



The Chartered
Institute of Logistics
and Transport

APR - JUN | 2026

WILAT INDONESIA



BULLETIN



Women in Logistics
and Transport
Indonesia



Women in Logistics
and Transport

Initiated globally in 2010 and launched in 2013, WiLAT has grown to nearly 4,000 members across 40 countries. WiLAT Indonesia was initiated by SE Asia GVC Ts. Dr. Hjh. Zawiyah Abdul Majid, FCILT, and its launch on March 8, 2021, was officially officiated by WiLAT Global Chairperson Gayani de Alwis, FCILT. Originally led by Founding Chair Juliana Sofhia Damu, FCILT the chapter is currently chaired by Nurmaria Sarosa, CMILT. Comprising logistics and transport professionals, WiLAT Indonesia actively empowers local MSMEs through skills training and webinars, while engaging broader community supporters via its "WiLAT Friends" network.



Meet The Editorial Team

Advisor : Nurmaria Sarosa

Publisher : • Nining Musikarini
• Fina Muti'ah

Contributors : • Netty Sri Rejeki, CMILT
• Nurmaria Sarosa, CMILT
• Debbie Jean Torree, CMILT
• Dr. Berty Argiyantari, FCILT

HONORARY BOARD



Dr. Hj. Nurhayati Ali Assegaf
Founder,
Nuraa Women's Institute



Polana B. Pramesti
President Commissioner,
PT. Gapura Angkasa



Dr. Yuliantini, AMTrU, MM
Rector,
ITL Trisakti



Noni Sri Aryati Purnomo
Commissioner President,
Bluebird Group Holding

HONORARY BOARD



Tara Hidayat
Director of Human Capital,
Samudera Indonesia



Ivy Kamadjaja
Deputy CEO & CMO,
Kamadjajaj Logistics

ADVISOR BOARD



Iman Gandhi, FCILT
President CILT



Juliana Sofhia Damu, FCILT
WiLAT GVC Southeast Asia



**Nurmaria Sarosa, CMILT
Chairperson**



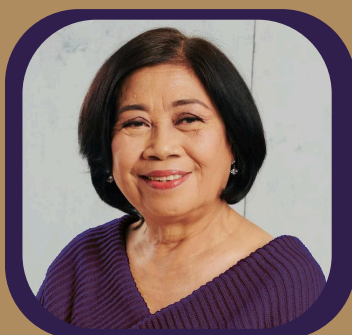
**Ida Helida Darnis, CMILT
Vice Chairperson**



