Logistics Influence + Soft Power

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Challenging Conditions

Poverty
Unequal wealth distribution
Social exclusion
Corruption
Weak Institutions
Security Challenges

Transnational & Adaptive Threats

- Narco-terrorism
- Crime/urban gangs
- Illicit trafficking
- Transnational terrorism
- Forgery/money laundering
- Mass migration
- Natural disasters

Regional challenges require cooperative solutions
Partnering Vision

The rest of the iceberg...

Joint  Combined

Interagency

NGOs

International Organizations

Public-Private
SOUTHCOM Logistics Integration

JIATF - S

Advantages:
- Integration Catalyst
- Logistics “belly button”
- Unity of Effort

Challenges:
- Unity of Command
- Lack of Authorities
  - Rules, tools, processes

Miami Int’l Airport

Advantages:
- Gateway to South America
  - 3PL/PVO/NGO hub
  - HA/DR relief hub

Challenges:
- Authorities for NGO/PVO Cargo on DoD Platforms

USNS Comfort

Advantages:
- Stratcomm platform for USG goodwill and partnership
- Ashore and Afloat
  - 14 ports in 120 days

Challenges:
- Cyclical presence
- Not a 911 call.
The rising tide is Non-Kinetic
We need Interagency, International, Private-Public Solutions

Logistics – The Decisive Operation

- Wins the hearts and minds of the disenfranchised
- Builds infrastructure
- Promotes good will and partnership, and marginalizes negative adversary media
- Deters recruitment for terrorists
- Promotes a culture of life instead of death
Innovation… NOT a One-way Street!