KUALA LUMPUR, 29 October 2010 -- The Global Coalition for Efficient Logistics (GCEL), the Geneva-based non-profit organisation made up of public-private partnership of organisations, NGOs and governments, hosted its Humaswealth Genesis Awareness Program for its members - mostly leaders in the finance, insurance and technology industry here recently. The program calls its members to look into its soft infrastructure to address the issue of the highly fragmented and inefficient logistic industry for a solution.

Indeed as the programs calls for a smarter region leading to a smarter planet through a greater global coalition for higher trade efficiency -saving this region billions of dollars, the global community can also be assured of a greater efficiency for disaster relief at times when it is needed most.

GCEL advisory committee guest speaker, Dr Goh Moh Heng from Business Continuity Management (BCM) Institute reminded attendees not to take "business as usual" mindset for granted but instead be prepared should disaster strikes. Organizations are urged to look into adopting business continuity and disaster recovery plan to ensure business resiliency.

Also present, the Deputy Minister of International Trade and Industries, Datuk Mukhriz Mahathir was quick to admit that natural disaster are becoming quite common as it happens more than before. "The best way to mitigate in event it does happen is to be as prepared as we can be, first natural disaster and any other kinds of disaster would have an impact on businesses' profitability" he said.

To find out more on the latest business continuity and disaster recovery seminars and event occuring near your location, please visit http://www.worldcontinuitycongress.com/wcc08/.

About BCM Institute
Established in 2005, the BCM Institute aims to promote awareness and share knowledge in the business continuity management and disaster recovery planning community by offering courses, examinations, certification, conferences and seminars worldwide. Headquartered in Singapore, our global presence pulsates in more than 10 countries in Asia, Europe and the Middle East, with members growing to more than 1,500 located in 36 countries. Some of our notable clients are Fortune 500 organizations.

About GCEL
The Global Coalition for Efficient Logistics (GCEL) is a Swiss-based non-profit public/private partnership that brings together governments and the private sector to deliver a tangible program achieving sustainable global economic growth. GCEL’s public sector members and supporters include governments from the Americas, Asia, Europe and Middle East/Africa and also private sector members including finance, technology and insurance firms with a manpower of 2.7 million operating in 130 countries. More information on GCEL can be found at www.gcel.net.

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