



The architects of Ghana's International Trade

GHANA INSTITUTE OF FREIGHT FORWARDERS

ACHIEVING PORT EFFECIENCY & PAPERLESS CLEARANCE AT GHANA'S PORTS

“...a problem well stated is half solved” - Charles Kettering

- ✓ Copious amount of WILL
- ✓ Processes were Mapped
 - ✓ Algorithms Created
- ✓ Resources Commandeered
 - ✓ Technologies Deployed
 - ✓ Fair share of Training
 - ✓ Roll Out!

CRITICAL FACTOR

ATTITUDE

IGNORED [X]

✓ UNDERRATED

HOPE!

Not a Strategy!

...and it SHALL Never Be!!

**The THINKING within the Box:
“ATTITUDE Driving Technology”**

The THINKING without the Box:

**“Technology INFLUENCING the Environment within
which ATTITUDES are normed”**

“We would not have made the economic progress if we had not intervened on very personal matters. Who your neighbour is, how you live, the noise you make, how you spit or where you spit”

-Lee Kuan Yew

People Will NOT Come Around

**The Pacifist approach has not been proven
anywhere, Ghana will not stand out.**

We must be Purposeful

- **Technology to Enforce Compliance**
 - **Time Release Modules**
- **Solution Driven Service Level Agreements**
 - **Key Performance Index**
 - **Document Directives**

When we succeed in codifying behavior in and around the port system, we would have succeeded in setting in motion building blocks of the culture of ethical behavior that will give us an Efficient Port.

Thank You