



Lighthouse

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Bi-monthly publication of CSS Group



**CSS REGIONAL OFFICE
NEW WAREHOUSE**

**CSS KINGSTON
LOGISTICS FZC**



PROJECTS OIL & ENERGY



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CHAIRMAN'S MESSAGE

The past few months have proven to be invigorating with numerous activities inside and outside our company. This has bucked the trend caused by a general business slowdown, in the entire logistics business, owing to the unrest in the Middle East. At CSS we have had the opportunity to strategise new ventures and plans for the future. The new facility created by the SAIF Zone, Sharjah and the forthcoming project in the Sultanate of Oman provide exciting prospects. Especially within CSS it is our belief, to engender and appreciate trust and confidence in our work force, which gives rise to welcome initiatives.

Recently, I had the opportunity to hear one of my senior managers saying that the biggest asset of our company is, "We have people in our work force that can think and not just follow orders". Very true, I totally agree with this comment.

I believe that for any organisation to become successful it has to attract, motivate and hold on to staff that can co-create value with customers and constantly improve operations.

In my message four years ago, 'Lighthouse' July/August 2011, I highlighted the success story of a talented enthusiastic young team at CSS Mumbai. I wrote:-

Anyone who wishes to have impact and succeed, in this environment, requires maximum flair, unconventional creativity, extra energy and enthusiasm.

These words ring even more true today. The trust and confidence which resounds, throughout CSS, encourages everyone to take bolder steps. No matter the size of the steps it is the boldness in moving forward that counts the most. This is what brings about added value and new initiatives for the mutual benefit of our customers and CSS.

As Vincent Van Gough said, "Great things are achieved by a series of small things brought together". This is why I am confident that our latest strategised ventures will prove successful.



T S Kaladharan

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PERFORMANCE EXCELLENCE AWARD

CSS RECOGNIZED ONCE AGAIN BY SAFMARINE



“Every honour is a reminder that you have been noticed amongst your partners within the industry. I believe that this brings in a feel of additional responsibility for the deeds you are involved into. Thanks a lot to Safmarine for recognizing our services” mentioned T S Kaladharan, Chairman CSS Group while receiving the customer award from Safmarine.

CSS was recently honored at the Customer Award Night by Safmarine, at a dinner held at the Shangrila Hotel, Dubai, UAE on April 13th 2015. The function was attended by the Chairman of CSS Group T S Kaladharan, Ajay Krishnan Senior General Manager Freight Forwarding and Key Information Department (KID) and Raufa Sheikh, Manager Pricing and (KID). The award was presented by Mr Stephen James Brodie, Commercial CFO- Copenhagen, Safmarine

“It’s a great pleasure for Safmarine to celebrate the customer service award in style and honour our valuable partners during this event. The growth of both the CSS and Safmarine together to achieve greater customer service excellence proved to be an encouraging factor for us and we cherish the relationship. The hand in hand work was always a key

factor for the accomplishments of both the entities”, commented Seema Nair, Managing Director, Safmarine.

The recognition of this award was for the growth and consistent performance for the fiscal year 2014 and it is the third consecutive year that CSS has been awarded by Safmarine. “It’s a great honour and achievement for CSS Group. By this, it has been proved once again that trust and confidence amongst partners could bring in greater rewards in the business and we believe that such recognitions



would definitely cement the relationship between both the entities in the future as well.” added Ajay Krishnan, Senior General Manager, Ocean Freight, CSS.

Safmarine is an international shipping business offering container and break-

bulk shipping services worldwide. Formed in 1946 by South African industrialists and American ship owners, Safmarine is now widely known as a north/south trade and African specialist. The line is represented in more than 130 countries throughout the world, with more than 1200 sailors selling their services.

“It’s been a wonderful journey together for 3 years and we are proud for this trusted relationship with CSS Group. Both Safmarine and CSS Group has

taken strenuous efforts in the industry to develop our business to reach far and wide in the global shipping and today we both share a wonderful feeling to have this achievement”, added Sanjeev Saraf, Head of Commercial, UAE, Safmarine.

REGIONAL OFFICE AND NEW WAREHOUSE

CSS GROUP TO INCREASE ITS STORAGE CAPACITY WITHIN JAFZA



Consolidated Shipping Group has broken ground on its new facility inside the Jebel Ali Freezone. The proud function was held recently in the presence of invited guests and dignitaries from the Shipping and Logistics community. CSS Group will have their Regional office along with a new warehouse within the new facility. This new warehouse will bring in an additional space of 47,850 Sq. ft to its existing 3PL facilities in the Middle East.

