



MANAGEMENT ENGAGEMENT SESSION REGARDING CONTAINER LOGISTIC ECOSYSTEM (CLE) WITH SHIPPING ASSOCIATION MALAYSIA (SAM)

**27th & 28th Februari 2025
Malaysia Productivity Corporation (HQ)**

“Driving Productivity of the Nation”

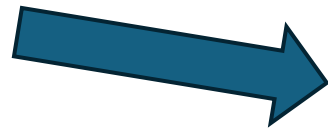
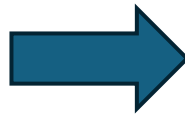
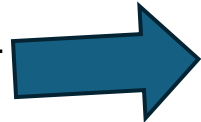
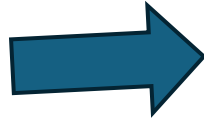
Aktiviti

<i>Workstream 1</i> INFORMATION RELATED TO STORAGE OF EMPTY CONTAINERS ...	<i>Workstream 2</i> DISCUSSING RELATED METHODS OF SHIPPING EMPTY CONTAINERS ...
<i>Workstream 3</i> PROVIDING SYSTEM SOLUTIONS ...	<i>Workstream 4</i> RECEIVE IMPROVEMENT ISSUE ...

INFORMATION RELATED TO STORAGE OF EMPTY CONTAINERS

SHIPPING LINE

1. EMPTY CONTAINER DELIVERY TO DEPOT FROM PORT
2. IMPORT CONTAINER AFTER EMPTY RETURN TO DEPOT (NOTIFY IMPORT WHICH DEPOT TO DROP)
3. EXPORT CONTAINER PICKUP FROM DEPOT.(NOTIFY EXPOTER WHICH DEPOT TO PICKUP)
4. ALL INFORMATION PROVIDED BY DEPOT
5. UPDATE TO SHIPPING LINE



RESPONSIBLE PARTIER

1. ALL EMPTY CONTAINER ARE ARRANGE BY CONTAINER OPERATOR
2. ALL IMPORTED CONTAINERS MUST OBTAIN APPROVAL AND IT IS THE RESPONSIBILITY OF THE FORWARDERS.
3. ALL EXPORT CONTAINERS ARE ORGANIZED BY THE FORWARDERS.
4. ALL EMPTY CONTAINER INFORMATION REGARDING DAMAGE OR AV IS PROVIDED BY THE DEPOT TO THE CONTAINER OPERATOR.
5. ANY ISSUES ARISING FROM THE FORWARDER, CONSIGNEE OR CONSIGNOR AND DEPOT, WILL BE RETURNED TO THE CONTAINER OPERATOR.

DISCUSSING RELATED METHODS OF SHIPPING EMPTY CONTAINERS

Explanation

- SAM states that each container operator has their own methods and systems.
- Each container storage depot is subject to approval from the container operator's HQ, which is mostly overseas.
- EIR/EOR is prepared by the Depot on behalf of the container operator.
- Haulage and other related matters must be from the trade owner and the operator only provides the facility to rent containers for import and export, the cost of rental, freight and repair must be borne by the tenant, i.e. shipper or consignee

Issues in the industry.

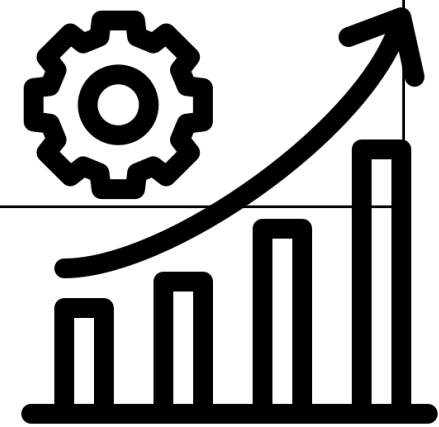
There were delays and empty containers were not available at the depot. The returned import containers were heavily damaged, while at the importer's place they were in good condition. The haulers waited for a long time at the depot appointed by the container operator and burdened the haulers. There was no coordination system between haulers, depot, shipping line, port and Forwarders.

PROPOSING SYSTEM SOLUTIONS

Theme	Problems Arise	Problem Solving
1. FORWARDERS	No knowledge related to the status of the container and its information.	Preparation of a database for use and entry of information to know the status and information of containers and trade.
2. HAULAGE	The haulers waited a long time at the depot. Washing containers on haulers trailers. Exchange of depots, exchange of containers, difficult to contact depots, forwarders and container operators.	Preparation of a database for haulage use. Where information related to depot, container operator, ship, cargo owner and important data for haulage use will be entered by forwarders.
3. DEPOT	There is no information on the presence of haulers. There are fewer container units, repairs that have not yet been approved, and many haulers entering the depot.	Preparation of a database for depot use where carriers need to book slots before entering, data related to remaining empty containers that can be taken, stating the number of containers that are still awaiting approval for repairs to container operators.

