



SHARING  
EXCELLENCE

# TRAINING CATALOG

VOLUME 6

**FREIGHT & LOGISTICS**

2021 Edition





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# BIRTH OF IFF

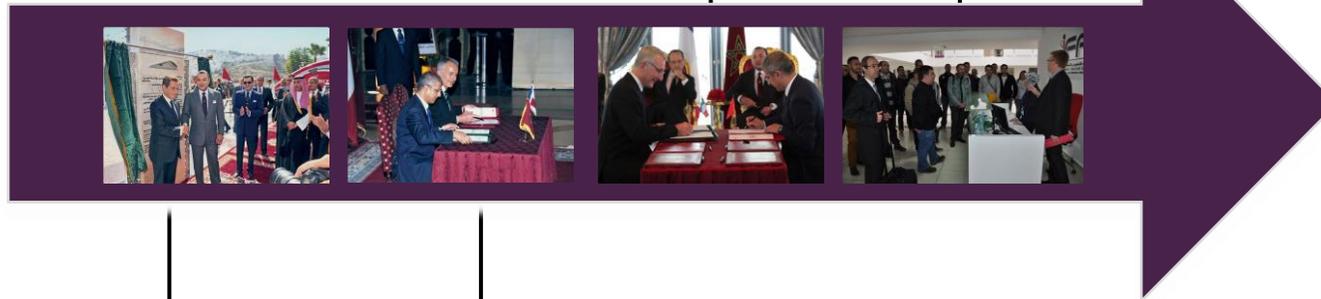
ONCF and SNCF, engaged in a **sustainable partnership**, have enabled the successful operation of **the first high-speed link of the African continent**.

**April 2013**

Final MOU for the creation of the IFF

**March 30, 2015**

First training sessions



**October 2007**

Intergovernmental agreement for the creation of the Tanger-Casablanca LGV.

**September 2011**

Preliminary MOU for the Establishment of the IFF

From this partnership, serving the success of the high-speed line, was born the railway Training Institute (IFF), which had the privilege of being entrusted with **the training of the operators of the high speed**.

The Institute's vocation is to be **a reference player in rail training**. It offers an extensive catalogue of all the skills that are useful for conventional or **high speed rail operations**, as well as **rail freight** and **logistics**, but also available for **urban and peri-urban transport**.

The trainings provided by IFF aim for **excellence** and are intended for the employees of the rail and guided transport actors.

# MISSIONS AND VALUES

Four values guide our action : **Customer orientation, Sharing, Excellence and respect.**

We have defined them jointly with our trainers and referents, which provide training and share their expertise under this spirit.

Their concrete realization is the focus of our attention.



# GET TRAINED AT IFF

**Rabat**, capital of Morocco is the great political and administrative center of the country, where the royal palace, government authorities and embassies are located.

Rabat is also a commercial and industrial city where tourism and local crafts play a major economic role.

Located in the north of the country, on the **Atlantic coast**, on the left bank of the mouth of the **Bouregreg** and facing the city of Salé, Rabat is a capital where life is good.

It has been the seat of Mohammed V University and several cultural and educational institutes, such as **IFF since 2015**.



*Kasbah of Oudayas*



*Rabat downtown*



## Mediterranean climate

- Average maximum temperature: 21.9 °C
- Average minimum temperature: 12.5 °C



## Official languages

- Arab
- Amazigh

## Spoken language

- French



## Currency

- Moroccan Dirham (MAD)



## Landmarks

- Tour Hassan
- Kasbah of Oudayas
- Chellah
- The National Library
- The National Theater
- Etc.

# GET TRAINED AT IFF

## An ideal geographical location

Located in the very heart of the **Agdal district** in Rabat, the Railway Training Institute ( IFF) is a 5-minute walk from the **Rabat-Agdal train station**.

