



The Esli Newsletter

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Logistics at The Heart Of International Trade

> During the past few years, the economy has undergone globalization without precedent with new openings to emerging markets. In response, logistics and supply chain management have taken on new importance for enterprises with growing international trade.

France is the second largest foreign investor among OCED members, the third largest for incoming foreign investment and the world's fourth largest exporter of services. While French companies have succeeded internationally, its small and medium sized companies are too often under-represented. Today, one in four workers works directly in the domain of export. If one has the objective of conquering these new markets, one of the keys to success is presence in country.

To better adapt to these needs, companies have broken down the walls between functions in the heart of their organization such as, supply chain management, financial monetary flows and where information flows touch the function of logistics. For these enterprises, it is nonetheless indispensable to adapt the organization of logistics. From the diversification of products and brands, the obligation to have competitive costs under the constraints of marketing, along with structural and cultural differences, all in assuring an optimal level of service are the new challenges enterprises are confronted with today.

In terms of worker skills, this evolution of trade has also made an impact. Companies are more

often seeking workers with a specific profile: True fluency in English, professional experience or work-study experience abroad, the ability to work in a multi-cultural environment and good speaking ability are essential for success.

For the past several years, in the aim of producing more competitive graduates, Esli has made a priority of focusing on international business and cultural understanding such as, Intensive language learning and courses on cultural assimilation. Forty percent of the courses given in the third year studies are in English. Last December Esli students scored an average of 765 points on the TOEIC. Esli is pleased to offer an excellent initiation in Chinese language and culture, along with long term work-studies abroad. Finally, a number of our teachers are native Anglophones.

Internationalization is a major challenge for all, a source of risks while providing extraordinary opportunities. For companies turning toward globalization, logistics is one of the key functions capable of bringing a real competitive advantage and determines part of a company's strategy.



→ Graduate Education
Runbow Logistics –
ESLI Partner



→ Continuing Education
Sogep welcomes an
ESLI student



→ Perspectives
Emergence of logistics
platforms and local
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Runbow Logistics Welcomes Esli Work-Study Students

> **Founded in 2005, Runbow Logistics is an enterprise partner of Esli. The Shanghai based logistics provider has regularly welcomed students on work-study since its beginning. Vanessa Guo, its Vice-President and Yohann Poibeau, currently on work-study at the company reflect on the school-company partnership.**

Since 2005, Runbow has welcomed a dozen or so different students on work study from varying countries: Benin, France, Great Britain, Lithuania, Poland and Togo. However, they have one common thread: all have studied in France. "We work all over China" explained Vanessa Guo, herself having received an MBA in France.

"but our principal clients are European (Ikea and Decathlon) and often francophone. As a Chinese provider, we are the only logistics provider to welcome foreign students on work-study, something I am proud of."

According to the Vice President of Runbow, this desire for openness in the company comes from its history much like the country for a long time closed off to international contacts. "For our staff, exchanges with the foreign work-study students allow them to better understand the mentality of our Western clients. The work study students are really up to speed and perform with a level of professionalism I require in the company. We retain all the know how from these exchanges.



Yann Poibeau with his colleagues from Runbow Logistics.

For Yohann Poibeau, a third year student, who is in China for five months, the experience has been very positive. "The courses on Mandarin Chinese have helped me better understand my contacts with the Chinese and has eased my integration in the company. My education has been well adapted for the mission: putting in place

security rules for an IKEA warehouse, developing relations within the company, training others in supply-chain management. I have already learned a lot in marketing and management.

"We have been very happy with our partnership with Esli." underlined Ms. Guo, "For us, it is very important to have the support and availability of all levels of the school. Esli is a school with a 'human size', but with an international focus. The logistics methods taught at the school work perfectly for us. The school's preparation on Chinese culture is superb! We will soon welcome another student on work study from Esli - that is the best proof of our satisfaction.

NEWS

Rayon de Soleil in Douala

After Bamako in 2006 and Djibouti in 2007, six Esli students have



chosen this year to undertake a volunteer humanitarian project in Cameroon, via the Association Rayon de Soleil. Objective: Using their Supply Chain Management know how to collect, ship and stock a hospital's medical supplies in Douala according to the precise needs of the hospital. Managing the project, making budget estimates, finance strategy and mastering the flow of goods...are all the tasks needed for successfully shipping their container. Dates of delivery and stockage by the Esli students in Douala from the 6th to the 12th of April, 2008.

