

## Newsletter 5 – Interview with Markus Mau

A group of eight Universities and Associations, coordinated by the University of Craiova, participates in LogMaster, an Erasmus + Project whose goal is to develop an innovative and modern Master's degree program in SCM aligned with the ELA Standards which features the use of digital educational tools. The list of the Project partners is shown at the bottom of the page.

Today we have the opportunity to speak with Markus Mau, president of the European Logistics Association (ELA), about the Logmaster project.

Question: Logmaster is a Logistics Master's program that uses the ELA standards as a reference. How do the ELA standards contribute, and how important is their application in the Master's program for the European Logistics Association?

The ELA standards are the reference in logistics knowledge. They span from strategy to operations and were developed and kept up to date by logistics professionals. Therefore using the standards as a cornerstone for Logmaster is an excellent choice that guarantees the quality and completeness of the program, whereas for ELA is a recognition of the importance of the standards.

Question: Logmaster is a training program aiming to provide a strategic perspective on logistics and supply chain in management positions. How can this program impact their work areas?

Very much indeed. Strategy is not an isolated activity. It is spread through all the business processes. Providing managers with a strategic perspective on logistics and supply chain management improve the alignment of the processes and foster innovation and cooperation among the different areas.

Question: Virtual Reality is a technology used in Logmaster. What benefits do you think it brings for education and training?

Virtual reality is meant to be a key technology in logistics training. It allows us to perform activities such as warehouse operations in a near real environment without risk or disruption, therefore improving the safety and productivity of the workers from the start.

Question: Finally, do you think logistics and supply chain training meets the needs of industry? How can Logmaster contribute?

It is difficult to make general statements and there is always room for improvement. The logistics Industry has gone through paramount changes in the last twenty years, with technology, e-commerce, etc. being drivers of that change. Training has evolved as well, but sometimes industry changes go faster than training. Besides there are not that many programs focused on SCM strategy and this is a valuable contribution from Logmaster.

Thank you very much.

The LogMaster project is a result of the collaboration of the following entities: University of Craiova (Romania, acting as Coordinator); University of Applied Sciences (Austria); University of Technology and Economics Budapest (Hungary); Romanian Logistics Association (Romania); European Logistics Association (Belgium); University of Lisbon (Portugal); Heilbronn University of Applied Sciences (Germany); Catholic University of Sacro Cuore (Italy)



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