

“The logistics industry is still male dominated”

Exclusive interview to Christiane Ohin-Traoré, president of WILA.



WILA is a network of more than 500 women members working in the supply chain/logistics industry from 18 countries across the continent.

Ms. Ohin-Traoré, we know that you were a “Woman in Logistic” truly established. Can you tell us how the idea of creating Women in Logistics-Africa organization was born?

I am Christiane Ohin-Traoré, mother of 3 little girls, I am of Ivorian and Togolese origin. Today I am a sales manager in an automotive distribution company in Abidjan, Ivory Coast.

With a great experience of 14 years in the logistics sector in different countries of the African continent (Togo, Congo, Ivory Coast in this case) and in 2021 I created a non-profit association called Women In Logistics-Africa (WILA).

From my young experience, I understood that women have an enormous potential, so, why shouldn't the world also rely on their skills and knowledge?

The idea came to me more than 2 years ago when I decided to promote women in my field, especially since it is an industry where the representation of women is quite low.

Gender gap in logistics is similar to other industries / business or even more rooted? Is logistics still male-dominated?

The fact is clear! The logistics industry is still male-dominated. The society in which we live, has normalized certain categories of professions as being masculine or feminine, and

we had believed in it. Today, we are changing more and more approaches and beliefs. The industry is still dominated by the male presence, however some women manage to insert themselves and make a career in it.

Our impact as women leaders is to inspire other women and girls to understand that they can make it in this field and have a fulfilling career. Over the years, we are confident that women's representation in this sector will have increased.

Recently, in Côte d'Ivoire, statistics from the Ministry of Transport revealed that 35% of transport companies are managed by women.

This is a very good progress.

In few words can you describe how WILA works?

WILA's ambition is to become the most influential women's organization in the supply chain/logistics sector in Africa by 2030.

The organization promotes gender diversity in the logistics sector in Africa by encouraging women and the youth

to train and join a crucial sector for the development of the continent.

Its mission is based on strong commitments:

- Creating job opportunities and business & employment opportunities within and beyond the continent;
- Highlighting women in the supply chain/logistics industry across Africa;
- Developing programs to promote the sector to youth and women across Africa;
- Upgrading the leadership of women in the logistics sector in Africa to be a driving force for public authorities and the private sector.

ACTIVITIES:

The WILA organization has made its annual activities large-scale meetings, in this case the **WILA FORUM**, which brings together government, the private sector, civil society and the large WILA community from various countries in Africa to address issues that resonate in our world today and on the African continent in particular.

WILA MENTORSHIP, is a program that prepares young girls to develop the skills



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sector in Africa.

We have succeeded in making ourselves known to the public authorities and to major players in the private sector.

To conclude, if you had 3 pieces of advice to give to women in Africa who are struggling to progress in their supply chain careers, what would they be?

- Give yourself recognition (Assume you are a leader, live it);
- Work on your own marketing. It's important to know that you inspire others, that everyone knows how effective you are, share your expertise, share your success;
- Become an influencer leader: Develop your charisma, improve your communication.

and reflexes to successfully navigate the national, continental and global employment landscape thanks to mentoring. The career forum with the support of its female members assists high school and college students to gather as much information as possible to help them make informed choices about their future career paths. WILA is also committed to raising awareness against cancers that negatively affect women. During the month of October, nicknamed "Pink October", WILA's women in different African countries organize sports activities and trainings to raise awareness of

the importance of getting screened regularly and during campaigns. Finally, through its social action named **WILA ESPOIR**, the pan-African organization is committed to supporting, relieving and comforting in one way or another vulnerable populations. In two years of existence, all this would not have been possible without the leadership of the national presidents based in the 18 countries that are: Côte d'Ivoire, Togo, Benin, Cameroon, Gabon, Tunisia, Liberia, Senegal, Congo, Burkina Faso, Mali, Zimbabwe, Zambia, Morocco, Nigeria, Democratic Republic of Congo, Ghana and Mozambique.

What change do you think your organization has brought to Africa?

In two years of existence, our organization has had a great impact on the supply chain



If you want to share with us your opinion on gender equity, please contact us at info@africalogisticsnetwork.com

News

FREIGHT AGENCY AND ROYAL EXPRESS COLLABORATED FOR A ROYAL VIP SHIPMENT



Freight Agency were contacted by Royal Express

Cargo to help them with an urgent consignment over the Christmas period.

The cargo consisting of 38 bags of personal effects to be delivered to the exclusive Five* Star Hotel in London on behalf of a Royal family member to the State of Qatar.