PROPOSING SYSTEM SOLUTIONS

Theme	Problems Arise	Problem Solving
4. CARGO OWNER	Want to know the status of import and export containers	Allowing the cargo owner to access the database to view the status and allow uploading the necessary data on behalf of forwarders, carriers and ports as well as container operators.
5. PORT	Advance notification regarding container pickup and delivery from and to the port.	All the above data will be sent to the Port and the Port authorities will take what is needed.
6. Container Operator	No transport details, pick up time, damage. Unable to update depot changes or update on-hand stock.	Allows container operators to access data storage to update information for depots, haulage and forwarders as well as ports.





MEMPERKENALKAN SATU SYSTEM MEMBANTU INDUSTRI

CONTAINER LOGISTIC ECOSYSTEM

**27th & 28th Februari 2025
Malaysia Productivity Corporation (HQ) &
Logistics Productivity Nexus**

“Driving Productivity of the Nation”

Inisiatif Pemain Industri Dalam Penyelesaian Kesesakan & Ekosistem Logistik di Pulau Pinang

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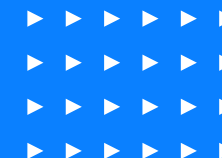
Presenter : MPC Wilayah Utara

MPC Associate: Harbani

Tarikh : 27 & 28 Fenbuari 2025

Masa : 10.00 am & 10.00am

CONTAINER
LOGISTICS
ECOSYSTEM



Key Milestones & Way Forward



Briefings on Container Logistics
Ecosystem (CLE) – SAM
27 FEB 2025

Briefings on Container Logistics
Ecosystem (CLE)
(AMH, Depot, NMSAA)
9 & 13 DIS 2024, 7 JAN 2025

28 FEB 2025
Progress update to Logistics
Productivity Nexus Governing
Committee (NGC) Meeting No.
1/2025

JAN – FEB 2025
Data Collection for
Business Experimentation
(BE)

7 NOV 2024
Engagement Session
with PFFA Members

Strategic Workshop on
Efficient Turnaround Time
2 – 4 AUG 2024

Clarify and confirm issues with
industry players
6 SEP 2024

Begin Development of
Container Logistic
Ecosystem (CLE)
28 SEPT 2024

OCT - DIS 2024
Pre-Data Collection for
Business Experimentation
(BE)

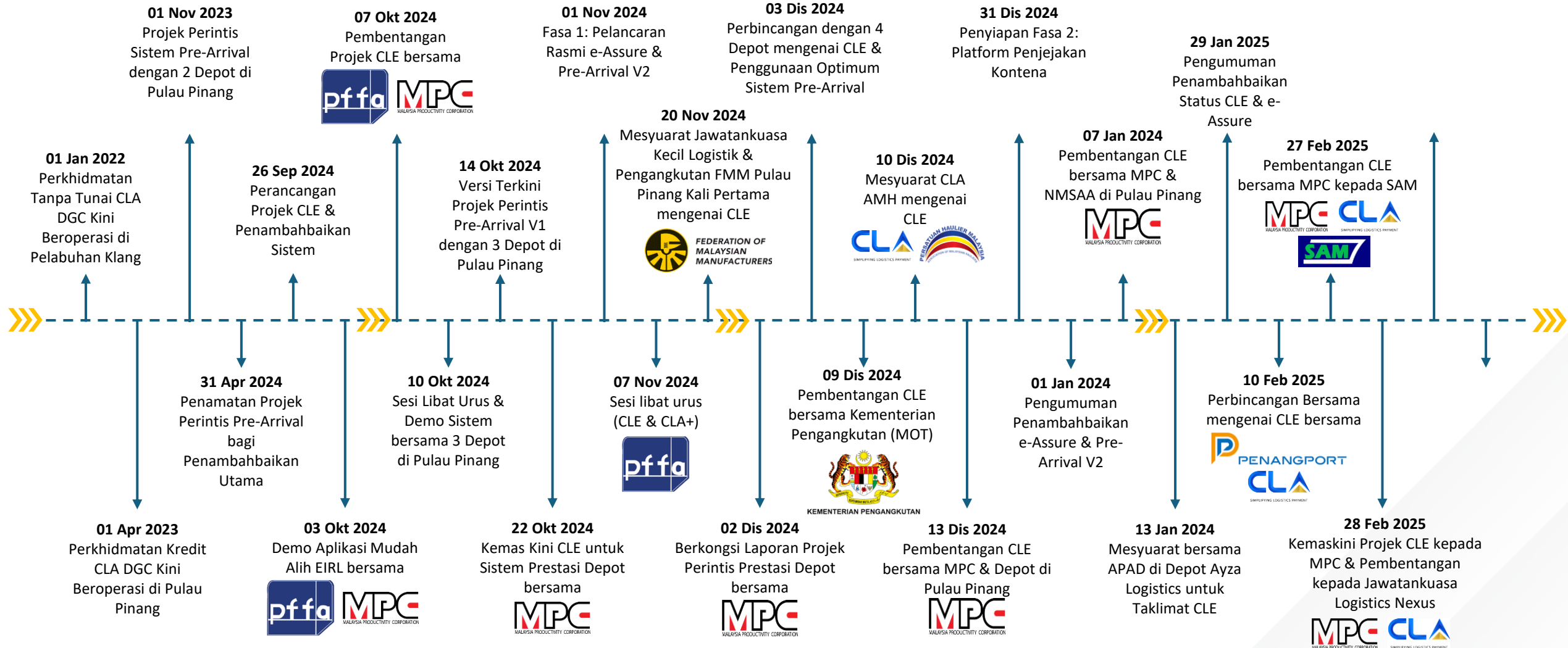
15 AUG 2024
Clarify and confirm issues with
industry players (reschedule)

