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Some of the products we consume, and so easily buy in shopping centres or with a simple 'click' that directs them to our front doors, have probably travelled a large part of the world before being available to us. Perhaps their journey could also have played a key role in transforming them from mere inputs into finished-products, as we find them in stores or in the web pages. Logistics has evolved in such a way that consumers now have access to a wide range of items from all over the world, which we can obtain through several sales channels, in such a simple way, that we usually do not notice the long way they had to travel, neither the tasks of integration, customisation, management, storage and transportation, to name but a few, which are necessary before they are available to us.

We know that logistics is crucial for the growth and prosperity of nations, and that logistics performance is a key factor in the competitiveness of countries, given its ability to bring closer or to divide, beyond geographical distances, various world regions connected by commercial and cultural bonds that give way to continuous flows of people and goods; but although its relevance is widely recognised, it is common that we ignore the multiple elements that comprise this sector or that, in trying to drive improvements to achieve an efficient logistics performance, we pay more attention to some of them, such as infrastructure or regulations, instead of generating comprehensive proposals.

For the Mexican logistics it is significant that, for the first time, prominent actors of both the public and private sectors have developed by consensus a national strategy focused on bolstering this industry and positioning Mexico as a strong player in the global logistics arena. Mexico's outstanding commercial and productive activity in several industries proves that it has the capabilities to stand out among the best in the world. The challenge is to raise the logistics sector to the height of others, such as the Mexican automotive or aerospace industries, which have been elevating Mexico's name for quite some time.

To this end, Mexico fostered the design of the national logistics strategy, following the roadmap methodology, which was adopted by notable companies and institutions in the Mexican logistics sector to jointly create the National Logistics Roadmap. The strategy establishes two milestones, from which large projects and action lines are derived. The first one focuses on the confluence of efforts to develop the logistics sector and provide support through an institutional and formal environment that facilitates the collaborative analysis of challenges and provides the members of the sector with a common operating framework. The second milestone is focused on the successful integration of the layers of information, goods, people, institutions, technologies, regulations and infrastructure, among others, in a suitable environment to operate efficiently, create new working systems, incorporate international best practices, develop high value-added services and generate, in alignment with other industries of high importance for the country, greater capabilities that are favourable for both the domestic market and international trade. The projects stemming from the milestones encompass nuances that range from the simplest of actions for improvement, to proactive innovation for increasing the competitiveness of Mexican logistics companies and the whole sector.

The National Logistics Roadmap has started its implementation phase, so in the near future, Mexico will be able to enrich the discussion about Logistics 4.0 and high value-added logistics services.

