

## ວິໄສທັດ

ຊ່ອງທາງລະດົມທຶນ ແລະ ລົງທຶນ  
ຢ່າງມີອາຊີບ, ໂປ່ງໃສ ແລະ ຍືນຍົງ

# ແຜນພັດທະນາຕະຫຼາດທຶນ 10 ປີ (2021-2030)



ສ້າງຄວາມເຂັ້ມແຂງໃຫ້  
ແກ່ຜູ້ຄຸ້ມຄອງວຽກງານ  
ຫຼັກຊັບ

ສ້າງຄວາມເຂັ້ມແຂງ  
ພື້ນຖານໂຄງລ່າງຕະ  
ຫຼາດທຶນ

ຂະຫຍາຍ ແລະ ສ້າງ  
ຄວາມເຂັ້ມແຂງໃຫ້ແກ່ບໍ່  
ລິສັດຈົດທະບຽນ ແລະ ພັດ  
ທະນາຜະລິດຕະພັນຫຼັກຊັບ

ຂະຫຍາຍ, ປົກປ້ອງ ແລະ  
ສ້າງຄວາມເຂັ້ມແຂງໃຫ້  
ແກ່ ຜູ້ລົງທຶນ ແລະ ຜູ້ມີ  
ສ່ວນຮ່ວມໃນຕະຫຼາດທຶນ

# IMPLEMENTATION PLAN

GOALS	STRATEGIES
WORKFORCE INNOVATION	1. Recruit and retain skilled warehouse associates and technicians.
	2. Train and educate employees in technical, operational, and managerial roles.
	3. Utilize automation and technology to augment workforce needs.
	4. Showcase career development pathways for warehouse associates and managers.
MARKET INTELLIGENCE	5. Improve operational productivity through utilization of data.
	6. Understand key industry trends and market factors including technology, food safety, and capacity to guide business decisions.
	7. Serve customers by understanding and responding to their business needs.
INDUSTRY PROMOTION	8. Enhance customer perception of the cold chain's critical role in delivering safe, quality food to consumers.
	9. Increase our value through expanded service offerings and achieve financial outcomes consistent with demand for those services.
	10. Demonstrate the expertise and economic advantage gained by using third party logistics providers (3PLs).
	11. Lead the industry in sustainability and promote the impact to customers.
GLOBAL ADVOCACY	12. Mitigate the impact of regulations on industry while achieving public policy objectives.
	13. Proactively influence rules and regulations.
	14. Develop and adopt industry best practices and standards.
	15. Lead the dialogue on issues impacting the cold chain.

# IMPLEMENTATION PLAN

INITIATIVES (In order or priority)	STRATEGIES ADDRESSED			
<b>A.</b> Feature Automation and technology topics at GCCA events and in publications.	2	3	6	
<b>B.</b> Develop a market intelligence and research program to provide information that will help members make better business decisions and positions GCCA as the authority for all industry related data.	6	7	14	15
<b>C.</b> Develop and implement a governance plan to enhance the utilization of the Government Affairs committee, including the development of an annual advocacy agenda.	12	13	15	
<b>D.</b> Pilot and operationalize programs to support the 3PL industry's efforts to recruit, onboarding and retain warehouse associates and technicians.	1	2	4	
<b>E.</b> Maximize the full potential of GCCA.org to offer a robust, user-friendly resource hub for all cold chain industry stakeholders.	2	8	10	14
<b>F.</b> Increase the engagement in and use of data-driven resources by members and customers.	5	6	11	
<b>G.</b> Strengthen the communications of government affairs activities to increase engagement of members in influence and improve members' ability to comply with key regulations impacting the cold chain.	12	13	15	
<b>H.</b> Design and launch a standards-based warehouse facility accreditation program.	8	10	14	