



LOGISTICAL STRATEGIES IN THE ORGANISATION OF THE PILGRIMAGE



Honorable Guests

Dates :

15 - 16 April, 2016



His Excellency,
Mr Macky SALL
President of Senegal



His Majesty,
Mr Salmane ben Abdelaziz Al Saoud,
King of Saudi Arabia

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1. Introduction



Mr Mamadou Birane MBODJI
CEO Expert Logistics International

The pilgrimage to Makkah has become nowadays a worldwide event that gathers millions of people, in one place, in the same period of time. This event surpasses the predictions done by the Makkan authorities despite the obligation for each country to respect quotas. Two billion Muslims dream of participating in this sacred pilgrimage and are willing to give up everything for it. In such a context expertise in logistics has become a must. This will guarantee the pilgrimage's success by implementing excellent security measures.

1. Problematic

Due to the sharp increase of pilgrims foreseen in the near future, it is necessary to work with all the people involved in the organizing of the pilgrimage. This is emphasized by some security problems that were observed therefore all parties must unify their strengths to make it successful.

We will use a fair and comprehensive diagnostic of the pilgrimage organization in order to respond to the requirements of quality, cost and security. We will then offer immediate solutions that will be adapted to the current context. In this context, the Expert Logistics International consulting firm is inviting all actors to intervene in the handling of this worldwide event and to implement the best logistical strategies for the pilgrims of Senegal and the 150 countries represented in Makkah.

The first edition of this international seminar will be held in Dakar. It aims to gather the best strategies and allow the implementation of the solutions. The following points will be discussed :

- How to manage and organize pilgrims during the different phases of the pilgrimage ?
- How to prospect and recruit pilgrims ?
- What are the rites that are the fundamental core of the pilgrimage ?
- How to provide security to the pilgrims during the pilgrimage ?
- What are the things to adopt in case of a minor or major accident ?
- How to analyze and share the information with pilgrims, their families, the organizers and the different institutions ?
- How to take care of the management, training and security of the pilgrims and their belongings before, during and after the pilgrimage ?

2. Who is this for ?

This international seminar has one major goal :

- the travel and tourism agencies ;
- the airline companies and governmental air agencies ;
- The Financial Institutions ;
- Police and the armies both civilian and customs ;
- the foreign affair administrations of the different countries ;
- the kingdom of Saudi Arabia ;
- the associations ; NGOs and leading religious families of the countries ;
- the journalists and press houses ;
- the experts and service providers that intervene during the organization of the pilgrimage ?

3. Logistics Guide of the 2016 pilgrimage

At the end of this seminar, a **LOGISTICS GUIDE FOR THE 2016 PILGRIMAGE** will be submitted to the participants (both public and private. That will serve as a reference permitting to lay the pathway to the proper organization of the pilgrimage.

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4. Timing of the seminar

Friday, April 15, 2016

Time	Speakers	Contents
08H30 09H00	 Mr Mankeur NDIAYE FOREIGN AFFAIRS MINISTER	Welcome and setting-up Opening ceremony: ☞ Words of welcome from the minister of foreign affairs. ☞ Presentation of the seminar's objectives ☞ Vision and ambitions the Ministry has in the organization of the pilgrimages to Makkah.
09H00 09H30		Coffee Break
09H30 11H30	 Mr Mansour DIOP Expert, Consultant in Aerial Transport. Former state officer responsible for the pilgrimage.  Mr Mayoro RACINE Pilot, consultant in aerial transport, expert in projects management, CEO of Senegal Airlines	Theme 1 : ORGANISATION AND MANAGEMENT OF THE PILGRIMAGE <ul style="list-style-type: none"> Flights organization, times of flights and criteria for the selection of airline companies. Role of Financial Institutions Role and missions of the pilgrimage office and the travel agencies Food accommodation and the management of hygiene and cleanliness Travel documents and the management of the pilgrims' belongings. The handling of the quotas for the pilgrims and their health monitoring The advice and assistance to the pilgrims
11H30 13H30	 Mr Tahir NDIAYE Consultant in Aerial Transport  Mrs Fatou SOW CEO of the travel agency FATAZITRAVEL	Theme 2 : PROSPECTING TECHNIQUES AND RECRUITING OF PILGRIMS <ul style="list-style-type: none"> The pilgrimage market and its requirements : quality, comfort, security, costs, delays The services offers of the travel agencies The sales argumentation of efficient sales and handling of sales issues The closing of the sales and services and after the sale handling
13H30 15H30		Break, Lunch, Jummah Friday Prayer
15H30 17H30	 Dr Moustapha LY Professor at the UCAD, Specialist in Charia and the Islamic Sciences.  Oustaz Alioune SALL Economic, Social and Environmental Advisor to the State.	Theme 3 : HAJJ : RULES AND PRACTICES <ul style="list-style-type: none"> The conditions of a valid pilgrimage. The pillars and conditions of a valid pilgrimage. Rules to observe during the Ihram and the different kinds of tawaff. The rites of the day of sacrifice (eid). The different phases of the pilgrimage.