**Dr. Berty Argiyantari, FCILT
Vice Chairperson I &
Head Leadeanship Division**



**Prof. Dr. Sri Tutie Rahayu,
MSi, CMILT
Vice Chairperson 2**



**Siti Ariyanti, CMILT
Vice Chairperson 3**



Debbie Jean Torree, CMILT
General Secretary



Minnie Hartati Arief, CMILT
General Treasury



**Rachmawati Wangsaputra,
Ph.D, CMILT**
Empowerment Division



Netty Sri Rejeki, CMILT
HSE & Green Action



Dr. Liane Okdinawati, CMILT
Institutional Relations



Feby Hayden
Public Relation & Events



Siti Rohana, CMILT
Government Relations



Zaetun Zaf, CMILT
Sponsorship & Fundraising



Lisa Yulia, CMILT
Award Division



**Dr. Melia E. Lestari, ST,
MT, CMILT**
Chairperson WiLAT West Java



Nining Musikarini, CMILT
Executive Director



Dr. Magdalena Wullur, CMILT
Head Judge
Star of WiLAT Indonesia

TABLE OF CONTENTS

01 Meet the Editorial Team

02 Honorary Board and Advisor Board

Intro

04 WiLAT Indonesia's Committee

committee

09 Articles from Our Contributors

articles

15 WiLAT Indonesia's activities

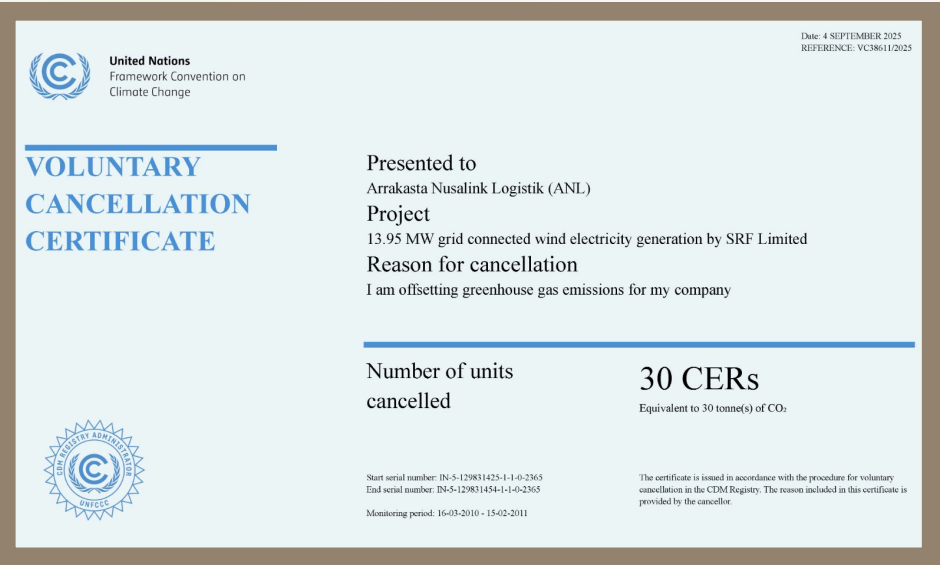
activity

LEADING GREEN LOGISTICS WITH PURPOSE

By Netty Sri Rejeki, CEO of Arrakasta Nusalink Logistics

At ANL Logistics, we believe that logistics is not only about moving cargo, but also about moving our industry toward a more responsible and sustainable future. As a company specializing in heavy equipment and project transportation, we understand that logistics plays a vital role in economic growth, but it must also respond to environmental challenges with practical action. ANL publicly presents itself as a provider of eco-conscious logistics solutions with a commitment to sustainability.

Our ambition is to strengthen ANL Logistics as a pioneer of green logistics in Indonesia. This direction was made visible early in April 2023, when ANL publicly announced its environmentally friendly expansion plan and its readiness to add new lower-emission fleet assets as part of its green business direction. The announcement also emphasized ANL’s intention to maintain its status as a pioneer of environmentally friendly logistics.



This commitment continued in June 2025, when we launched ANL HIJAU and strengthened our sustainability journey through participation in the United Nations Global Compact. Our progress was further reinforced in September 2025, when ANL received a UNFCCC Voluntary Cancellation Certificate confirming the cancellation to offset the company’s greenhouse gas emissions.

Our role was further highlighted in Jakarta in February 2026, when Green Logistics Talk 2026 brought together ministries, government agencies, industry, and academia to discuss Indonesia’s low-carbon logistics future.

At ANL Logistics, we know sustainability is a journey, not a single achievement. But we remain committed to taking practical steps that help build a greener and more responsible logistics future for Indonesia.





Driving the Future: How Gender-Inclusive Land Transport Accelerates Indonesia's Net-Zero Vision

Indonesia's transport transformation is no longer defined solely by vehicles, infrastructure, or technology. At its core, it is about people. As the country accelerates the adoption of electric vehicles (EVs), digital logistics, and sustainable mobility solutions, a critical shift is required: building a gender-inclusive workforce that can drive innovation and long-term resilience.

Women's participation in land transport should not be viewed as a social initiative alone—it is a strategic enabler of decarbonization. By actively encouraging women to enter emerging roles such as EV technicians, fleet data analysts, battery depot managers, and logistics technology specialists, Indonesia can simultaneously advance its net-zero ambitions while creating high-quality, future-ready employment opportunities.