7 SEP 2024
Observational visit to
NBCT inspection bay

30 SEPT 2024
Clarify and Confirm Issues
with MAQIS State Office

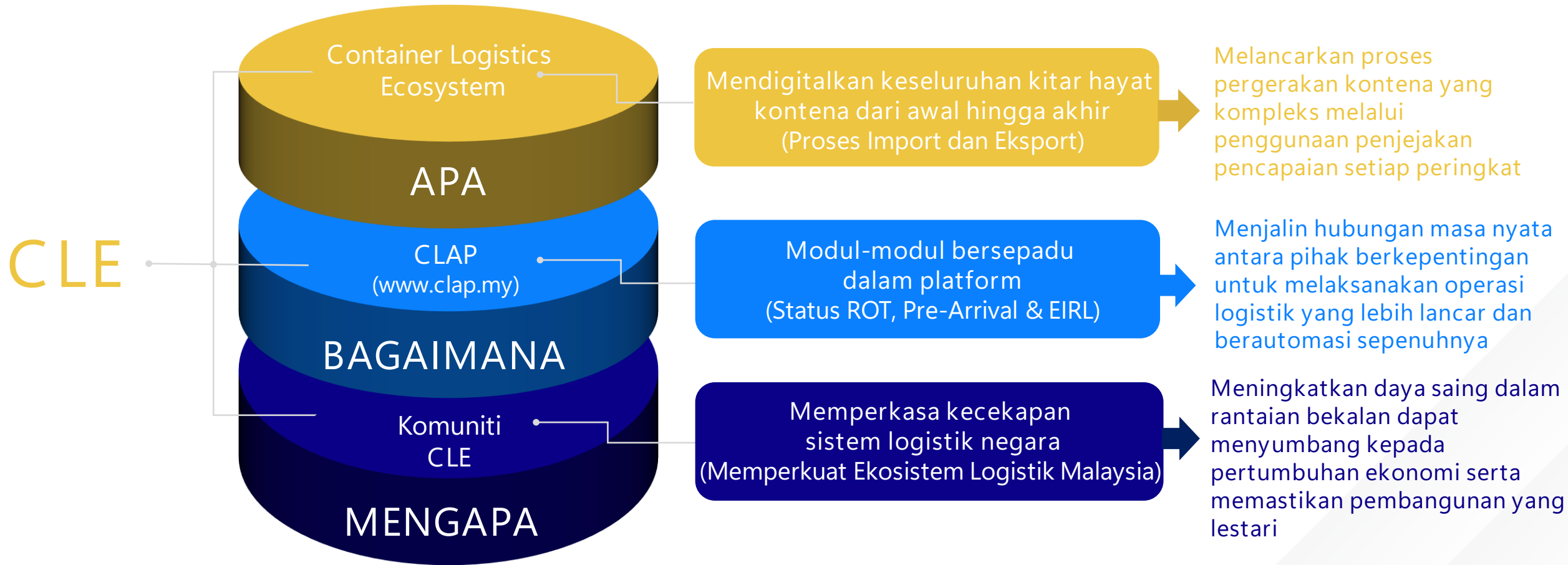


Perjalanan Kemajuan CLE



Container Logistics Ecosystem (CLE)

