CIFFA and Schulich School of Business Developing New Management Curriculum

TORONTO – February 24, 2016. The Canadian International Freight Forwarding Association (CIFFA) and the Schulich Executive Education Centre (SEEC), a business enterprise unit of the Schulich School of Business at York University, are pleased to announce the launch of a new management curriculum developed in partnership by SEEC especially for CIFFA members.

In 2015 CIFFA surveyed senior management, human resources, and executives of member firms and determined three core competencies where training would be most valuable for executives, managers, and “next generation” managers. Those competencies include:

- Sales Management for Freight Forwarders
- Building a strong client service culture within a freight forwarding organization
- Financial management for Freight Forwarders

Over the coming months CIFFA will work with the SEEC and its members to develop executive/management level courses on these topics, geared to the role of the freight forwarder and supply chain professional.

“One of the association’s key mandates is to deliver the specialized training that employees of member firms need to succeed today and in the future”, said Jeff Cullen, President of the CIFFA board and President and CEO of Rodair International. “We are excited that the board could authorize this considerable investment in raising the bar of professionalism across the sector and provide a management curriculum to our members at exceptional value.”

“All executives, managers and those with higher career aspirations must be knowledgeable in these three core disciplines. We need to build bench strength across all elements of the business: operations, customer service, or warehouse management will all benefit from these courses. It is ideal for anyone wishing to progress in their career, or simply to improve the day to day functioning of their business unit.” Bruce Rogers, Vice President, National Product Customs Schenker of Canada Limited

"As international supply chain and logistics capabilities are at the heart of a successful modern economy, the Schulich Executive Education Centre (SEEC) is absolutely delighted to be involved with CIFFA in this initiative. Stronger capabilities in this key area benefits all Canadians." Alan C. Middleton, PhD. Executive Director, Schulich Executive Education Centre (SEEC)

CIFFA expects the release of these new courses to occur between April and June 2016. Detailed information on these courses, including pricing, dates, and learning objectives will be available in March 2016.
CIFFA is proud to work with the SEEC. Recognized business authorities such as The Financial Times, Forbes Magazine, BusinessWeek, The Wall Street Journal and The Economist consistently rank the Schulich School of Business and Schulich Executive Education Centre among the top 10 business schools and executive education providers around the world.

Founded in 1966, the Schulich School of Business employs over 750 people. As "Canada’s Global Business School®," Schulich has an internationally diverse faculty and student body (40% from outside Canada), PhD, International MBA and BBA degree programs, and MBA and BBA specializations in many disciplines.

The Canadian International Freight Forwarders Association (CIFFA) represents some 250 regular member firms from the largest of global multi-national freight forwarding firms to small and medium sized Canadian companies. CIFFA member companies employ tens of thousands of highly skilled international trade and transportation specialists. As a vital component of Canada’s global supply chain, CIFFA member companies facilitate the movement of goods around the world. International freight forwarders are the foremost experts in cargo transportation solutions and an essential partner in advancing the Canadian economy and the economic prosperity of Canadians.

For additional information on CIFFA’s partnership with Schulich and on the management curriculum, contact the CIFFA Director of Education, Stephen McDermott at stephenm@ciffa.com.