However, achieving this vision requires overcoming longstanding perceptions that transportation is a male-dominated industry. Through targeted advocacy, structured mentorship programs, and visible role models, the sector can challenge outdated stereotypes and create pathways for greater female participation. When women occupy leadership positions in logistics companies, transport operators, and mobility service providers, they demonstrate that success in the industry is determined by competence, innovation, and leadership—not gender.

The benefits extend beyond representation. Research consistently shows that diverse teams deliver stronger operational performance. Across dispatch operations, fleet maintenance, customer service, and safety management, gender-diverse teams often achieve higher productivity, improved compliance, and better risk management outcomes. In Indonesia, transport operators that have promoted women into operational leadership roles have reported stronger adherence to standard operating procedures, enhanced teamwork, and improved workplace culture.

These advantages are particularly relevant in the transition to green transport. Effective EV fleet management requires precision in charging schedules, route optimization, energy efficiency, and safety oversight. Diverse perspectives contribute to better decision-making, helping organizations reduce emissions, lower operating costs, and improve service reliability. The result is not only environmental benefit but also measurable business value through increased efficiency, reduced energy waste, lower insurance costs, and stronger customer confidence.



Gender inclusion also plays a vital role in advancing the Sustainable Development Goals, particularly SDG 5 on Gender Equality. Expanding women's access to skilled employment in transport and logistics generates broader socioeconomic benefits, including higher household incomes, greater educational opportunities, and stronger community resilience. At the same time, diversity has become an increasingly important component of Environmental, Social, and Governance (ESG) performance. Investors, customers, and government procurement programs are placing greater emphasis on workforce inclusivity and equitable employment practices. Companies that foster diverse talent pipelines are better positioned to attract investment, secure green financing, and participate in global sustainable supply chains.



To translate ambition into action, Indonesia needs a clear three-pronged strategy:

- First, strengthen education and workforce development. Technical schools, polytechnics, and industry training programs should actively encourage girls and young women to pursue careers in EV technology, telematics, logistics analytics, and transport operations.
- Second, create supportive workplaces and enabling policies. Safe facilities, equitable shift arrangements, family-friendly practices, and zero-tolerance policies toward harassment are essential to attracting and retaining female talent across the sector.
- Third, establish accountability through measurement and reporting. Organizations should set clear diversity targets, monitor progress, and integrate workforce inclusion metrics into their ESG reporting frameworks.

With collaboration among government agencies, industry associations, educational institutions, and private-sector operators, women can become key drivers of Indonesia's sustainable transport future. A gender-inclusive workforce is not merely a matter of equity—it is a competitive advantage. By embracing diversity today, Indonesia can build a cleaner, safer, more resilient, and globally competitive land transport sector on its journey toward Net Zero 2060 and beyond.



Building a Smart Digital Supply Chain: Reflections from the Academic Podium

By Debbie Jean Torree, CMILT
General Secretary

The Field Reality Behind Technological Sophistication

Today, Artificial Intelligence (AI), data analytics, and the Internet of Things (IoT) dominate supply chain discussions. However, no matter how sophisticated the technology, it will become a failed product if it is not rooted in actual problems on the ground.

This was reflected in the sharpness of the interactive discussion that day. UNMAHA students were not merely captivated by algorithms; rather, they highlighted tangible operational challenges: ranging from last-mile delivery delays and warehouse inefficiencies, to digitalization barriers for SMEs with limited budgets.

A New Mindset: Start with the Problem

Entering the middle of this decade, my message to the next generation is very simple: master the technology, but always start with the problem.

Today's system developers must go straight to the source—listening to warehouse staff, drivers, and SME owners before designing a solution. In an archipelago like Indonesia, logistics efficiency is not just about smooth business operations; it is the lifeblood of national economic competitiveness. Innovations must be created to cut operational costs and accelerate delivery times.



"Students today are not just future programmers. They are future problem-solvers. The true value of Information Technology only emerges when it is able to answer real business and social needs."



Synergy for Real Impact

The transformation toward smart logistics demands cross-sector collaboration. The presence of Karin Suparjan, representing WiLAT and CILT, underscored the importance of professional organizations in bridging students with global best practices.



