



‘NO MEMBER LEFT BEHIND’

Broker Education and Professional Development.

Jamaica’s Journey in Developing World-Class Customs Brokers.

Clive W. Coke, MBA

President of the Customs Brokers and Freight Forwarders
Association of Jamaica

The International Federation of Customs Brokers Associations
(IFCBA) Conference | 12-13 December 2022 JW Marriott
Singapore South Beach Hotel, Singapore





Points to cover today...

- A brief history of the CBFFAJ. Who we are in the context of the Caribbean Shipping and Maritime Space.
- The structures we put in place to build Membership Development.
- *'No Member Left Behind'*- Education and Professional Development at the heart of CBFFAJ's growth and sustainability strategy.
- What we have learnt along the journey.
- CBFFAJ Outlook for the future.
- Q and A in the discussion segment.



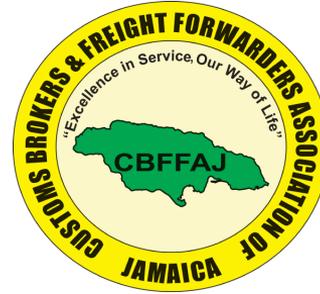
57 Years of Service Excellence.

The Customs Brokers and Freight Forwarders Association of Jamaica is the foremost professional body of its kind in the English-speaking Caribbean comprising licensed customs brokers, logisticians and professionals engaged in customs clearance and 3rd party logistics processes in the trade of goods and services, in and out of Jamaica.



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- We were established as the Customs Brokers Association of Jamaica on November 15, 1965 with a membership of 15.
- Out of a need to overcome the then massive challenges of clearing goods on the Port of Kingston.
- Customs Brokers in Jamaica struggled for national recognition up to 1972, when the Association was invited to participate in a trade consultation upon formation of CARICOM- the regional bloc of nation states of the Caribbean.

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Ivanhoe Ricketts, Past President of the CBFFAJ was elected the first President of the Caribbean Association of Customs Brokers (CACUB).



CBFFAJ today is a vibrant Association with a committed Executive team and a membership of over 200 Licensed Customs Brokers.

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- The CBFFAJ has a rich history and deep traditions with Members who are resilient, resourceful and determined to demonstrate all the qualities and attributes of the 21st Century Customs Broker.
- Many of our Members are self-made entrepreneurs, who entered the profession straight out of high school and besides from their Customs Broker training and licensing have not benefited from formal tertiary education and training.
- **This was an important consideration for me upon being elected as President in 2020 on a platform of *'No Member Left Behind!'***