To learn more:
<http://rayondesoleil08.free.fr/>

TOEIC : A Great Score for the 13th ESLI Class

During the past two years many efforts have been put into upgrading the methods for learning English (courses with small work-groups, one on one tutoring and on-line courses); they are now showing their fruits. The latest results from the TOEIC test, highly sought after by international companies, are the proof: Thirty-eight students from the senior class have obtained an average score of 765 points, an increase of 150 points in a year! This is one of the highest average scores for a school in France. Bravo to the seniors who will see their linguistic competence valued on the employment market.

Work-Studies in Companies

At Esli, work studies within companies are a growing part of the student's syllabus. One quick look at the calendar will confirm this:
First Year: 12 weeks: Jan.-May 2009
Second Year: 19 weeks: Oct.-Dec. 2008, Feb-May 2009
Third Year 24 weeks: Jan.-Jun. 2009
Contact : <rlambert@rennes.cci.fr>

Do not hesitate to propose 2008-2009 work-study projects on www.esli.fr/en/ Link Professional > Propose a Work Study

Rainbow Logistics a growing Third Party Logistics Provider

Created in 2005, Runbow Logistics (formerly Rainbow Logistics) covers the entire country of China and intends to expand elsewhere. Already ranked in the Top 10 logistics providers in China, its ambition is to be in the top 3 providers for the fashion and home furnishings industry in 2011. It will push development towards international trade transiting China in covering all activities in the supply chain. Its strategy of segmented offers is

based on its sector experience and process. The company responds to the needs of each sector: automobile, home furnishings, ready to wear, cosmetics, fashion industry or frozen goods. Recently, on March 14th, Vanessa Guo participated at the plenary conference at SITL, entitled "The Import Supply Chain: Key to Successful Sourcing".

To learn more:
<<http://www.rainbow-logistics.cn>>

Training from Esli Goes To The Heart of Our Trade

> **Sogep, a logistics and distribution company is a member of the Redcats Group. Sogep welcomed Christophe Marchand in Rennes as a part of the continuing education program. His mission: re-layout an existing warehouse with the aim of optimizing usage. With several weeks to go on his work study, for the student as well as the company, the balance sheet is in the positive.**

As explained by Yann Radenac, the operations supervisor, the activities of this multi-channel transporter are somewhat atypical: Split into two types of activities; deliveries of small packages, messages and delivery to Relais-Colis, a package delivery service with locations all over Brittany, which must be delivered within restricted time frames and often the same day, along with direct domestic deliveries. Christophe Marchand, to whom was given wide latitude when undertaking the mission, had been deeply integrated within the company much like a company supervisor. "For this mission, Christophe's profile had been right away, our exact choice. We knew from the educational base given at Esli, we were encouraged to jump in right away. Today, we are very satisfied. At Sogep, Christophe had taken a fresh look on our

activities and his expertise was able to respond to a large part of our wishes. Our objective was to see a gain in productivity and results. The work study is not over yet, but already we can see results in the physical layout of the docks, organizational changes and tangible gains of time... His training received at Esli is perfectly suited to our activities. It is the heart of our business. For example, the work flow diagrams he put in place were a key element in which we lacked."



Yann Radenac and Christophe Marchand have worked together at Sogep since Sept. 07.

For Christophe Marchand, his education at Esli was a real jumping off to a new career. After nine years being in charge of maintenance, a relocation gave him pause to reconsider his professional options. He chose a 9 month continuing education program with 4 months of work study. "My

mission at Sogep corresponded perfectly with the training I received at Esli. The work study helped me accelerate the reorganization of their warehouse. The rhythm of alternating one month in school and one month in the company suited me perfectly. Alternating work and school is an ideal fashion to obtain good results for a project and deepen my know how. It is an added value for the company and a substantial experience for me."

For Yann Radenac, welcoming a work-study student marks the debut of a new way of working in the company. "Work study students from Esli have the time to follow through on a project and while at Sogep, to evaluate if their profile corresponds to our needs" he underlined.

Short Courses at Esli

> **Esli offers a number of different short courses conceived for acquiring indispensable skills in different aspects of logistics. All courses are eligible for Droit Individuel à la Formation (Individual Training Benefits).**

SIMULATING AND OPTIMIZING PRODUCTION FLOWS

2 days: April 29-30 2008

Objectives: Conduct and pilot a study of simulating production flow. Optimize an investment by analyzing the indicators given by the simulation. Guiding the steps for Continuing Improvement.

PUT IN PLACE VISUAL MANAGEMENT IN A WAREHOUSE

2 days: May 20-21 2008

Objectives: Acquiring the tools needed for managing a warehouse. Defining the necessary steps for managing on-site.