The area is also well served by public transport:

- **Tramway**, Avenue de France station
- Various lines of **buses and taxis**



## Educational resources

Covering an area of **3 000 sqm**, IFF has been designed to offer its trainees a warm welcome and a work environment conducive to learning:

- **18 training rooms** including 8 equipped with interactive digital boards (**TNI**) spread over 2 floors
- **7 practical work rooms** with **educational models**
- **A multifunctional driving simulator** composed of:
  - 6 independent driving cabins
  - 2 instructor positions
  - 1 observer post

It makes it possible to reproduce the driving consoles of several machines in various configurations, such as:

- **E1400 ONCF locomotive** (ALSTOM Prima II locomotive) in Freight or Passenger configuration
  - **Electric Multiple Unit (TSR - ANSALDO BREDA)** in single or double unit
  - **High speed Train (Alstom Avelia – Euroduplex)** in single and double configuration
- **A wifi connection** available to all trainees
  - **A restaurant area** completely renovated in 2019

# THEY RECOMMEND OUR TRAINING

**Jean Robert AVATOLI – Railway HRD At SETRAG (Gabon)**

*«I The training modules provided and the modern teaching methods make the IFF a suitable environment for developing excellence skills. »*

**Abdoul Aziz DIOP– Engineer - Project manager at ANCF - Senegal**

*«This institute has allowed us to have a global vision regarding training in the railway sector and we believe that Senegal, ONCF and IFF will in the future be able to establish a collaboration to train railway workers in Senegal. »*



**Ahmed BENSAID –Stationmaster at ONCF**

*«On behalf of our 2019 stationmaster promotion, I would like to thank IFF for the efforts that allowed us to have a good time at the institute. This training took place in good conditions thanks to the magnificent instructors and to the IFF staff.»*

**Houria BENNI SADOUKI – Training manager at SNCF ( France)**

*« As a sponsor of this new learning journey, I could see that beyond the theme, this group work allows participants a real collective work which develops their listening, analysis and synthesis skills and offers the opportunity to discover a multicultural working environment. The support and methodology of the training coach make it easier to step back and make this experience a real moment of personal development. »*

**Christian MAGNI – Assistant Director of SETRAG (Gabon)**

*«I was pleased to spend two training months at IFF to acquire knowledge in rail exploitation field. Thanks to this training, I've been appointed Assistant to the CEO of SETRAG. »*

\* All the modules we offer are systematically subject to a trainee satisfaction test.

# THEY TRUST US



# MANAGEMENT HEADWORD



Represented by  
Mr Karim Eddine CHENNOUF



Represented by  
Mr Christophe MARTIN



Chairman of the  
Management Board



General  
Manager



IFF is a limited company registered under the Moroccan law, with a Management Board and a Supervisory Council, held at parity by ONCF and SNCF

## THE RAILWAY TRAINING INSTITUTE SHARING EXCELLENCE

The Railway Training Institute (IFF) opened its doors on March 30, 2015 in Rabat.

Co-developed by SNCF and ONCF, our training courses – more than a hundred - aim to be **innovative**. They are led by the **best specialists** from both companies, as well as by **selected partners**.

From the first months, the commitment of the shareholders and the entire team were able to make the institute a success.

Thus, since 2015, nearly **6.000 trainees yearly**, mainly from SNCF and ONCF, benefit from our training.

In 2017-2018, **more than 17.000 training days** were dedicated to preparing the operation of **high-speed line** in Morocco.

The year 2020 marked a new stage through the development of **distance learning** (virtual classes), thus constituting the first phase of a digitizing content process.

An **85% satisfaction rate** expressed by interns illustrates the ambition for excellence that drives us. These results are shared with limited partners who trust IFF.

Since its creation, IFF has been able to attract the confidence of new operators from **France, Spain, Morocco** in addition to some **West African countries**, in particular **Gabon, Senegal and Ivory-Coast**, by relying on its know-how to develop adapted training.

We are extremely proud of this confidence and the achieved results.

# TRAINING FORMS

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## FREIGHT & LOGISTICS

This training will allow trainees to know the basics of logistics, to master the language of the trade, to learn operations and to consider the constraints related to the trade of logistics and to define the theoretical rules which set the implementation strategy, the development and management of a logistics warehouse.

