



Ajuntament de
Barcelona



Barcelona
Activa

The most in- demand jobs in the Logistic Sector

REPORT

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01. Introduction to the sector

Logistics, also known as a Supply Chain Management, include all those activities aimed at optimizing the management of material and information flows in order to achieve, at the lowest possible cost for the company, the required amount of the product at the time and place required by the demand. In this regard, activities of the logistics industry can be classified into the following areas:

- **Purchasing and procurement:** Include those activities intended to ensure the company has a proper supply of both, raw materials and products that customer may demand. Some examples: the approval and conclusion of suppliers, stock control of raw materials required for production and the supply management.
- **Logistics management, warehousing, storage and handling of goods:** encompass all the activities aimed at managing the stocks of finished products, such as storage, the performance of quality controls or the picking.
- **Operations and production:** include those activities that are intended to ensure a proper planning of production in the company, promoting a greater synchronization of processes and an increased ability to adapt to changes in the demand, thus being able to reduce stock levels.

In order to ensure the proper development of all its activities, the logistics industry requires a significant amount of information, as it needs to have knowledge of the consumer demand, the volume of production made, on transit or in storage, as well as the evolution of the orders that have to be served.

02. Current environment

Global Trends:

The economic impact of logistics sector in the global economy has grown during 2015 due to the improvement of international trade (greater exchange of goods between countries), as well as increased investment in logistics platforms, infrastructure and transport. Furthermore, given that global competition is greater than last year, companies opt to improve its supply chain, introducing new technologies and adapting to new customer needs.

The European Union is one of the largest exporting and importing regions; according to the European Platform Logistics, the contribution of the logistics sector to the European economy accounted by around 14% of GDP and 7 million jobs in 2014.

The European Union, aware of the importance of the sector, has promoted new programs to contribute to its improvement and development. On the one hand, they plan to have by 2020 the new freight system, called "*autopistas del mar*", to join the main European ports with large distribution centers by road and rail. On the other hand, the "Smart, Green and Integrated Transport" program, aimed at promoting innovation and sustainability in the sector, will be launched in 2016-2017.

Trends in Spain:

In 2015 the logistics industry continues to gain importance in the Spanish economy, thanks to the development of supply chains and the growth of foreign trade in goods. Also, over the previous year, turnover in the sector increased by 4.5% during the first half of 2015. In terms of employment, the sector has employed 874.400 people during the third quarter of 2015, representing an increase of 1,4% over the same period in 2014. Accordingly, the recruitment of young people in the sector has grown by 3% during the first quarter of 2015 and is expected to grow until reaching 5% according to the Foundation ICIL.

The Ministry of Public Works and Transport boost a logistic strategic plan through the "Logistic Unit", a communication forum among those involved in the sector. The main objective is to define the future strategies and increase the sector competitiveness and efficiency. Furthermore, Spain is committed to the creation of the logistics platform in Southern Europe and thus become the main entrance of goods into Europe.

Trends in Catalonia:

The logistics sector in Catalonia has improved over 2015, following the same trend of sustained growth as the previous year. Although the number of companies fell down to 26.746 in 2014, this year multinational companies have increased their investment in new logistics parks and the transport of goods has grown. In addition, the *Generalitat de Catalunya* has created the "*Clúster del Transporte Terrestre de Mercancías de Cataluña*" with the aim of improving the competitiveness of the companies involved in the whole cycle of transport and logistics.

In terms of employment, this sector has registered a total of 173.100 employed during the third quarter of 2015 which represents an increase of 0,7% over the same period in 2014. Additionally, the logistics market is expected to grow by 4.5% over the next 5 years.

In this regard, the sector is considered strategic for the recovery of economic activity in Catalonia, both for the activity it generates and for the impact it has in other productive sectors. Hence, the sector has to overcome its new challenges, which are focused on the specialization and internationalization. Finally, the city of Barcelona has a very important role because it is one of the largest logistics centre in southern Europe.

Logistics indicators	Sector contribution to GDP in Catalonia ⁽¹⁾	Employed population in Catalonia ⁽²⁾	Number of companies in Catalonia ⁽³⁾
	4% (2014)	173.100 (3rd quarter 2015)	26.746 (2014)

(1) Logistics Observatory of Catalonia.