Penjejakan dan Pemantauan

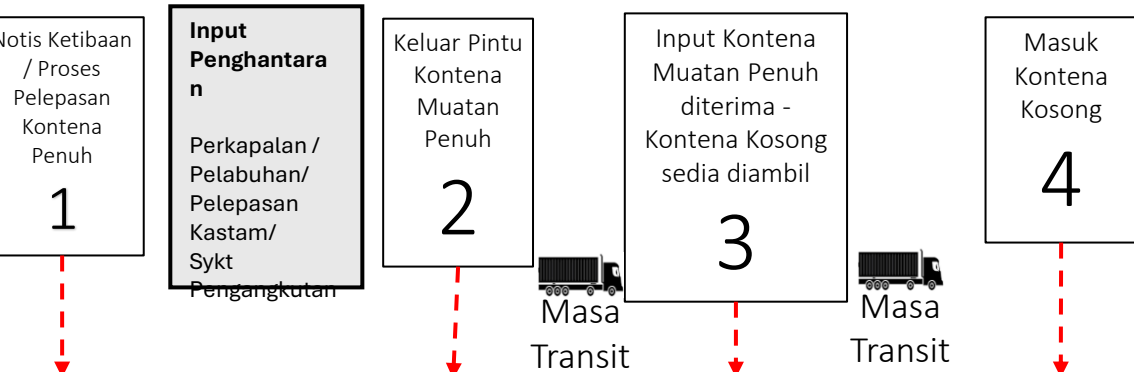
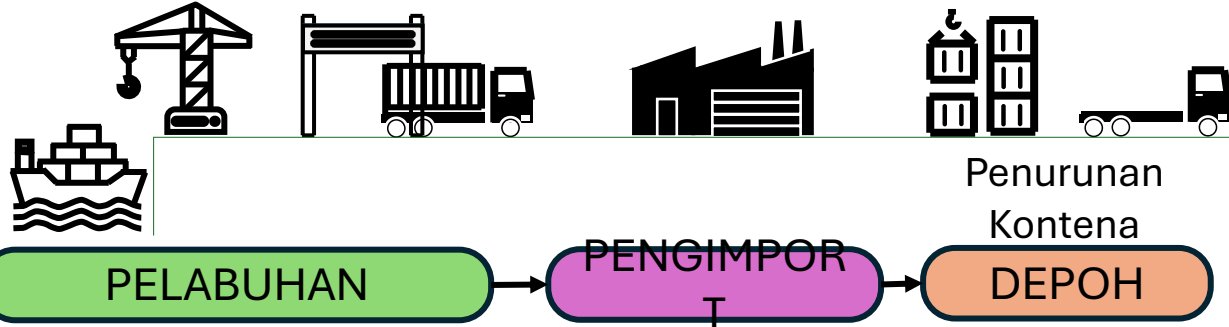


Container Logistics Ecosystem

Keterlihatan dan Ketelusan dalam Pergerakan Kontena Sepanjang Rantai Bekalan

3

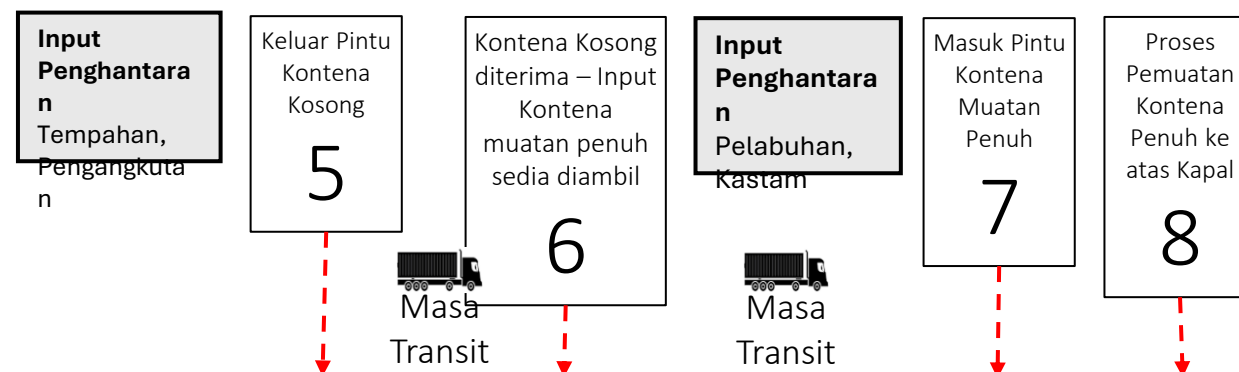
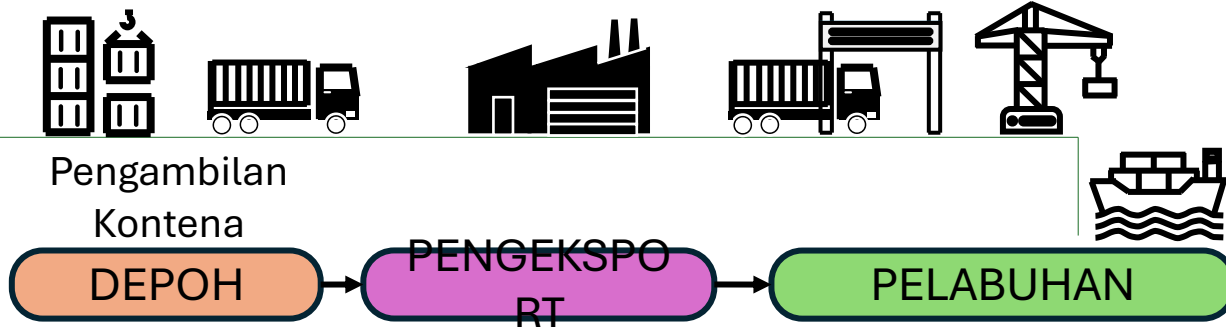
Lokasi bagi proses **IMPORT**