'No Members Left Behind'
*required a Member-centric
CBFFAJ.*



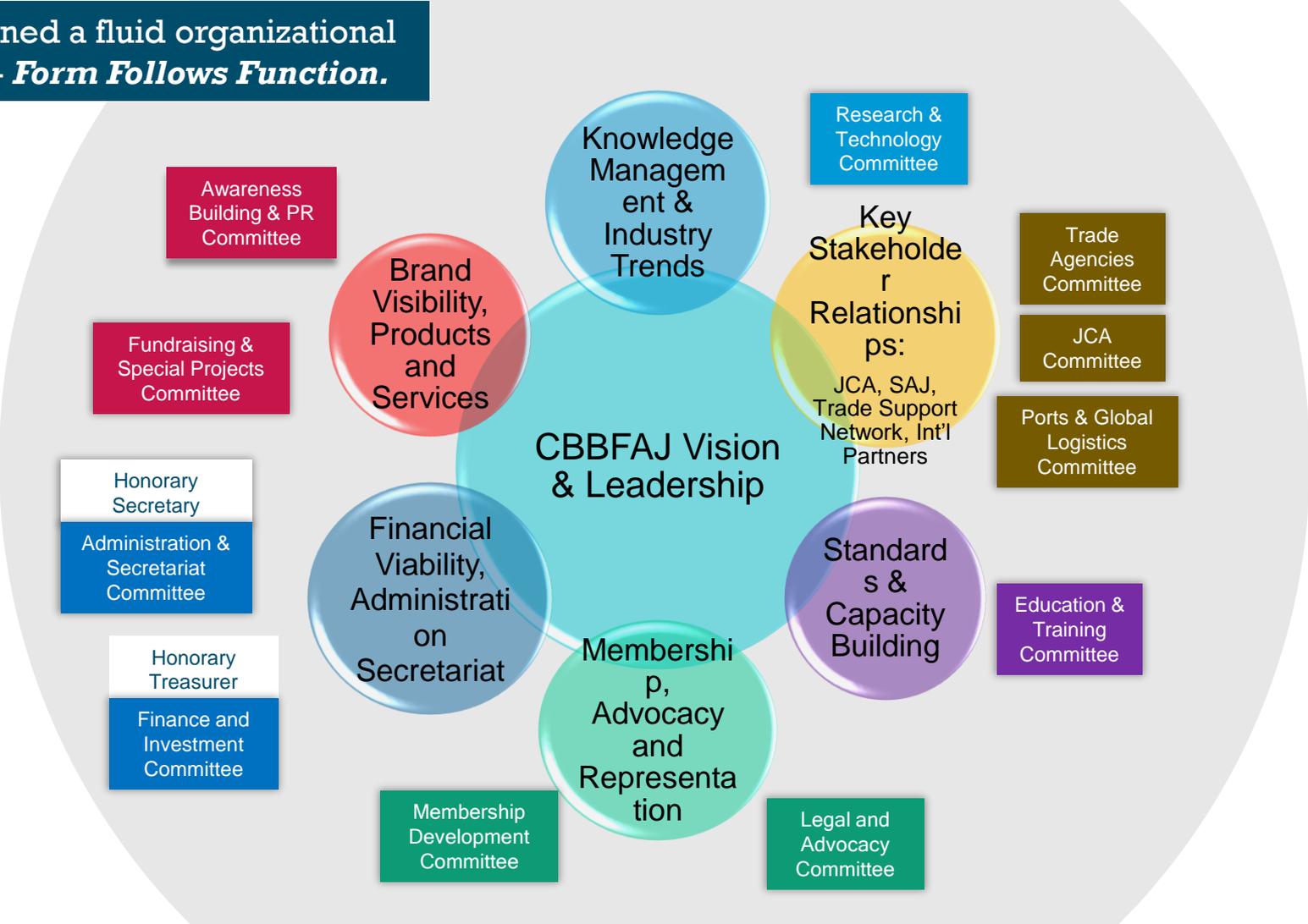
We Reorganized Our Roles and Responsibilities



We decided to become more member-focused...

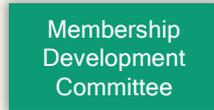
- We distilled our purpose down into the primary functions for which we exist as a professional body.
- We recreated our working committees, tweaking the nomenclatures to better reflect the outcomes we wanted from each committee.
- We wrote new Terms of Reference for each committee, with due consideration for overlapping activities that required close working collaborations.

We designed a fluid organizational structure- ***Form Follows Function.***



Education and Professional Development

Key Drivers for CBFFAJ Capacity Building



What we did...

- We challenged Brokers to accept lifelong learning and maintaining standards as key requirements for their professionalism and sustained business success.
- We developed a Learning and Knowledge Management Strategy and Training Series with help from external Consultants to professionally package, promote and deliver the Learning and Knowledge Management sessions.

What we experienced, what we learnt...

- There was unprecedented participation in the Learning and KM sessions, double and in some cases, triple the usual participation numbers.
- Brokers respond well to professionally-packaged learning events that are directly related to their performance and business success.
- Collaboration and cross-fertilization of ideas across working committees achieved quick and significant results.

