

For immediate release

ELA launches new internet platform ELAbestLog

www.elabestlog.org

Brussels, 1 March 2010

Logistics and Supply Chain players in Europe need to learn more about best practice, and this platform is designed to meet that fundamental need. In order to enable the exchange of experience in tackling logistics challenges in a sustainable way, the ELAbestLog platform has been developed as the perfect starting point, not only for those businesses just embarking on this journey, but also for mature businesses who still want to learn from others.

ELAbestLog builds on the results on a very successful EU funded project called BestLog. Through BestLog, research institutes from all over Europe collaborated in order to develop an innovative platform, but most importantly a wide range of logisticians practitioners ensured that BestLog was designed to meet their needs, and they then contributed with their own experience to make the implementation of BestLog the starting point for a practical tool with a sound academic base.

ELAbestLog is the implementation of BestLog, and is designed to give easy access to the ELAbestLog Community. This free-standing group, with over 50,000 individual members, and without political or commercial ties, operates across the whole of Europe offering many diverse services in Logistics and Supply Chain.

ELAbestLog is a virtual platform that can be used to access these Country-based services, and also to access newly developed European-wide services, in an effective and sustainable way, to enable the exchange of knowledge, access to best practice, and opportunities for meeting fellow logistics professionals and building collaborative teams for research and other projects.

ELAbestLog will offer a comprehensive information bank with Case Studies, an Educational directory, a Logistics awards directory, a Logistics media directory as well as a Logistics events directory. Best practice tools, a logistics glossary, as well as a range of forums and blogs, a book shop and Market Research studies are just part of the total offer.

An undeniable strength is the fact that from wide engagement through the development phase, the platform already consists of a European network of professionals coming out of the member organisation of the European Logistics Association. We expect that this group of more than 50.000 logistics professionals will be joined by others from around Europe and indeed worldwide.

More information on ELAbestLog, please visit: www.elabestlog.org.

Notes for editors

ELAbestLog

ELAbestLog is the emerging European platform for sharing best practise in logistics to improve the supply chain performance in Europe, and provides a platform for its community to engage in an active dialogue with major stakeholders around Europe.

It is the implementation phase of BestLog, a project financed by the European Commission. The bestLog Project has demonstrated the importance of improving supply chain practice in Europe by applying best practise to improve economic and environmental performance.

The key outcome of the BestLog project was a platform to remain in place after the BestLog Project was complete, to build upon what has been learnt so far and to encourage sustainable logistics as a way forward. ELAbestLog is that way forward.

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ELA

ELA, the European Logistics Association, is a federation of 30 national organisations, covering almost every country in Central and Western Europe. The goal of ELA is to provide a forum for co-operation for any individual or society concerned with logistics within Europe and to assist industry and commerce in Europe. ELA formulates European Logistics Education Standards and encourages the acceptance of these standards by each of its

member nations. A Vocational Qualification procedure is in place to enable the standards to be accepted on a pan-European basis.

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