It will also make it possible to know all the uses of IT tools relating to customs operations, flow management operations, operations to prepare customer orders, calculate and optimize all costs at the logistics production unit, to control the costs of management and production (in particular the operational management of the production chain, continuous improvement, and the management and rationalization of resources) and to develop a Win Win business relationship.

At the end of the day, Trainees will be able to develop a prospecting plan and apply the methods of preparing for prospecting and sales interviews.

# INTRODUCTION TO LOGISTICS ACTIVITIES AND PROFESSIONS



## TARGET AUDIENCE

Managers hired or promoted for about 3 years.



## GOALS

- Learn about the basics of logistics and visualize the entire logistics chain
- Know the different trades and activities practiced within logistics production sites.



## PREREQUISITES

None.



## EDUCATIONAL MODALITIES

Exercises, theory presentations, case studies, visits of ONCF worksites, peer to peer exchange.



## DURATION: 4,5 Days



## PROGRAM

- Understand the concept, areas and trades of logistics
- Know the current trends in logistics, the impacts on Supply Chain Management professions and organizations - Identify the challenges and problems of logistics in the company, know the regulatory aspects of logistics
- Know the different means of handling, the different storage solutions, the various infrastructure related to logistics, storage and preservation conditions, principles of organization of physical stock
- Understand the management of procurement operations and purchasing and the process of preparing orders and monitoring indicators for this process
- Know the reception process and know how to react to malfunctions and management of shipping operations



• **Level 2 assessment:** Assessment of skills acquired at the end of training ➔ **Yes**

# IFF FL 02/ EN

## LOGISTICS WAREHOUSE MANAGER



### TARGET AUDIENCE

team leaders and / or operating managers.



### GOALS

To acquire the necessary knowledge for operational management of a logistic production site (economic management, regulations, management of production by indicators, adapt the organization of a site, manage teams).



### PREREQUISITES

- Have experience as a chief stock management team
- Have a basic knowledge of areas of management
- operational and economic of an activity logistics
- Have followed the IFF FL01 training course "Initiation to logistics activities and professions "



### EDUCATIONAL MODALITIES

Theoretical presentations, case studies, peer-to-peer exchanges.



**DURATION: 4,5 Days**



### PROGRAM

- Learn about the job of logistics manager (scope intervention, responsibilities missions)
- Master the various logistics processes (Out, Storage, Cross Docking)
- Learn logistics engineering calculating productivity
- Know the methods of calculating the workforce
- Define and calculate logistics areas
- Outsource a logistics activity know the issues technical and financial
- Know the different types of logistics contracts
- Know the WMS, TMS and ERP information systems

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➔ **Yes**

# CUSTOMS OPERATION MANAGER ON RAILWAY LOGISTICS SITE



## TARGET AUDIENCE

Operational having exercised at least for one year in a logistics department function.



## GOALS

Control customs procedure and its cogs at import and export.



## PREREQUISITES

Have the knowledge and initial skills in the fields of logistics and / or road transport or multimodal activities  
Have taken the IFF FL 01 course "Introduction to logistics activities and professions".



## EDUCATIONAL MODALITIES

Theory presentations, case studies, discussions between peers.



## DURATION: 4,5 Days



## PROGRAM

- Know the legal rules (customs conduct of goods, customs clearance, import, export, by boat, by land)
- Understand how the Store and Customs Clearance Area operate
- Establish and file a Single Goods Declaration
- Learn to manage Incoterms
- Knowing how to manage simplified temporary admission procedures containers
- Master the Economic Customs Regimes

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➔ **Yes**

# IFF FL 04/ EN

## PRODUCTION PROCESS



### TARGET AUDIENCE

Collaborators responsible for the management of executive production and / or mastery (station master, operations supervisor, supervisor).



### GOALS

Maîtriser des outils de la gestion de la production.



### PREREQUISITES

Control of train formation.



