ongoing analysis of the penetration of logistics service provision globally. The Institute's work is principally undertaken to establish the pain points or obstacles to outsourcing, with a view to both understanding and recommending possible solutions to the key challenges identified. All current indications point to knowledge management as the key challenge facing all parties in existing or proposed outsourced solutions.

China and much of Asia are beginning the growing process of outsourcing logistics requirements and as such, an increasing number of traditional warehousing and transport companies are migrating further up the value chain offering more comprehensive logistics solutions.

The major obstacle to outsourced logistics services in Asia is the availability of educated, experienced C-level executives to mastermind the evolution. However, there is a concerted effort currently taking place amongst development agencies and universities in Asia to attract more students to the science and this effort it is beginning to pay off.



The Global Institute  
of Logistics

Commenting on the award Kieran Ring, CEO of the Global Institute of Logistics said:

***"Satisfied shippers who opt to outsource cite interpersonal skills, product knowledge and seamless integration as the hallmarks of successful partnerships while those who have terminated contracts cite the exact opposite reasons for their actions.***

***Training and development exposes the error behind bad habits and the effectiveness in business of good practices, excellence is a habit not an act, something to be both learned and reproduced.***

***I am delighted to say that in identifying skills shortages as a key challenge in Asian logistics we have also identified RSI as part of the solution. The basic understanding of the very real deficit in skills facing Asian logistics by the partners at RSI and the very firm belief in being part of the solution has set the organization apart.***

***The worldwide shortage of trained logistics professionals is leading to inefficiencies in the sector and hampering innovation in the industry. RSI is assisting companies in dealing with these issues on a proactive basis. Since its inception RSI has been providing the industry with superior quality training solutions based on the perception that a company's greatest asset is their workforce. RSI believe that the transfer of industry knowledge and experience is the key to effective training. Accordingly all of the company's trainers have experience working in the international transportation and logistics industry.***

***One of the key challenges facing the development of global logistics is our ability as a community of employers to attract and develop talent. Congratulations to RSI in helping the sector meet those challenges. "***

Speaking at the announcement of their award Amanda Rasmussen and Lucy Simonsen, RSI Co-Founders and Directors said:

***"We are extremely pleased and proud to be presented with this award by GIL. We have long recognized the need for quality training focused on core staff, those employees that often interact with customers on a daily basis and play a key role in defining a customer's perceptions about their logistics service providers. There are several available executive programs targeted to senior executives however we believe we have identified a gap with respect to the training and development of this core staff. At RSI, we are committed to focusing on this area of training and development for entry level to middle management staff as well as the promotion of our industry as a dynamic and exciting sector.***

***We believe that this award and GIL's recognition is a testament to the growing need in the industry for training and development and we look forward to working further with GIL in order to start addressing those needs."***



#### **About RSI**

*RSI is an industry specific training and consulting company founded on the fundamental principle that people are a company's greatest asset. The company's core business is providing quality training solutions to the international logistics and transport sector. To be successful, employees at all levels need superior quality training that promotes learning and development. RSI's goal is to provide best in class training solutions tailored to the specific business needs and requirements of the industry and delivered by individuals with relevant working experience. As every business and every industry has its own language and style, the company's niche focus has allowed it to set itself apart in an ever changing and dynamic industry. At RSI, we believe that the transfer of industry knowledge and experience is the key to effective training.*

*RSI has developed a wide variety of off-the-shelf and customizable courses focused on training and development of entry level to middle management staff in both hard and soft industry skills. Course topics include seafreight, airfreight, logistics and supply chain management, implementations, value added selling, account management and integrated services selling. Each offered course can be implemented on a stand-alone basis or as part of a customized training program.*

*For more information about RSI and its programs and services please visit [www.r-sintl.com](http://www.r-sintl.com).*

#### **About Global Institute of Logistics**

*Institute acts as an advocacy body for the third party logistics industry globally and to that end works with shippers to assist them in understanding the challenges faced in outsourcing the logistics process. Through its Gifty program the Institute researches standards in key verticals and territories to establish the world's leading 3PLs and uses case studies drawn from these 'Best in Class' recipients to support this process and its advocacy work.*

*The Institute serves its members by providing the platform for discussion and debate on the issues affecting the third party logistics industry, both regionally and globally. Membership is drawn from the world's 3rd party logistics community and is by invitation.*

*The Institute acts as an intelligence-gathering agency and disseminates this information in the form of daily news reports and briefings via the website [www.globeinst.org](http://www.globeinst.org). The Institute is also a learning centre for a growing community of third party logistics providers who wish to contribute to, and participate in forums and discussion groups on aspects of running a best in class organization.*