



FINNISH FREIGHT FORWARDING  
AND LOGISTICS ASSOCIATION

# Our strategy in 2023– 2025

# We updated our strategy 2023–2025



**FIFFLA's goal** is a successful and evolving Finland that seamlessly acts as part of the global market.

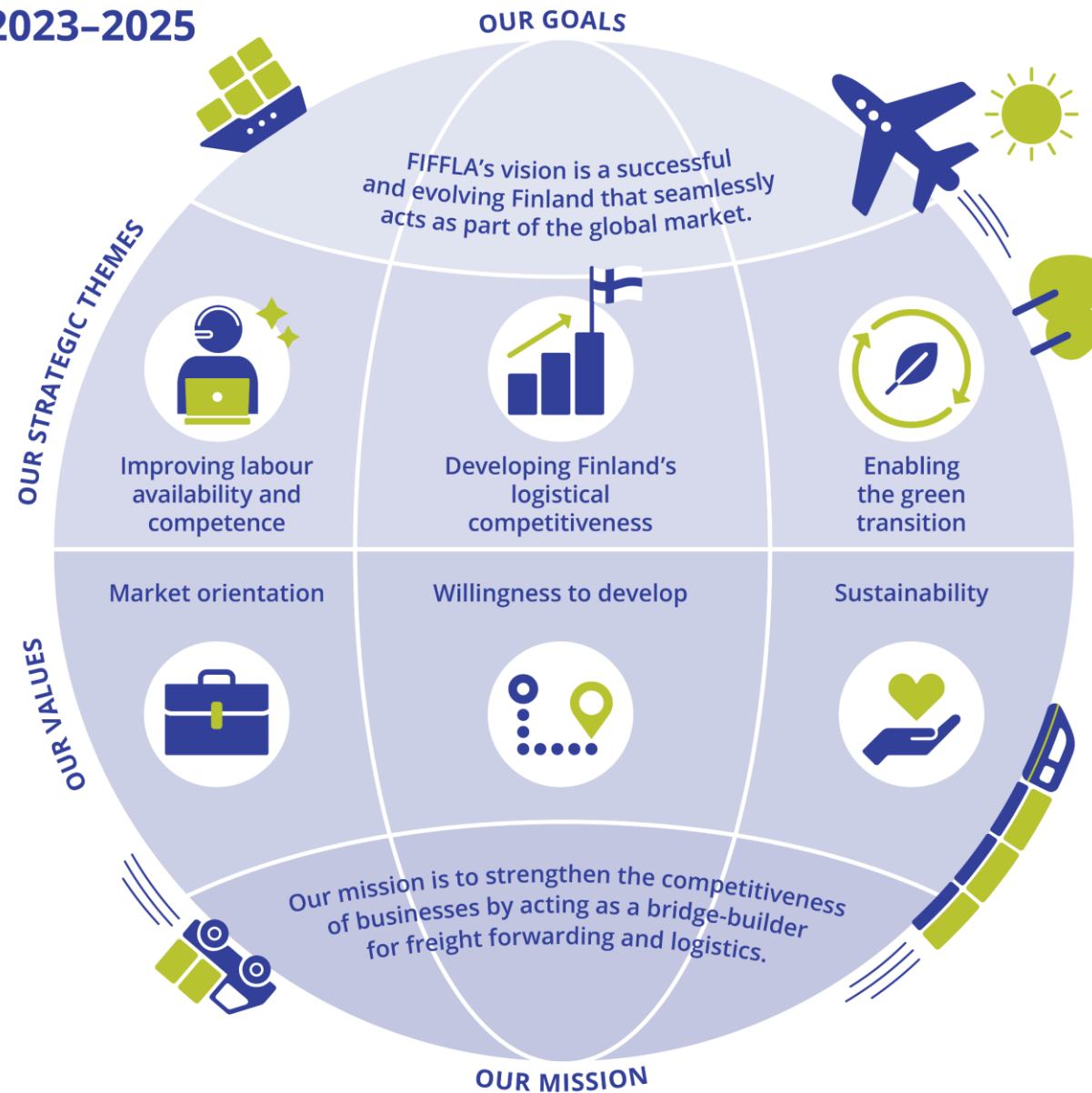


**Our mission** is to strengthen the competitiveness of Finnish businesses by acting as a bridge-builder for freight forwarding and logistics.



We carry out our mission by focusing on **three strategic themes >>>**

# FIFFLA's strategy in 2023–2025



# Developing Finland's logistical competitiveness

Finland depends on foreign trade while having a challenging geographical position. Developing Finnish businesses' logistical competitiveness and securing supply chains (both in Finland and outside Finland) is extremely important. The competition among businesses within the freight forwarding and logistics industry must also be secured.

## Our goals

1. Ensuring that Finland's special geographical position is better taken into account in EU legislation and regulations concerning the freight forwarding and logistics industry
2. Promoting Finland's attractiveness from the perspective of the functioning and efficiency of transport and logistics (taxation, infrastructure, labour market environment, etc.)
3. Increasing the understanding of decision-makers, authorities and other stakeholders on the role and operating principles of the freight forwarding and logistics industry
4. Enabling the secure and responsible implementation of Finland's foreign trade in accordance with EU customs and sanctions legislation

# Improving labour availability and competence

The availability of drivers has decreased significantly. Due to the ageing population, the number of new professionals continues to fall. The digitalisation and automation of the industry requires new competencies. The current education system does not produce enough professionals for the freight forwarding and logistics industry. On-the-job learning must be supported.

## Our goals

1. Improving the employee attraction and retention of the freight forwarding and logistics industry
2. Ensuring the availability and mobility of competent workers
3. Increasing the diversity of the workforce
4. Influencing education and training as well as curricula
5. Ensuring good industrial relations for the industry and the entire supply chain

# Enabling the green transition

The freight forwarding and logistics industry promotes the curbing of climate change and adapting to it and also reduces biodiversity loss. We are committed to working towards Finland's carbon neutrality target for 2035 and fossil-free transport by 2045. We lay a foundation for businesses in the industry to move towards greener logistics, and we do this in a way that enables solutions that are sensible and economic from the perspective of competitiveness.

## Our goals

1. Enabling the green transition of freight transport in a financially sustainable way
2. Promoting the adoption of sensible new technologies and energy solutions by the logistics industry
3. Increasing members' competence and general awareness of the opportunities and effects of the green transition
4. Influencing the standards and indicators required by the green transition



# Our values

## Market orientation

We believe that a free market economy and competition allow businesses to be the most successful both in Finland and internationally.

## Willingness to develop

We are professionals and improvers of society who are willing to develop. We develop the best solutions together with our stakeholders. We encourage our member companies to invest in development.

## Sustainability

We believe that sustainable businesses will find success. We want to help businesses in the freight forwarding and logistics industry be sustainability trailblazers. We promote the green transition.





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# Thank you!

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