MAKLUMAT INPUT PENJEJAKAN & PENGESANAN

3

Lokasi bagi Proses **EKSPORT**



MAKLUMAT INPUT PENJEJAKAN & PENGESANAN

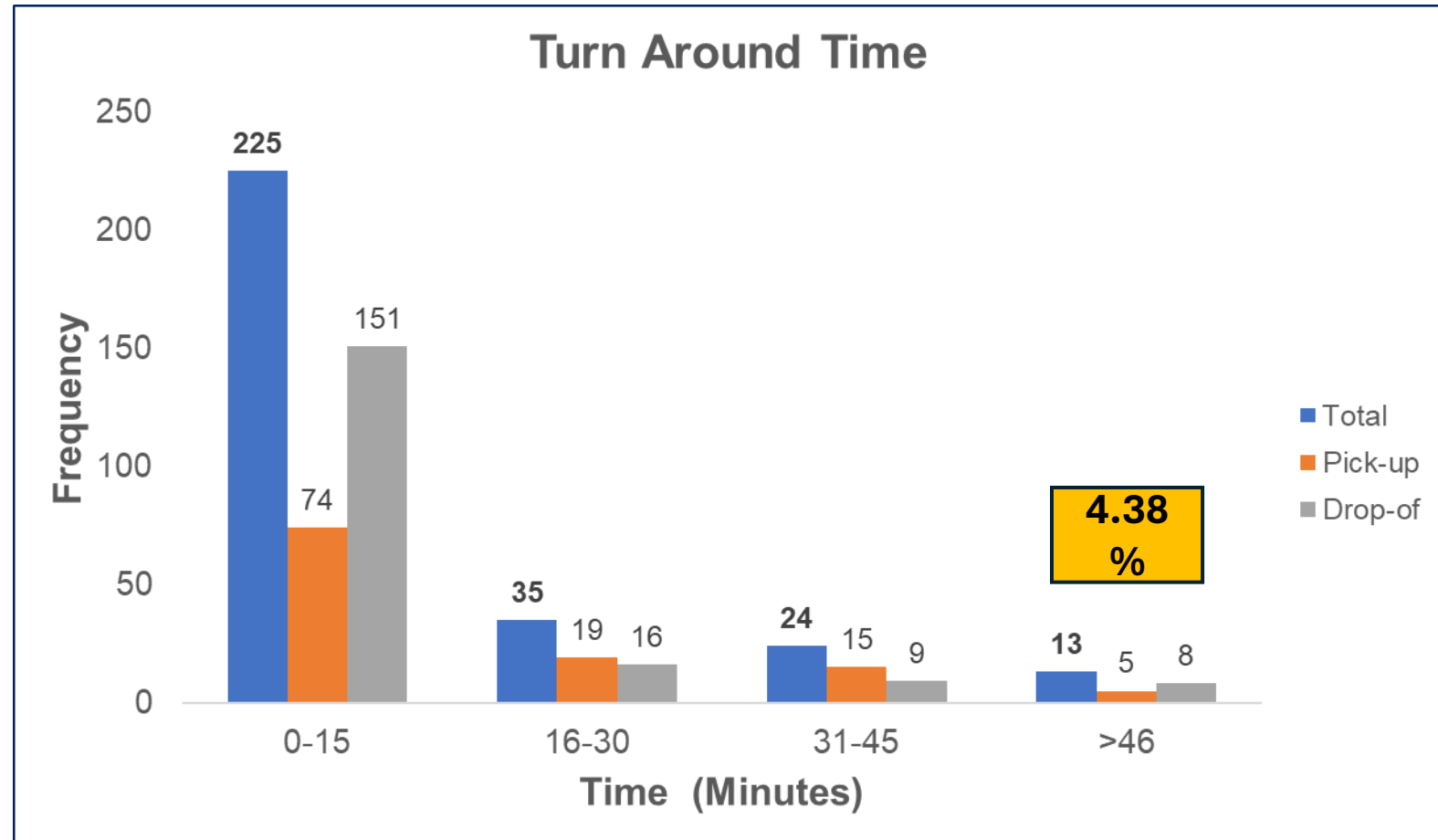
Preliminary Findings by MPC – 1st Batch

Duration : October – December 2024

