



DHL and BVL School of Logistics re-launch their Corporate Automotive Logistics Academy (CALA)

- **New advanced global qualification program to address the challenges and opportunities of digitalization in automotive logistics**
- **Kick off for the new program will be given in Germany on February 21 with the LAB Industry 4.0**

Bonn, February 7, 2018: DHL Global Forwarding signed a three-year contract with the BVL School of Logistics to extend its collaboration on the global qualification program for automotive logistics experts. The Corporate Automotive Logistics Academy (CALA), initiated by Volker Oesau, CEO Middle Europe, DHL Global Forwarding, now serves even better the current needs of logistics experts in the automotive sector. For instance, the growing digitalization of the automotive sector and of its supply chains has become an integral part of the program. In the last few years, the first modules were tested in Europe, America and Asia. The findings were integrated into the new concept. For the next three years, CALA will be offering three LABS in Europe, America, Africa and Asia Pacific.

“With its eight automotive competence centers in the most important automotive countries around the globe and its integrated supply chain management portfolio DHL Global Forwarding is a long-lasting and important partner of the automotive sector. CALA reflects our idea to shape our future together. The ongoing interactive LAB process of thinking, acting and reflecting in a group allows all of us to redesign the supply chain in a faster way,” explains Volker Oesau, CEO Middle Europe, DHL Global Forwarding.

The automotive industry is facing the greatest transformation in history. Drivers are urbanization, digitalization and climate change. Smart factories must be closely interfaced with smart logistics. Processes, technologies, organizations and culture must be synchronized. This requires additional skills for all parties involved in automotive logistics.

Today, CALA offers three future LABs with premium knowledge, innovative learning formats, think tank rooms and global network options. Each LAB is divided into different didactic steps: a high-grade keynote lecture from top-class professors, industry experts and scientists; a discussion panel to gain the perfect mix of theory and practice; all participants will examine, brainstorm and create fresh ideas as well as first findings in various think tanks. Finally, the first joint experiences and results are presented. At the end of the LAB, the participants receive a certificate. A summary



of the LAB is compiled soon after LAB completion.

Kick off for the newly designed global qualification program will be in Germany on February 21. The first LAB looking on Industry 4.0 will be held at the DHL Innovation Center in Troisdorf. During the one day lasting program managers will be introduced to the dynamic world of digital transformation with the special focus on industry 4.0 applications in automotive production. The participants will get a broad view of the actual developments as well as the trends for the future. Practical examples and experiences from the automotive sector and other leading branches will provide a deeper insight of realistic implementation scenarios for the own company.

“Talent shortfalls in logistics are considered one of the most important challenges in the coming years. CALA’s qualification program is the perfect solution to prepare automotive logistics experts for the future. On February 21, 2018, we will start our first LAB on the topic of Industry 4.0 in the DHL Innovation Center in Troisdorf, Germany. We look forward to the first LAB experiences,” says Prof. Josef Decker, PhD, Academic Director, BVL School of Logistics.

Learning content, further information and contacts are available for download on a secure virtual platform www.my-cala.com.

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You can find the press release for download as well as further information on dpdhl.com/pressreleases

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