

"Foro Iberoamericano de Logística y Puertos"

Dr. H. Donald Ratliff

Regents Professor of Logistics

Executive Director – Supply Chain & Logistics Institute



GEORGIA TECH
Logistics Innovation & Research Center

Panama City, Panama

A Unit of the Supply Chain & Logistics Institute

Center Research Focus

- **Integrating Panama's existing logistics infrastructure to improve network performance – “one port” concept**
- **Establishing Panama as the “Gateway Hub” to Latin America for multi-national companies**
- **Predicting future requirements for Panama's logistics capabilities**



Obstacles to the efficient functioning of supply chains in Latin America?

- **Lack of “supply chain” mentality regarding infrastructure -- good ports but bad roads**
- **Poor integration processes at boundaries -- customs, border crossings, transshipment points, ...**
- **Lack of network visibility -- delays, bottlenecks, inventory accumulation, ..**



Mexico and Brazil among the seven most at risk for inland freight transport - Impact

- Increased cost of insurance and transportation
- Difficulties in hiring drivers
- **Necessity to mitigate risk of product not arriving**



Priorities for Addressing Obstacles

1. Supply chain mentality regarding infrastructure
2. Process integration at boundaries
3. Risk mitigation



Recommendations to Address the Obstacles

- 1. Supply chain mentality regarding infrastructure**
 - Education
 - Better analytics and data
- 2. Process integration at boundaries**
 - Coordinating between entities
 - Performance measurement
- 3. Risk mitigation**
 - Contingency plans
 - More inventory