INDISPENSABLE TOOLS FOR BUYING

2 days: May 27-28 2008

Objectives: Acquiring the essentials of buying and negotiating with suppliers. Improving client-supplier relations and improving internal processes within the company.

FUNDAMENTAL PRINCIPALS IN MANAGING PRODUCTION

3 days: June 3-5 2008

Objectives: Learn the concepts of managing production: planning and ordering, managing production stocks, MRP and Kanban, growing production flows, push and pull...

MASTERING INTERNATIONAL TRANSPORT

2 days: June 10-11 2008

Objectives: Mastering modes and costs of international transports. Choosing the most suitable mode for the needs.

PUTTING IN PLACE A TRANSIT SYSTEM

2 days: July 9-10 2008

Objectives: Adapting the warehouse and the factory for the needs of the client. Know how to choose from the multitude of average offers where the transiting system is best adapted for the needs of the company.

Logistics, Regional Governments and Employment

To respond to the logistics requirements of companies, regional and local governments are favoring the emergence of dedicated logistics platforms. Certain considerations are nonetheless to be taken into account to assure the success of these special kinds of real estate.

To remain competitive, companies need efficient logistics routes. Logistics and supply-chain management, as support functions in the enterprise and not its main business are sometimes best outsourced to external providers. This trend has seen the emergence of larger and larger dedicated logistics sites.

The quality of the logistics infrastructure is thus becoming a factor in attractiveness for location, which local and regional governments well understood. Thus, dedicated logistics areas including warehouse and other transport are multiplying throughout France. The attractiveness, fiscal considerations (professional taxes, local real estate charges, etc...), efficiency improvements for local companies have been an incentive for local and regional governments to form their own dedicated zones.

Moreover, logistics and supply chain management are nearly 8% of the workforce in France - a figure which continues to evolve. Creating a dedicated logistics zone of 10,000 square meters on average creates 65 new jobs. This density is low compared to other activities, such as call centers or other office functions, where different companies can be superimposed



in buildings with a much more restricted surface area. In addition, one cannot forget that the majority of jobs within these zones require qualifications with salaries not much above average. Thus, public transport, day care, restaurants... must be put into place nearby and be accessible to workers. Inversely, these dedicated parks are also creators of indirect new employment, thanks to the construction of the infrastructure and nearby companies using the facilities.

Today, while it is difficult to calculate precisely the local economic impact logistics imparts in terms of employment, one does observe steady reliable growth. In 2015, estimates are for 2.5 million employed in the sector. Thus, one can view the legitimacy for local and regional governments to favor these kinds of developments, conditioned with the factor that these new platforms respond to real, not imagined needs.

A New Web Site for Esli

More ergonomical and efficient, www.esli.fr will put you on the road to logistics.

Simpler, but more functional, our new site is tailored to show you content depending on your profile: Student, Professional, Esli Graduate, Professor or Journalist. Companies are free to place work study offers directly on the site as well consult a database with updated CV's (résumés) of current students with the ability to search on specific sectors or work-studies already completed. Whether for work-study or recruiting, companies can find

in a few clicks potential candidates which may suit their needs perfectly. In other sections, you can use the new site to find a catalogue of classes offered for continuing education by module. Elsewhere, the site details our laboratory "Genial" and offers access to diverse publications, along with information on events organized by Esli.

Don't hesitate to explore it over time.

For your Diary

→ May 2008

TOP Transport Nord 2008

Convention for Transport and Logistics Businesses
May 27-28

Place: Dunkerque Kursaal

Tél.: (33) 1 41 86 41 86

www.top-transport.net

CeMAT 2008 – Hanovre (Allemagne)

International Salon of Logistics
May 27-31

Place: Deutsche Messe

Tél.: + 49-511/89-31133

www.cemat.de

→ Juin 2008

SIL 2008 – Barcelone (Espagne)

10th Salon of Logistics

Place: Barcelona Expo Park

www.silbcn.com

National Congress of "Intelligent Transport Systems"

Jun 12-13

Place: Equinox Congress Center in St. Brieuc

Conseil Général des Côtes d'Armor

Tél.: (33) 2 96 77 32 22

www.silbcn.com

→ Juillet 2008

Logistiaa'2008

Logitiaa'2008

Agro-Business Logistics Event

July 1st

Place: Expo Park Le Mans

Tél.: (33) 1 46 23 60 22

www.premiumcontact.fr

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