



JOINT MEDIA RELEASE – For Immediate Release

Uplifting data literacy and transformation in the logistic sector with new executive certificate programme

Singapore, 5 June 2024 (Wednesday) – SMU Academy, the professional training arm of Singapore Management University (SMU), in collaboration with PwC Singapore and The Logistics Academy (TLA), today announced the launch of the *Executive Certificate in Successful Data Transformation for the Logistics Sector*. This industry-specific programme is designed to equip about 60 professionals each year with essential skills in data analytics, governance, and protection. By bridging the data literacy gap, it aims to empower logistics professionals to thrive in an evolving landscape, driving competitive advantage and propelling Singapore’s logistics sector to new heights.

Ranked by the World Bank as the global top logistics hub, Singapore’s logistics sector was reported to have generated S\$6.8 billion of GDP contribution and employed 2.3% of the country’s total workforce, according to IMDA’s [Logistics Industry Digital Plan \(IDP\)](#). Not only is Singapore a prime location for major logistics firms, most of the top 25 global logistic players conduct their operations here.

Despite its leading position, the sector faces transformational challenges due to disruptions brought about by Industry 4.0 technologies such as AI, robotics, automation, and blockchain. According to a [report by the Ministry of Manpower \(MOM\)](#), 30 out of 56 roles in the logistics industry will undergo at least a medium degree of change in job tasks, requiring job redesign, which will impact 36,000 workers. New roles not traditionally in the industry are beginning to emerge as well, which includes data analysis and data management roles, digitalisation and automation job roles.

As the logistics industry collects and interacts with large amounts of data daily, therein lies a huge opportunity for companies to leverage and harness the data to optimise operations and make informed decisions. Understanding and harnessing data is a key enabler of growth and an important skill to have in today’s business landscape. In fact, another [survey by MOM](#) noted that data analytics was the top digital skill that employees were most keen to pick up.

Working with TLA and SMUA, PwC Singapore has weaved industry-specific challenges into the curriculum, and will provide industry practitioners who will share real life application and cases to enable participants to better grasp concepts and apply them in their work.

Mr Jack Lim, Executive Director, SMU Academy, said, “In the age of data, logistics is no longer just about the movement of goods across geographies. Our collaboration aims to empower logistics professionals with the skills to unlock the hidden potential of data. This programme fills a gap in industry-specific data courses, and will serve to elevate the data literacy levels of the logistics industry. As we navigate this transformative landscape together, let’s not merely adapt; let’s innovate and upskill this industry.”

Conducted over five modules, participants will gain a comprehensive understanding of several key areas. These include basic critical data elements; data governance concepts; the challenges, trends,

and business benefits that underscore the need for good data quality; importance of data privacy; basic data classification; and data protection concepts.

The programme will also shed light on the different ways an organisation can monetise and share its data. Through real-life examples, participants will better understand the benefits and risks associated with data monetisation and sharing, and will pick up problem-solving skills necessary for data and analytics. They will also be exposed to various self-service digital and data tools for transformation.

Dr Thomas Sim, Director, The Logistics Academy, said, “Leveraging data has indeed become a game-changer in the field of logistics. It offers significant opportunities for logistics companies to increase efficiency, reduce costs, and enhance customer satisfaction, ultimately driving competitive advantage in the industry. The tripartite collaboration is in line with the Academy’s mission to enhancing professionalism, skills and knowledge of supply chain and logistics.”

Mr Kwek So Cheer, Digital Solutions Partner at PwC Singapore, said, “Data is the backbone of every industry. For the logistics sector to keep up with times, it is important to equip its workforce with the relevant skillsets to not only analyse the data but to understand the importance of data protection and privacy. Very excited to work with the leading education institution in Singapore to bring to life real world application of data concepts to the industry.”

Participants of this programme can tap on SkillsFuture credits to offset the programme fees, while employers will be able to receive salary support from WSG CCP scheme for eligible participants.

The *Executive Certificate in Successful Data Transformation for the Logistics Sector* programme is now open for registration. For more information, please visit:

<https://academy.smu.edu.sg/courses/executive-certificate-successful-data-transformation-logistics-sector>

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About PwC

At PwC, our purpose is to build trust in society and solve important problems - this is at the core of everything we do from the value we provide to our clients and society to the decisions we make as a firm.

Our services started with audit and assurance over a century ago. As times change and the issues faced by businesses and individuals evolved, we have developed specialised capabilities in tax, advisory and consulting to help you address emerging new challenges across focus areas like ESG, sustainability and climate change, digital transformation, cyber security and privacy, data, mergers and acquisitions, and more.

In Singapore, we have more than 3,500 partners and staff to help resolve complex issues and identify opportunities for public, private and government organisations to progress. As part of the PwC network with over 364,000 people in 151 countries, we are among the leading professional services networks in the world focusing on helping organisations and individuals create the value they are looking for.

About The Logistics Academy

The Logistics Academy, a wholly owned subsidiary of Singapore Logistics Association (SLA), upholds SLA’s mission to promote professionalism and excellence in the logistics industry in:

- Securing recognition and accreditation from the relevant authorities and industries for its courses;
- Creating neutral platform for diverse interest members and logistics professionals to learn from one another through networking exchanges; and
- Contributing positively to standard developments by grooming and retaining talents in the logistics industry.

As a distinctive feature of a holistic approach to experiential learning, industry practitioners will continue to form the Academy pool of expertise to impart knowledge and facilitate sharing of experiences and skills. The learning outcome drives towards skilled and productive logisticians who will then help promote and sustain Singapore as a premier logistics hub. The Academy offers comprehensive logistics training ranging from Specialist Training Programmes, Continuous Learning Programmes and customised in-house programmes.

About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU’s mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU’s education is known for its highly interactive, collaborative and project-based approach to learning.

Home to over 13,000 students across undergraduate, postgraduate professional and postgraduate research programmes, SMU is comprised of eight schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Computing and Information Systems, Yong Pung How School of Law, School of Social Sciences. College of Integrative Studies and College of Graduate Research Studies. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU’s city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. www.smu.edu.sg

About SMU Academy

Since its inception, Singapore Management University (SMU) has built a strong reputation as an innovative and progressive management university with a well-established interactive pedagogy incorporating business cases and strategic links with leading businesses and industry. Leveraging on SMU’s reputation and linkages, SMU Academy offers a comprehensive array of cutting-edge interdisciplinary programmes that supports lifelong learners in their pursuit of continuing education while helping organisations meet their upskilling and reskilling goals <http://academy.smu.edu.sg>

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