“CSS is always committed to provide first class services and facilities to our clients. The increase in the storage area with the additional new facility in Jebel Ali will put CSS Group amongst the front runners of 3PL providers in the Middle

East Region”, mentioned Raj George Senior VP, Ocean Freight, CSS Group.

The new facility will have 3956 pallet positions with double deep racking facility. The storage area will be partly temperature controlled as well.

The ground breaking ceremony of the new facility in JAFZA was attended by Dr. Mohammad Al Banna, Vice President – MEA Region, Economic Zones World, Malayalam Cine actor Mr. Anoop Menon, Mr. Srinivas from Orbit engineering consultants & Mr. Ajit T P from Space Max Contracting L.L.C.

The proposed new facility will become operational in a year’s time from

the commencement of the work. “The additional warehouse space which is going to emerge out of this new project will give CSS Group the capacity to handle to the maximum satisfaction of our existing clientele and to accommodate the ever increasing demand for storage within the Jebel Ali Free Zone” commented T S Kaladharan Chairman, CSS Group during the function.

CSS KINGSTON LOGISTICS FZC

CSS GROUP STARTED FUNCTIONING FROM SAIF ZONE, SHARJAH



CSS Kingston Logistics has started its full fledged operations from the SAIF Zone, Sharjah, providing specialized solutions for Freight forwarding, Warehousing & Transportation along with other regular logistics activities. CSS Kingston Logistics is a joint venture company of Consolidated Shipping Group and Kingston Holdings.

CSS Kingston joint venture has a strategic presence at the Sharjah

Airport International Free Zone (SAIF Zone), enabling them with rapid access, & efficient service in the Emirates business hub. Their leading edge Operational & Warehousing infrastructure, located in the SAIF Zone boasts of over 100,000 sq.ft of high quality warehousing space, fully integrated supply chain process, reverse logistics and full service warehousing & distribution services. The CSS Kingston network spans

across Europe, Far East, Middle East, Africa, Americas and the Sub Continent with weekly sailings to more than 1650 destinations.

Facilities & Strengths

- Strategically located warehouse in SAIF Zone, Sharjah
- Integrated software system to manage all operations
- Operational space of 100,000 sq.ft.
- 100% double deep racking system
- Staging and reworking areas
- Operational with state of the art equipments
- Comfortable loading bays
- Computerized inventory management
- Designated space for handling value added services
- Managed and Operated by CSS Staff and equipment

Services Offered

- Freight forwarding & Logistics
- Fully racked Warehouse
- Land Transportation Management
- LCL cargo handling facilities
- Cargo Movement to LCL hubs
- Documentation, Storage & Logistics under one roof
- Dedicated & professional manpower

Contact : info@csskingston.com



GUIDING KINGSTON HOLDINGS

SPEARHEADING AN EMPIRE IS NEVER AN EASY TASK

Kingston Holdings the single largest investor in Sharjah Airport International Freezone is spear headed by **Mr Lalu Samuel** one of the leading Industrialists based in the UAE. Being in the UAE for more than three decades, he owns Kingston Management consultants as well. Mr Samuel is also the CEO and Managing Director for four major multinational companies namely Pierlite Middle East, an Australian Multinational, GP Middle East an Asian Multinational Public listed in Hong Kong, Rexton Technologies of UK, and now Xpelair Middle East of UK for the Middle East, Africa and subcontinent Region.



Lalu Samuel



Rexton Technologies

Originally a British company started in the 1950s is currently worldwide owned by Kingston Holdings FZC. Rexton a worldwide registered brand with a portfolio of more than 12000 products, is currently the flagship brand of Kingston Holdings.

Pierlite

Kingston's JV partner Pierlite Australia is the largest lighting manufacturer in Australia and Asia Pacific. Pierlite is known for its quality, technical performance, support and service. The Manufacturing Joint venture operations covers entire Middle East and Africa.

Gold Peak

Founded in 1964 Headquartered in Hong Kong, Gold Peak is an Asian Multi National. The company is listed in Hong Kong and Singapore stock exchange. Gold Peak is the owner of GP batteries and a manufacturer of primary and rechargeable batteries. GP Batteries is the third largest battery company in the world. GP has 60% world market share of 9 volt batteries.

Glen Dimplex & Xpelair

Xpelair Middle East is a JV between Glen Dimplex the parent company of Xpelair UK and Kingston Holdings FZC. The JV covers, India, Pakistan, Sri Lanka, Nepal, Bangladesh, GCC, Middle East and African and Central Asian countries.

Glen Dimplex founded in 1973 is a leading international group with annual revenues in excess of two billion euro and over ten thousand employees across four continents. Glen Dimplex comes with a portfolio of 25 brands in various categories all of them world leaders in their category (Xpelair, Stoves, Belling, Morphy Richards, New World, Creda, Galaxy, Faber).

