CIFFA Announces Changes to Professional Freight Forwarder (PFF) Designation

TORONTO April 21, 2016 - Obtaining and maintaining a professional designation is a worthy achievement and something that any individual can be proud of. Currently some 80 individuals proudly bear the Professional Freight Forwarder (PFF) designation and are recognized as ‘Individual Members’ of the association.

“The PFF designation is a mark of excellence in and commitment to the freight forwarding industry”, says Jeff Cullen CIFFA President and President and CEO of Rodair. “Our sector is maturing and a professional designation can help establish standards and set the bar for senior positions within the industry. Employers want an easily recognizable way to distinguish an industry professional and the PFF should provide that.”

Current PFFs have not only met education and work-experience requirements, they also contribute to the industry by sitting on working groups and committees, representing freight forwarders at events and trade shows and contributing to overall promotion of the global freight logistics sector. They make a point of continuing to learn throughout their careers, and are required to maintain personal and professional development through conferences, seminars and classes.

While the application process itself will be made easier and the benefits of accreditation increased, the education requirements of the program are being beefed up as part of the association’s ongoing drive to enhance the industry’s professionalism. To qualify for accreditation after January 1, 2017, applicants will need to have completed the association’s three new management courses that are now available, and its workshops on standard trading conditions and ethical decision-making, in addition to the Certificate and Advanced Certificate programs that have always been required for accreditation. Existing PFFs (defined as PFFs who had renewed with CIFFA as of February 29, 2016) will have two years, until January 1, 2019, to complete the management courses.

Registration for the management courses are now open and there are only a few weeks until the first course begins.

- Sales Strategies for the Non-Sales Manager (May 10-12)
- What the Non-Financial Manager Needs To Know About Financial And Managerial Accounting (June 21-23)
- Building A Strong Client Service Culture For Your Organization (July 19-21)

For more information on the PFF designation or the new management curriculum please email us at PFF@ciffa.com. For more information on the management program visit our website at www.ciffa.com/education/

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.