Education and Professional Development

Key Drivers for CBFFAJ

Capacity Building



Standards &
Capacity
Building



Education &
Training
Committee



Membership,
Advocacy and
Representation



Membership
Development
Committee

What we did...

- We have institutionalized a Learning and Knowledge Management Series in CBFFAJ as the key pillar of our Learning on which other training programmes pivot.
- We have built out a Learning Management System platform to store and drive content directly to Membership and to encourage self-directed learning.

What we experienced, what we learnt...

- The priority placed on Education and Learning has created a buzz and excitement among the Membership that augurs well for lifelong learning and professional development.
- Notwithstanding the rush and demand of the day-to-day business operations, Brokers will commit to learning and professional development if it becomes the culture and way of life of the Association.



CBFFAJ Learning &
Knowledge Management
Series ©

Professional Development for
Business and Career Success.



First Quarterly Learning & Knowledge Management Series

SAVE-THE-DATE

The Jamaican Customs Broker
Calibrated to Deliver Customer Service
Delight!

Saturday, March 19, 2022
9am to 3pm via the Zoom Platform

Book your space now at the CBFFAJ's Secretariat. Upon confirmation of your registration, an email will be sent directly to your inbox by March 16 with the instructions and access protocols to the training sessions, as well as to the CBFFAJ's Learning Portal for downloadable training outlines and other resources to prepare for the workshop.

Registration Fees:

\$5,000 (CBFFAJ Members)

\$6,000 (Non-CBFFAJ Members)

Customs Brokers and Freight Forwarders Association of Jamaica
Unit 1, 14-16 First Street, Newport West, Kgn 13
901-8783/923-4665 | info@cbffaj.net



Monique Morrison, Marketing
Communications and Training Specialist



Carol West, Secretary, International Federation of
Customs Brokers Association (IFCBA)



Learning and Knowledge
Management Training Series

Ethics and the Customs Broker

Accountability for Business Success
in the Global Environment

Saturday, September 24, 2022
9am to 3pm

BOOK YOUR
SPACE NOW!

Registration:
\$5,000 (CBFFAJ Members)
\$6,000 (Non-CBFFAJ Members)

Contact the CBFFAJ Secretariat
Unit 1, 14-16 First Street, Newport West
901-8783/923-4666 | info@cbffaj.net

Join online by 8:45 am. Click [HERE](#)
Alternative access to the Zoom Meeting
Platform: ID: 858 6162 8008, Passcode: 251179



Focused Presentations on
Business and Development

CBFFAJ Learning and Knowledge Management Training Workshops



Jaime King

Licensed Customs Broker and Chairman, World Customs
Organization (WCO) Private Sector Consultative Group



Kevin Powell

Educator/Training Consultant

CBFFAJ Outlook on Education and Training

- CBFFAJ is committed to building on the foundations laid in our Learning and Knowledge Management programme.
- We regard our Members as valuable assets for whom we want to design and implement development programmes that build on what they know to make them better Customs Brokers.



CBFFAJ Outlook on Education and Training

- Professional certification credentials are important to our Members. CBFFAJ wants to leverage globally-accredited programmes into the Jamaican and Caribbean space to the benefit of a ready market of learners.
- We want as best as possible, for these programmes to be flexible and customized to meet the requirements of our learners.



CBFFAJ Outlook on Education and Training

- Study tours, training exchanges and fellowships are also important opportunities for learning and development, which CBFFAJ seeks to forge with Member countries in the IFCBA.
- Conversely, we are also open to facilitating these learning events as well in Jamaica.



In Conclusion

- CBFFAJ regards standards, lifelong learning and development as essential building blocks for the growth and success of the Customs Brokering profession in Jamaica.
- We place a high premium on the professional development of our members and staff against the background of the technological advances of the 4th Industrial Revolution, which are having a profound impact on global trade and logistics.
- We look forward to building relationships and engaging in rich exchange of ideas and experiences from this important Forum.





**I thank you for
your attention.**