CVL INTERNATIONAL COMPLETED A BIG PROJECT IN SENEGAL

CVL International, member of Africa Logistics Network



representing Senegal, are very proud to have transported 55 machines for the construction of a dam in the region of Kedougou.

They handled with success all imports operations from Dakar Port to Sambagalou (800 km from Dakar). CVL International and all the

team is very proud to participate to this successfully big project in Senegal.

MINPAC – CONSOLIDATION FROM AUSTRALIA TO WEST AFRICA

MinPac Logistics (Australia) Pty Ltd, member of Africa Logistics Network representing Australia, successfully completed a movement of 2 x 40'HC Buyers Consolidation ex Australia to West Africa.



DISPATCH GLOBAL LOGISTICS MARCH PROJECT UPDATE!

Dispatch Global Logistics, member of Africa Logistics Network representing Egypt, who pleased to had a bulk shipment via MSC. They were responsible for unloading at Alexandria port and sent it to final delivery address at Sadat city.

This cargo is parts of the massive monorail project in Cairo.

SINOPROJECTS: 3 OF THEIR BEST AIR TRANSPORTATIONS!

Sino Projects Co Ltd, member of Airfreight Logistics Network for Africa representing China, had the pleasure to handle prestigious Air Transportations.

Their Air team have been engaged in both general cargo and air charter service from inland China and Hong Kong, with special attention to machinery industry , OOG & heavy items as well as DG cargo.



AL SHARQI SHIPPING NAMED 'MAERSK LINE UAE MOST VALUABLE PARTNER 2022'

We are thrilled to announce that Al Sharqi Shipping has been named as the 'Maersk Line UAE Most Valuable Partner 2022' for the second consecutive year now.

Al sharqi team said: " We want to take a moment to thank you our customers,our employees, and our partners for your continued trust and loyalty. Your unwavering support has enabled us to deliver exceptional services, drive innova-

tion and maintain high standards of quality in all our operations. "

" We remain dedicated to ensuring that our services meet your shipping needs, whether you are importing or exporting goods across the region or the world. Our team of experts is always available to offer you tailored solutions to meet your unique business needs."



ALN & ALNA meeting

“We are expecting 150 managers in Nairobi next 8th - 11th October”

Marcello Saponaro, President of ALN & ALNA, interviewed by Thierno Abdoulaye Diallo, Director of Africa Supply Chain Magazine

TAD: You are going to organize the 9th edition of ALN, what are your feelings today as President of this network and how do you see it in the future?

MS: Feeling of pride because my father, me and the Team made the network with "only" 210 members but with the largest coverage in Africa with almost 95% of the continent represented. Neither the networks with 9 / 10.000 members can claim such a coverage in Africa!

TAD: ALN is composed of many logistics companies around the world, what is the role playing by african

companies in your network?

MS: The African companies represent the "raison d'être" of Africa Logistics Network. Our members in Europe, Americas or Asia asks to be member to achieve the ability to operate across Africa, without exceptions, not to seat waiting for business from other members. If you are member of ALN or ALNA you are able to handle door to door shipments from/to everywhere.

TAD: This year, the 9th edition is held in Nairobi, why the choice of Kenya?

MS: It was our duty. Covid "killed" our 6th annual





meeting in Nairobi. We organize the meetings once in Africa and the next year out of Africa, Nairobi was due since 2020... It's going to be a great success.. we are expecting 150 managers attending Nairobi meeting! In 2024 could be in Asia or in Latin America.

TAD: Since last year edition in Oman, what are the big news of the network you can share with us today?

MS: First of all that ALNA, the younger sister network of ALN, born at the end of 2019 just before the Covid, finally

started to grow very well and fast. The last September meeting in Oman – the first one in-person for ALNA - has been the start of ALNA renaissance. Now we already reached 80 members and growing every week with 2 or more new members.

TAD: Today, there are many logistics networks around in Africa, how do you deal with this competition?

MS: Competition is always good. Before ALN no network seemed to be interested to cover and to develop business in Sub-Saharan Africa.

It was left to a handful of very few major Forwarders... Now everybody understood Africa development is the future.

More Networks looks for reliable members around Africa more african SMEs will have the opportunity to grow.

TAD: Last question but not least, how do you see the partnership with Africa

Supply Chain Magazine?

MS: ALN and ALNA are pupils in the World of Communication and information.

It's a great opportunity for us and for sure we are the perfect network partner for Africa Supply Chain Magazine. And again, Thierno, thanks for this interview intended to be published both on The African Post and on Africa Supply

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