Quality as Strategy: Building a Culture That Drives Growth in Logistics

By: Dr. Berty Argiyantari, CSCP, FCILT – Consultant Executive INOVERSI



From Cost Center to Competitive Weapon

In the modern logistics landscape, service quality has evolved far beyond a support function—it is now a strategic imperative. Providers no longer compete on speed or price alone; they compete on consistency, predictability, and trust. Every shipment is a promise. When fulfilled, that promise deepens customer relationships. When broken, the ripple effects extend well beyond a single delayed box—supply chains stall, costs balloon, and hard-won trust erodes overnight.

Leading logistics companies understand this. They treat quality not as the domain of operations or quality assurance departments, but as a core strategic capability—one that underpins operational excellence and fuels sustainable growth. Because customers are not buying trucks or tracking software. They are buying certainty: on-time delivery, error-free documentation, safe handling, real-time visibility, and swift problem resolution.

Organizations that weave quality into every workflow, and empower every employee to own it, build operations that are not only more resilient but also more trusted. And in an industry where competitors can replicate fleets, warehouses, and platforms, consistent service quality remains one of the few truly defensible advantages.

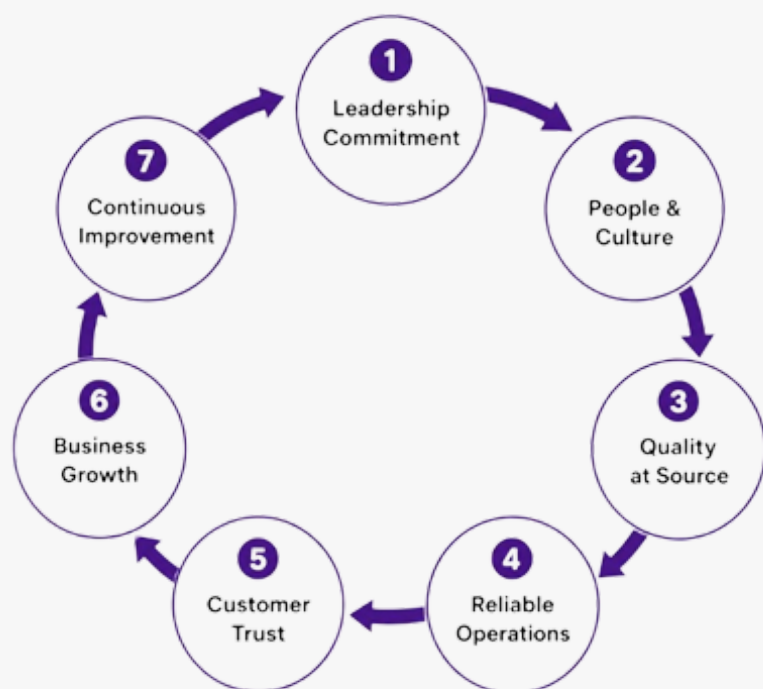
The logistics industry has reached a critical inflection point. Supply chains are more interconnected than ever, and customer expectations have risen to near-impossible standards: speed, visibility, and reliability must now coexist across vast, integrated networks. Yet despite pouring billions into digital transformation and capacity expansion, many logistics providers continue to struggle with the same persistent failures—late deliveries, inaccurate paperwork, damaged goods, fragmented tracking, and rising complaints. Worse, as networks scale, these failures multiply in frequency, cost, and complexity.

The conventional response has been to layer on more inspections and control points. But inspection is not prevention. It catches errors after they happen; it does not stop them from happening in the first place. The real challenge for logistics leaders today is no longer how to inspect quality more rigorously, but how to embed quality into every process **before** failures occur.



From Cost Center to Competitive Weapon

Assets can be copied. Culture cannot. Trucks, routing algorithms, and distribution centers are commodities over time. What sets enduring logistics leaders apart is their ability to execute flawlessly at scale—day after day, shipment after shipment. That is where the **Quality Culture Flywheel** comes in.