No. of Depot : 3 companies

No. of sample, N : 297

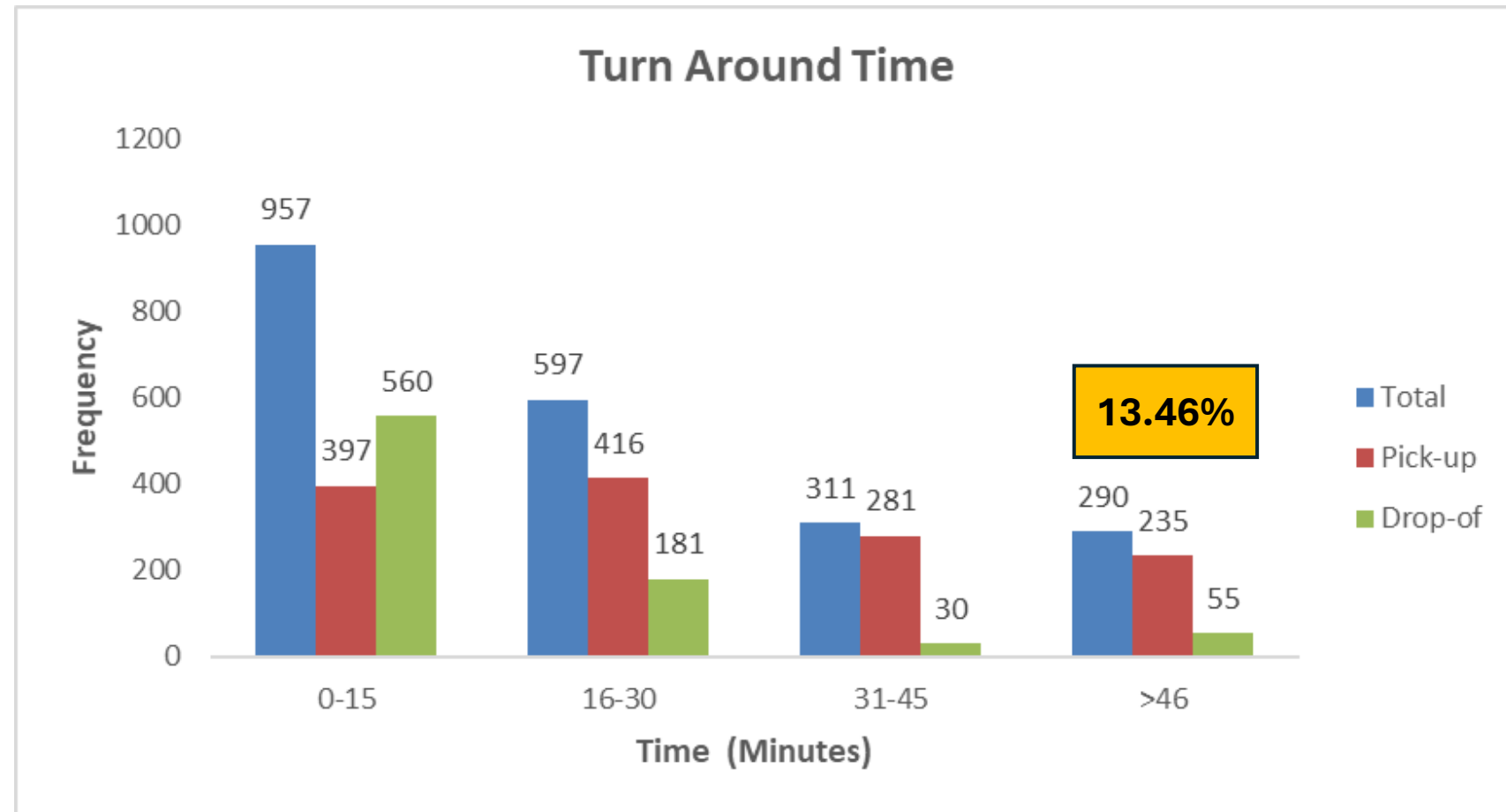
Come on Date	227	76%
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Preliminary Findings by MPC – 2nd Batch