(2) Statistical Institute of Catalonia . IDESCAT

(3) Statistical Institute of Catalonia. IDESCAT

03. Key sectorial trends

	<p>New and specific Strategies for e-commerce</p>	<p>The e-commerce changes the buying habits worldwide and consequently, generates new challenges for logistics companies. The omnicanal would be adopted for logistics companies since the tendency is to integrate all retail channels to provide greater flexibility and efficiency to the customer through the entire process (from the purchase to the delivery of the final product). Overall, companies can optimize the supply chain and save on storage costs.</p>
	<p>Sustainable Supply Chains and Reverse Logistics</p>	<p>The importance of sustainability in the sector is still a key element in 2015. New initiatives have been launched: better resources management, use of innovative biological materials and eco-efficient operations. All these initiatives are aimed at reducing the environmental impact, the overall process costs and the improvement of customer satisfaction. Logistics companies continue to drive the use of environmentally friendly vehicles and optimize their routes and distribution networks. In addition, public institutions are committed to global cooperation and innovation to promote sustainability in the sector.</p> <p>Furthermore, in order to respect the environment, the sector continues to drive the development of so-called reverse logistics, associated to all actions that seek to recover the value of the materials that have been used. It includes returns, waste and recycling management. Therefore, the reverse logistics is an opportunity to both contribute to the conservation of the environment and to provide better customer service.</p>
	<p>Collaborative Logistics</p>	<p>The collaboration between suppliers, partners and customers in the logistics process is becoming increasingly more important in the sector during 2015. The collaborative logistics is based on the exchange of information on shared networks and the process automation, involving improvements in speed and efficiency, minimizing risks and reducing costs.</p> <p>In this context, companies are turning to collaborate during the logistics process, while retaining strategic control of each of them.</p>
	<p>Professionalization</p>	<p>The logistics industry is still committed to the professionalization of workers due to new developments in technology applied to logistics and transport activity and because of the new trends of cooperation and integration among global companies. Moreover, the growing internationalization of logistics processes is creating international collaboration networks. This will lead professionals to be prepared to understand the operation of the global market and meet the needs of international customers.</p>

	<p>New technologies: commitment to integration</p>	<p>Technological advances are key logistics industry trend since they facilitate innovation and influence the setting of new businesses, markets and supply chains. Correspondingly, it is expected that in the near future the supply chain will be driven by growing demand and it will be based on intelligence data, process integration and interconnection. In this regard, companies are beginning to incorporate new technological developments such as cloud computing, smart location, the internet of things, among others. Likewise, the big data plays an important role since it allows real-time data and calculate risks to increase flexibility in processes and logistics operations. In this way, companies can accelerate time delivery of goods and therefore provide faster and flexible service to their customers.</p> <p>Furthermore, technical innovations provide more information to those involved in the logistics process, whether customers or companies, being able to know what stage of the process the goods are placed at. A good example are the containers or pallets with intelligent sensors. In addition, it is expected that the incorporation of 3D technology in the logistics process will be increased over the next few years. According to industry experts, this technology will allow working on demand to reduce costs and time, have a more flexible processes and make it easier for small companies to distribute locally.</p>
	<p>Transport: Intermodal</p>	<p>Companies in the sector increasingly tend to combine several modes of transport in order to save cost and time during the process. Therefore, the intermodal logistics sector based on maritime-road and rail-sea combinations takes an important role. It should be emphasized the commitment of public authorities, which are investing in new platforms and infrastructure to facilitate this mode of transport.</p>

04. Employment in the logistics sector

The increased activity of the sector and the need for companies to improve their efficiency and competitiveness is leading to a growing demand for experts in different logistics activities, both for high-qualified and less-qualified professionals. On the other hand, due to the transversal nature of logistics and its impact on other sectors of the economy, a diversification of employments is expected.

Analysis of employment in the Logistic Sector	Current situation	Forecast growth
	↑	↑

↑ Recovery/Growth; ⇌ Maintenance; ↓ Decrease

4.1. THE MOST REQUIRED HIGHLY-QUALIFIED JOBS

Job Position	Description	Requirements valued (Education, experience and skills)	Additional considerations
1 Logistics Engineering Technician	The logistics engineering technician is the professional who intervenes in the design, calculation and organization of the logistics chain. He consequently designs the application of new logistics processes, technology and infrastructures required to optimize the flow of materials and information throughout the supply chain.	<ul style="list-style-type: none"> Education: it is necessary to have an engineering bachelor (computer science, industrial, etc). Experience: a minimum of one year of work experience in purchase or logistics engineering is required. 	Given the increasing use of systems and programs for the management of logistics processes it is advisable to have specific knowledge in these fields.
2 Commercial Director	The commercial director is the professional responsible for the commercial definition of the company in collaboration with Group Managing Directors. In addition, monitors and supervises the equipment, set sales targets, etc.	<ul style="list-style-type: none"> Education: it is necessary to have a degree in a business field. Experience: a minimum of five years of experience in a similar position or in the logistics sector. 	High level of English is a must. Knowledge in other languages is appreciated.