Quality Culture Flywheel

The Quality Culture Flywheel is not a one-time initiative or a quality improvement program. It is a self-reinforcing management system that transforms operational discipline into sustainable competitive advantage through seven interconnected stages.

1. Leadership Commitment

Quality becomes sustainable only when leadership treats it as a business priority, not a departmental checkbox. This is the spark that ignites everything else.

2. People & Culture

That commitment cascades into the workforce—from warehouse operators and dispatchers to drivers and customer service agents—embedding quality into every decision, every process, and every interaction.

3. Quality at Source

Instead of catching mistakes downstream, quality is engineered at the point of origin: labels verified before dispatch, documents double-checked, cargo handling standardized, and delivery data validated in real time. Errors are prevented, not fixed.

4. Reliable Operations

With quality baked into the value chain, disruptions decrease, variability shrinks, and service performance becomes consistently predictable across the entire network.

5. Customer Trust

Consistency builds the most precious asset in logistics: trust. Customers stay loyal not because of a provider's fleet size or tech stack, but because the provider delivers on its promise—every time, no matter the complexity.

6. Business Growth

Trust drives retention, larger contracts, and premium positioning. That growth, in turn, generates the resources needed for continuous improvement—upskilling talent, strengthening standards, expanding digital visibility, and accelerating innovation.

7. Continuous Improvement

Business growth enables continued investment in people, digital capabilities, process standardization, and innovation. These improvements strengthen operational performance while reinforcing leadership's commitment to quality, allowing the cycle to begin again at a higher level of capability.

From Cost Center to Competitive Weapon

Each stage reinforces the next, creating a cycle in which leadership, culture, operational excellence, customer trust, and business growth continuously strengthen one another. Over time, this compounding effect transforms quality from an operational function into a strategic capability that is difficult for competitors to replicate.

For logistics companies, the strategic question is no longer whether quality should be improved. It is whether organizations can build a culture in which quality becomes the foundation of every operational decision and every customer promise.



WILAT INDONESIA ACTIVITIES

OUR ACTIVITIES



As part of its 5th-anniversary celebrations, the WiLAT Indonesia management board conducted a site visit to Patimban Port in Subang. The trip was supported by PT. Blue Bird Tbk, who generously provided a 14-passenger minibus for the occasion.



WiLAT Indonesia and Unmaha signed an MOU during the university's graduation to collaborate on CSR, student education, and career opportunities within the WiLAT network.



To mark its 5th anniversary, WiLAT Indonesia hosted a grand celebration at the National Library attended by members, partners, and VIP guests. Highlights included a talk show, cultural performances, an MSME bazaar, and the Star of WiLAT 2025 awarding.



WiLAT Indonesia attended a prep meeting with main sponsors LogiSYM and Deutsche Messe ahead of the Indonesia Supply Chain Exhibition & Symposium (Nov 25–27, 2026, at NICE PIK 2).

OUR ACTIVITIES



The Chairperson of WiLAT Indonesia was invited to speak at a Focus Group Discussion (FGD) organized by Policy+ at Le Meridien Hotel. The event was attended by various industry professionals and Policy+ partners.



Our Vice Chairperson, Treasurer, and Executive Director recently represented WiLAT Indonesia at the 3rd APTRINDO National Conference. They joined an insightful talk show focused on ODOL policies and the latest BPS 7/2025 KLBI regulations.



WiLAT General Secretary Debbie Jean Torre, CMILT, presented a seminar on the 'Smart Digital Supply Chain' to Information Systems students and faculty, including Rector Tri Atmodjowati, at Unmaha's Kalibata campus.



As Global Green Practices Champion, the WiLAT Indonesia Chairperson coordinated a WiLAT Global webinar on low-carbon logistics, featuring case studies from Türkiye and Azerbaijan.

Follow our social media

 [wilatindonesia](#)

 [wilat.indonesiakepri](#)

 [cilt_indonesia](#)

 [ciltnextgenerationindonesia](#)

 [WiLAT Indonesia](#)

Send your thoughts and comments on WiLAT Indonesia Bulletin to wilatindonesia2021@gmail.com (Deputy Editor)