Saturday, April 16, 2016

Temps	Animateurs	Contents
09H00 11H00	 M. Allassane FALL Consultant in Logistics, Supply Chain and Marketing, ex PDG of the IST Expert of the NATIONAL FIRE DEPARTMENT OF THE REPUBLIC OF SENEGAL	Theme 4 : MANAGEMENT OF THE MOVEMENTS OF PILGRIMS AND THEIR SECURITY <ul style="list-style-type: none"> The logistics bases for the organization of people and goods The circulation of pilgrims on the routes and the physical and weather related constraints they might encounter. The handling of the circulation points within big masses of people. The urgent measures to adopt in case of a rush. The problem behaviors to avoid within the crowds. The fundamentals of urgency measures
11H00 11H15		Break-café
11H15 13H15	 Expert of the NATIONAL FIRE DEPARTMENT OF THE REPUBLIC OF SENEGAL	Theme 5 : THE URGENCY MEASURES IN CASE OF AN ACCIDENT OR AN INCIDENT <ul style="list-style-type: none"> The calls to distress in case of accidents or incidents. First emergency gestures between pilgrims The protection of accident locations and the evacuation of the wounded. Dealing with stress in times of emergency and panic
13H15 14H00		Break, lunch, prayer
14H00 16H00	 Mrs Oumy NDOUR (Journalist at the RTS)  Mr Ballé PREIRA (Communication - Customs)	Theme 6 : LE SYSTEME D'INFORMATION DANS LE PELERINAGE <ul style="list-style-type: none"> The role of an information system and each of its components. How to make good usage of the pilgrimage information handling ? How to analyze and treat the informations for the decision taking ? Information handling : techniques and stakes of the different actors. Role and responsibility of the medias in handling information.
16H00 16H30	 Gl. Mouhamadou Mansour SECK , ex. Ambassador to USA Chief of Staff of the Senegalese Military.  M. Mamadou B. MBODJI Supply Chain Manager, ex Manager of Logistics division at the European Union	Conclusions : The bases of the « LOGISTICS GUIDE FOR THE 2016 PILGRIMAGE » <ul style="list-style-type: none"> The objectives of the « LOGISTICS GUIDE FOR THE 2016 PILGRIMAGE » The great axes of the pilgrimage. The composition of the scientific comity and the organization of future work. The missions of the scientific comity for the writing of the Guide. Closing ceremony

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EXPERT LOGISTICS INTERNATIONAL has a pool of experts and consultants that have between 10 to 30 years of experience in the training and practice of logistics, supply chain, international trade, economic intelligence, audit, transports, IT, Statistics, Law and Project Management. Our experts and consultants have worked with institutions such as:

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- National and international enterprises both commercial and industrial
- Universities and Institutions of higher learning

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- ✓ **International Trade, Customs and Transit**
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1. **LOGISTICAL STRATEGIES FOR THE ORGANISATION AND MANAGEMENT OF PILGRIMAGES TO MAKKAH**
2. **GESTION AND EXPLOITATION OF A TRAVEL AND TOURISM AGENCY**
3. **MANAGEMENT OF CONTRATS : WRITING, FOLLOWING UP AND MANAGEMENT OF DISPUTES**
4. **TECHNIQUES OF MANAGEMENT OF TENDERS BOTH NATIONALLY AND INTERNATIONALLY**
5. **MANAGEMENT DU TRANSPORT AÉRIEN : RÈGLEMENTATION, EXPLOITATION, ACTEURS, MARKETING, SECURITY AND SAFETY**
6. **MANAGEMENT OF SEA TRANSPORT : REGULATION, EXPLOITATION, STAKE HOLDERS, MARKETING, SECURITY**
7. **STRATEGIES OF OPTIMIZATION OF THE EXPENSES AND PLANIFICATION OF ACTIVITIES WITHIN COMPANIES**
8. **AUDIT OF LOGISTICS AND OPTIMIZATION TECHNIQUES**
9. **TECHNIQUES OF MANAGEMENT AND EXPLOITATION OF TRANSPORTS**
10. **MANAGEMENT AND OPTIMIZATION OF STOCKS AND WAREHOUSES**
11. **TECHNIQUES OF PLANIFICATION, FOLLOWING UP AND EVALUATION DES PROJETS**
12. **TECHNIQUES FOR FOUNDING AND MANAGING COMPANIES**
13. **TECHNIQUES FOR THE WRITING OF PROJECTS.**

For more informations about our seminars, contact us at :

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