Duration : January 2025
No. of Depot : 4 companies
No. of sample, N : 2,155

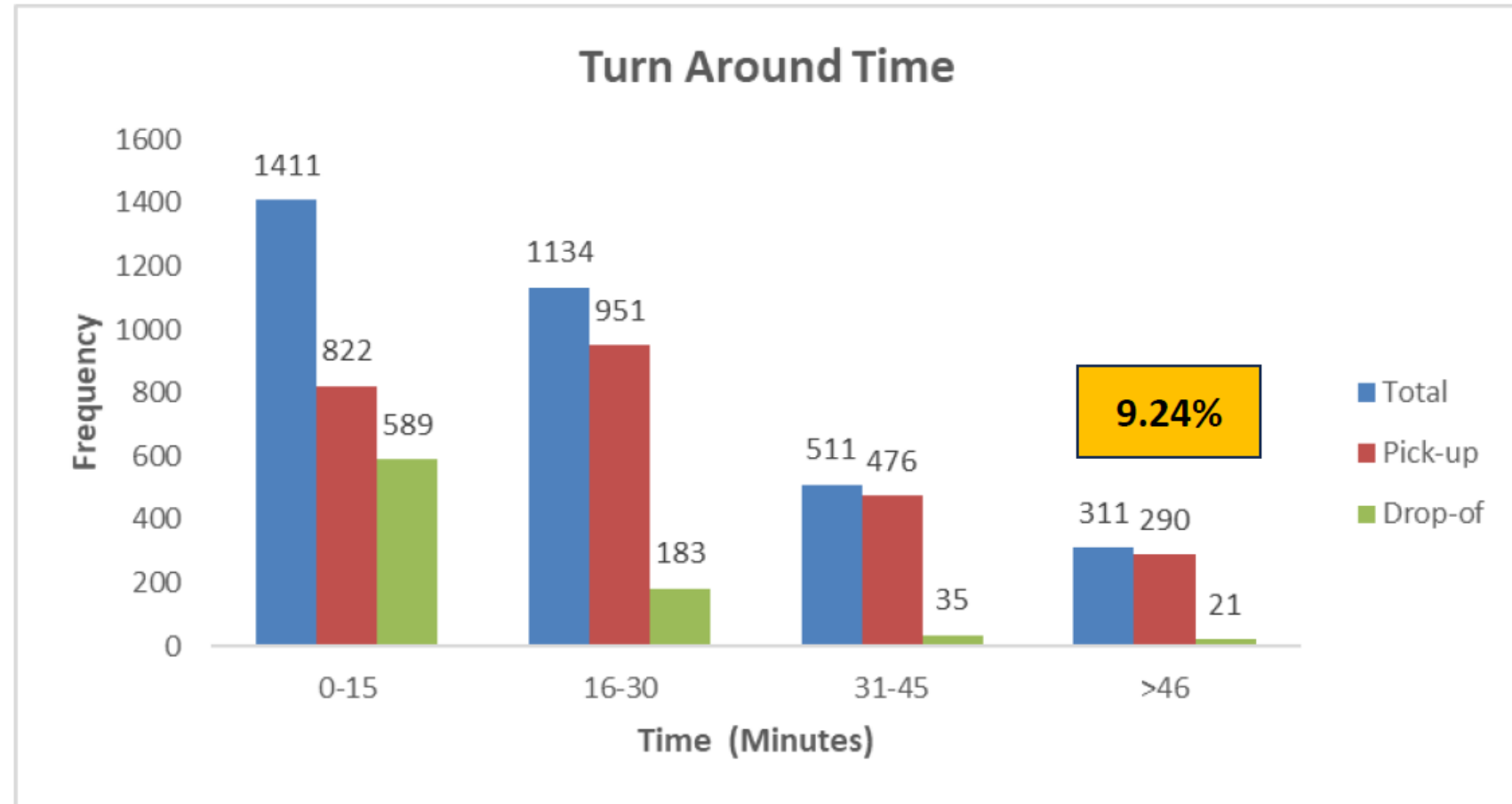
Come on Date	1,994	93%
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Preliminary Findings by MPC – 3rd Batch

Duration : February 2025
No. of Depot : 6 companies
No. of sample, N : 3,367

Come on Date	3,232	96%
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Maximizing Revenue & Optimizing Cost Efficiency - Analysis by MPC