	Job Position	Description	Requirements valued (Education, experience and skills)	Additional considerations
3	Foreign Trade Engineer	Foreign trade engineer is the professional responsible for carrying out purchases and sales operations and manage logistics, warehousing and distribution operations and/or ensure the reliability of a company's international operations.	<ul style="list-style-type: none"> • Education: it is required to have a specific education in international trade, either a university degree or professional training courses. • Experience: previous experience is not generally required for those who have previous base level training. 	Previous experience in a client company is highly valued because it helps to meet sector challenges.
4	Logistics Key Account Manager (KAM)	Logistics key account manager is the professional responsible for the managing of key accounts of the company and has a close relationship with customers in order to identify their needs and propose possible solutions.	<ul style="list-style-type: none"> • Education: it is necessary to have either an engineering degree or a business degree. • Experience: it is required to have previous work experience in account management. 	It is desirable to have skills such as orientation towards achievement, flexibility and change management, planning, team work and cooperation, negotiation.
5	Head of Inverse Logistics	The head of inverse logistics is the professional who is in charge of organizing and handling the reverse logistic flow of products in light of their renewed sale, recycling, refuse or waste treatment.	<ul style="list-style-type: none"> • Education: it is necessary to have a degree in either engineering or business field. • Experience: previous work experience of two years is required. 	It is advisable to have knowledge of regulations, environmental requirements and mastering the techniques of recycling.
6	Logistics Consultant	The logistics consultant or adviser is the professional expert in the introduction of all-inclusive management systems and lends his business services to companies in need of outside help to carry out logistics processes or reengineering projects.	<ul style="list-style-type: none"> • Education: it is recommended to have a degree in either engineering or business field. • Experience: a minimum of five years of experience is required. 	

	Job Position	Description	Requirements valued (Education, experience and skills)	Additional considerations
7	Purchases Technician	The purchasing technician is the professional responsible for managing purchase and supplies, control suppliers and negotiate purchasing prices and conditions.	<ul style="list-style-type: none"> • Education: training related to international trade is also required. However, a degree in a technician field is recommended. • Experience: it is required to have previous work experience ranges from two to three years in purchasing or logistics engineering 	It is appropriate to have skills such as analytical thought and initiative .
8	Systems Analyst	Systems analysts are primarily responsible for identifying the needs of ICT systems of a company and for developing a project that offers an integrated solution. The term systems is very general: it refers both to hardware and to software or to communications devices (networks, servers, etc.)	<ul style="list-style-type: none"> • Education: a degree in either telecommunications or IT engineering is required. • Experience: a minimum of five years of experience. 	<p>Given the importance of technology in the sector, it is advisable to take courses related to new technologies.</p> <p>Given the increasing incorporation of systems operations optimization, it is valued to have knowledge of SAP and CRM.</p>
9	Director of Operations Planning	Operations planning is the administration of the resources needed to generate products and services efficiently, precisely and reliably, with the aim of assuring that demand requirements are met with quality.	<ul style="list-style-type: none"> • Education: a degree in either engineering or business field is required. Moreover, additional training in operations or productions is highly valued. • Experience: it is desirable to have two years of experience. 	

4.2. THE MOST REQUIRED LESS-QUALIFIED JOBS

	Job Position	Description	Requirements valued (Education, experience and skills)	Otros aspectos destacados
1	Warehouse Manager	The Warehouse Manager is the professional responsible for the management of the store and optimum use of the space. This professional sees to the correct functioning of the movements of reception, location, purchase order and load preparation, and on occasion, transportation, whether internal (production lines) or external (with respect to clients).	<ul style="list-style-type: none"> • Education: it is recommended to have knowledge in warehouse management. • Experience: a minimum of one year's experience, up to a maximum of five year's experience can be required for this post. 	Skills such as customer orientation , flexibility and change management and concern for order and quality are essential. It is advisable to have knowledge of the sector which the work is performed in. It is appropriate to have capabilities to conduct monitoring processes and routine tasks.
2	Storekeeper	The storekeeper is the professional operative who carries out maintenance, storage and order forecast duties.	<ul style="list-style-type: none"> • Education: companies offer training in security and new storage techniques. • Experience: none required. On occasion however, a year's experience in a similar position is required, including in the operation of forklift trucks. 	
3	Forklift Truck Operator	The forklift truck operator is the professional who carries out maintenance, storage, product re-issue and store assembly line tasks. As stores automatise, professionals have to work in an increasingly more dynamic environment, managed by means of technological systems.	<ul style="list-style-type: none"> • Education: companies offer training in safety and warehouse management. • Experience: None require. Although, truck driving license is required. 	