### EDUCATIONAL MODALITIES

Presentations theory, quiz, practical cases, discussions between peers.



### DURATION: 4,5 Days



### PROGRAM

- Define and identify the challenges of optimal management of the production
- Establish a train schedule through short forecasts and very short term
- Establish a standard, set it up and control it
- Perform task scheduling based on a existing standard
- Define and identify the challenges of the improvement process keep on going - Know how to map the processes
- Knowing how to use analytical methods (ISHIKAWA)
- Define and identify the challenges of feedback
- Understand the different stages of the management of railway production and their interactions.

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➔ **Yes**



## TARGET AUDIENCE

Sales representatives responsible for the promotion and sale of services (market managers and similar).



## GOALS

Market and master communication techniques in order to establish a positive business relationship with customers.



## PREREQUISITES

Master the technique of "freight" sales.



## EDUCATIONAL MODALITIES

Case studies, video projection, role plays and scenarios followed by a group debriefing, exchange of practices, group reflections and debates.



## DURATION: 4,5 Days



## PROGRAM

- Define the challenges of interpersonal communication and identify all its dimensions, within the framework of a commercial relationship (active listening, empathy ...).
- Learn the techniques of making appointments with customers.
- Prepare and structure the sales interview.
- Understand and master the rules and techniques of argumentation.
- Use the methods of trade negotiations.
- Manage the closing stage at the end of the sales process.
- Follow up on the sale and manage the various aspects related to after-sales.

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➔ **Yes**

# SALES PROSPECTING TECHNIQUES



## TARGET AUDIENCE

Sales representatives responsible for the promotion and sale of services (market managers and similar).



## GOALS

Understand and master the techniques of prospecting and sales in order to place a winning business relationship winning with customers.



## PREREQUISITES

Master the technique of "freight" sales.



## EDUCATIONAL MODALITIES

Case studies, video projection, role plays and scenarios followed by a group debriefing, exchange of practices, group reflections and debates.



## DURATION: 4,5 Days



## PROGRAM

- Set up a commercial prospecting plan
- Apply the interview preparation methods prospecting and sales (in-depth study of module FL 06 "Commercial communication techniques")
- Apply the methods of developing a negotiation (in-depth study of module FL 06 "Techniques of commercial communication ")
- Customer loyalty
- Manage negotiations effectively

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➔ **Yes**

# ECONOMY AND ORGANIZATION OF RAIL FREIGHT TRANSPORT



## TARGET AUDIENCE

Commercial executives or production managers.



## GOALS

- Allow each participant to integrate the global vision in its own perimeter
- Allow participants to identify innovative ideas achievable at their level.



## PREREQUISITES

Master the "freight " technique of selling .



## EDUCATIONAL MODALITIES

Case studies, video projection, role plays and scenarios followed by a group, debriefing, exchange of practices, reflections in group and debates.



## DURATION: 4,5 Days



## PROGRAM

### Organization

- Developments in rail sector organizations (England, Germany and France benchmark )
- Focus on the Freight Transport and Stakeholders part of the Goods transport (Logistics, Intermediaries...)

### Production section

- Goods and Freight transport production system
- The fundamentals of rail mode (axle loads, and implications for the productivity and performance of freight transport)

### Economy section of transport

- Components of the cost of transport (cost of depreciation, maintenance cycle, train slot cost, other charges)
- Rail freight transport pricing, Innovation in rail freight

### New transport solutions for Freight transport

- Innovation at the service of technical and economic performance.



• **Level 2 assessment:** Assessment of skills acquired at the end of training ➔ **Yes**

# CONTACT US



## ACCESS MAP



**Ibn Sina Avenue - AGDAL** Rabat, Maroc  
GPS Geolocation : 34°00' 00.59"N 06°51'05.57"W



## TAILOR MADE TRAININGS

Are you looking for **a training adapted to your needs?**  
Contact us for more information.



## TRAINING SCHEDULES

Monday to Friday : **8:30 am-5:00 pm**  
Closed on weekends.



## REMOTELY

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