MAXIMIZING REVENUE BY INCREASING THE NUMBER OF TRIPS				
No.	Item	2.5 Trips	3.5 Trips	4.5 Trips
1	Revenue per Trip	RM500		
2	Revenue per day per PM	RM1,250	RM1,750	RM2,250
3	Annually Revenue (for 1,290 PMs)	RM588,562,500	RM823,987,500	RM1,059,412,500
4	Percentage Cost per Trip	55.6%		
5	Cost per day per PM	RM695	RM973	RM1,251
6	Annual Cost (for 1,290 PMs)	RM327,240,750	RM458,137,050	RM589,033,350
	Net Revenue	RM 261,321,750	RM 365,850,450	RM 470,379,150

ANNUAL SAVINGS FROM CO ₂ EMISSION REDUCTION			
No.	Item	Value	Note
1	Number of Prime Movers (PM)	1,290 PM	86 companies X 15 PM (Pulau Pinang)
2	Average Waiting Time	4 hours	
3	Ideal Waiting Time	1 hour	3 hours time savings
4	CO ₂ Emission (estimated at 1.2kg per hour)	RM 7.00	Based on diesel consumption and emissions
5	Average Trips per PM	2.5 trips	
	TOTAL ESTIMATED SAVINGS	RM 24,719,625	Savings based on diesel consumption and emissions per year

Manfaat kepada Industri

Penjejakan dan Pemantauan: Sistem ini secara berterusan menjejak lokasi dan status kontena. Penjejakan ini merangkumi setiap peringkat, bermula dari pemunggahan kontena di pelabuhan, pergerakannya melalui premis penerima, sehinggalah ke depot. Rancangan masa hadapan turut merangkumi penggunaan landasan kereta api (railing).

Keterlihatan Masa Nyata: Ia menyediakan keterlihatan masa nyata kepada pihak berkepentingan (seperti syarikat perkapalan, pengendali penghantaran, pengendali pelabuhan, dan penyedia logistik) berkaitan pergerakan, lokasi dan keadaan kontena. Ini membantu mengurangkan kelewatan dan mempertingkatkan perancangan..

Automasi Proses: Dengan mengautomasikan proses manual seperti kemasukan data dan pelaporan, ekosistem ini mengurangkan ralat manusia dan meningkatkan kecekapan operasi.

Kerjasama Antara Pihak Berkepentingan: Ekosistem logistik yang menyeluruh menghubungkan pelbagai pihak yang terlibat dalam perjalanan kontena — termasuk pelabuhan, terminal, pengangkut, dan pengirim — melalui satu platform bersama. Ini menggalakkan kerjasama dan memastikan semua pihak yang berkaitan sentiasa mendapat maklumat terkini mengenai status

Integrasi dengan Sistem

Lain: Ekosistem sebegini lazimnya diintegrasikan dengan sistem pengurusan rantai bekalan atau sistem perancangan sumber perusahaan (ERP) bagi tujuan perkongsian data dan sokongan kepada proses logistik menyeluruh. Ini termasuk integrasi dengan sistem kastam, gerbang pembayaran dan sistem pengurusan kapal, prime mover dan treler.

Urus Niaga Kewangan:

Ekosistem ini sering merangkumi penyelesaian pembayaran untuk mengurus urus niaga kewangan berkaitan pengendalian kontena, yuran pengangkutan, deposit dan caj-caj lain. Sistem seperti Container Ledger Account (CLA) dapat membantu dalam pengurusan deposit kontena serta aspek kewangan kompleks lain dalam rantai bekalan.



Kemaskini Terkini

- 1) Permudahan antara muka pengguna (UI) dan pengekodan warna
- 2) Penyingkiran input/paparan data yang berulang dan tidak diperlukan
- 3) Penolakan automatik bagi tempahan selepas had masa tertentu yang ditetapkan oleh depot
- 4) Pemisahan kategori maklumat – Tempahan, Penjejakan, Kontena
- 5) Pengaktifan data induk untuk pendaftaran Prime Mover dan Pemandu (sebagai persediaan untuk aplikasi QR)
- 6) Depot yang sedang menggunakan CLE pada masa ini::
 - BUMIKON , TRILI MAJU, AYZA, TRANSOCEAN, GLC, POS.

Kemaskini Akan Datang

- 1) Pelaksanaan Aplikasi Mudah Alih untuk imbasan QR & GPS antara Pemandu dan Depot bagi ketepatan time stamp masuk/keluar
- 2) Penambahan fungsi untuk mengemas kini status kontena Delivered / Ready for Collection kepada pengeksport/pengimport
- 3) Akses kepada pemandu untuk mengemas kini status kontena DIHANTAR di premis pengeksport/pengimport melalui Aplikasi Mudah Alih
- 4) Integrasi API dengan pihak berkepentingan bagi perkongsian data yang diperlukan





Terima Kasih

MPC Wilayah Utara