05. Conclusions and future prospects

New opportunities



- The logistics industry is promoting recycling, reuse and product prefabrication, causing increased activity in the collection and processing of products, and opening new opportunities in this field. It is estimated that these processes still have a high potential for optimization, improvement of logistics and reduction of environment impact.
- The current context of competitiveness and globalization, the new customer demands and the reduced products life cycles promote the logistics management as a key differentiator in business.
- The growing development of e-commerce has significant opportunities in all activities related to the logistics field since companies have to adapt to new customers needs and preferences.
- The increase in exports and companies internationalization require a reorganization of logistics activities to facilitate the distribution of its products.
- The continued incorporation of technological advances in the logistics process will facilitate the setting up of new markets, companies and supply chains.

Logistics Sector professionals



- The specialized training for professionals is increasing in emerging countries due to the relocation of production processes and innovation in these regions.
- The rise of trends such as reverse logistics, intermodal and new technologies applied to the sector is performing the emergence of employment. In this regard, in the short term, it is expected that the demand for transport experts will be largest due to the growing demand for combining several transportation systems (intermodal) in the distribution processes.
- Practitioners will need to acquire new knowledge and training in technical, commercial and operational skills.
- Continued growing demand for professionals capable of designing and implementing solutions, with a global vision, aimed at optimizing the logistics function, many of which incorporate technology tools and systems that integrate the various existing processes.
- The logistics market is increasingly international. Therefore, professionals with knowledge in other languages such as English are highly valued.

Alerts



- The current training offered for both higher education and professional training is still not adapted to new trends and recruitment needs of the logistics market. Furthermore, it seems that young people have little knowledge of the several employment possibilities offered by the logistics sector.
- Companies have to face excessive regulation of the sector in taxes and other regulatory issues at both national and European level. However, some companies can not meet all the requirements due to its lack of resources and this can result in lost of competitiveness.
- The business sector in Spain and Catalonia is characterized by the large number of small and medium enterprises, many of which lack the capability to perform logistical innovations. In addition, many of these companies are in the process of improving the production process and adaptation of the service, still having a very operational vision of the field of logistics.
- The progressive automation of some logistic processes could end up reducing, in the long term, the demand for less-qualified jobs.
- The lack of a comprehensive rail infrastructure development creates a certain dependency on road transport and, consequently, an increase in transport costs as well as a greater environmental impact.

Strengths



- Catalonia has a complex network of logistics, infrastructure and specialized companies. Likewise, the Barcelona area concentrates most of the major infrastructure (port, airport, railway centers) and logistical areas. The Catalan region is considered the first logistics center in Southern Europe.
- Given the growing importance of the logistics industry as a differentiating factor in the competitiveness of many companies, governments are driving new initiatives and activities to promote the position of domestic enterprises in the global market.
- The involvement and commitment of public and private organizations to establish a training framework adapted to the needs of the sector institutions. A good example of this is the new working group on training in logistics and transport in Catalonia and the creation of new vocational training courses linked to the sector.

The future of the logistics sector is to adapt the training offer to the reality of the logistics market, and promote specialization and professionalization of employees according to new trends and requirements of the sector.

06. Articles and consulted reports

Sources: Latest data available. INE; IDESCAT (*Statistical Institute of Catalonia*); *Equip Humà*; *Ministerio de Fomento de España*; *Ajuntament de Barcelona*; *Ministerio de Industria, Energía y Turismo de España*; *Observatori de la Logística*.
Press: *La Vanguardia*; *Cinco días*; *Europa Press*; *Diario Expansión*.

Articles:

Cds (2015). “Cuatro comunidades autónomas concentran el 60% de las empresas logísticas en España”. *Cadena de Suministro*.
Zibaoul,A.(2015) “Barcelona,hub logístico mediterráneo”. *Economía Digital*.
Perfiles más demandados para 2015. *Randstand*.
(2015).“La ocupación juvenil crece un 5% en el sector logístico en España”. *El Economista*.

07. Sectorial complementary Webography

- ✓ European Logistics Platform.
<http://www.european-logistics-platform.eu/>
- ✓ *Observatori de la Logística Catalunya*
http://www.cimalsa.cat/observatori/observatori_en.htm
- ✓ *Barcelona Centre Logístic de Catalunya*
<http://www.bcncel.es/en/>
Fundación ICIL
<http://www.icil.org/>
- ✓ International Logistics and Material Handling Exhibition
<http://www.silbcn.com/en/sil2016.html>
- ✓ European Logistics
<http://www.logistics-alliance.eu/>
- ✓ *Logística y transporte*
<http://www.logisticaytransporte.es/>

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