CURRENT POSITIONS HELD:

- Member of the Board of Trustees of the Sharjah Chamber of Commerce & Industry
- Chairman of Industries Business Group under the Sharjah Chamber of Commerce & Industry (2200 manufacturing units)
- Board Member of the Indian Business Leaders Forum
- Board of Directors of the Indian Business & Professional Council
- Board of Directors of the India Trade & Exhibition Centre

THE COMPANY HAS WON SEVERAL AWARDS:

- Mohammed Bin Rashid Al Maktoum Business Award (The Vice President award) for Manufacturing Category in the UAE – March 2008
- Economic Excellence Award in 2006 from the Sharjah

Government for the Best Industry in the Major Industries Category

- Excellence 2000 from Sharjah Chamber of Commerce and Industry in year 2001, an acknowledgement of the high standards and excellence achieved by his company and its exemplary performance and contribution to the economic development of the emirate of Sharjah
- 'Best Company in Sharjah Free Zone' in the year 2000
- Clipsal Corporate award for three years consecutively –in 2001, 2002 and 2003– for his company's outstanding revenue growth and contribution

PERSONAL ACCOLADES OF MR. SAMUEL:

- Selected as one of the top 100 Most Influential Indian Business Leaders in the UAE by Forbes Middle East
- Excellence Award (SEA) Business Man of the Year (2013) - Sharjah Airport International Freezone - 24th April 2013
- Global Industrial Leadership award at the House of Lords in London - 27th September 2010
- ACHIEVER EXCELLENCE AWARD from NRI Institute - 26th June 2010
- Golden Honour Award from the King of Travancore in Kerala – 12th December 2010

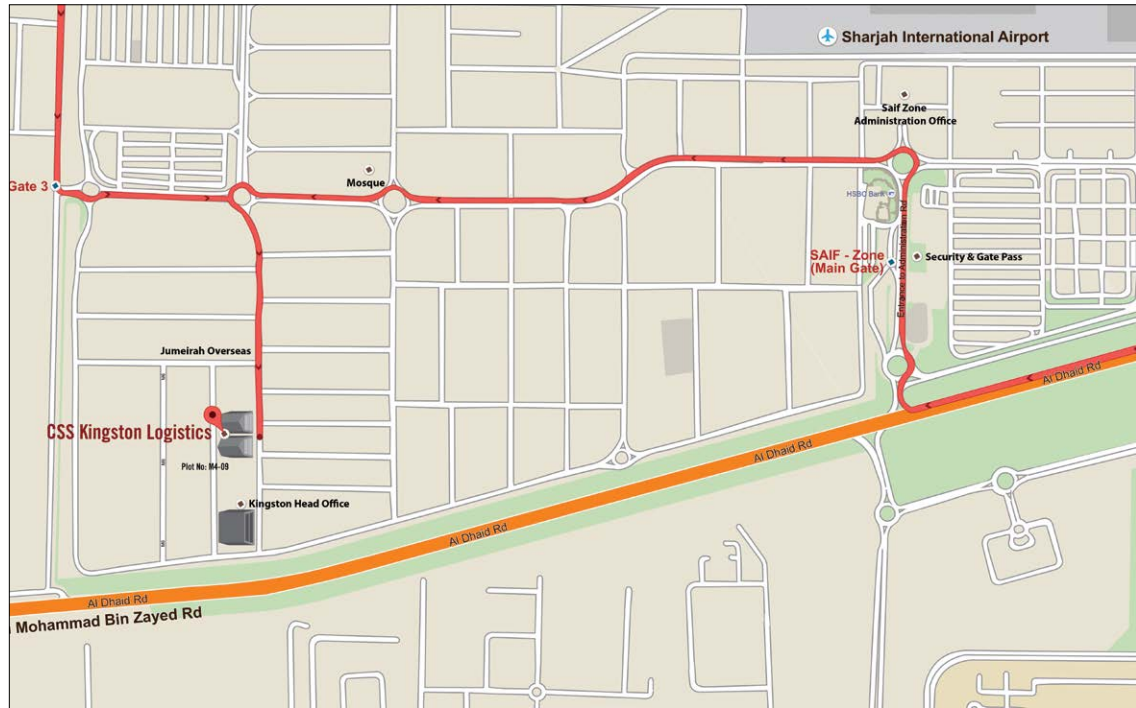
THE DREAM COME TRUE DESTINATION FOR BUSINESS

SHARJAH AIRPORT INTERNATIONAL FREEZONE (SAIF ZONE)

SAIF Zone is adjacent to Sharjah International Airport and close to the main ports, terminals and cities of the country. Despite the short history of the free zone, it has been noted for the fast development providing state-of-the-art facilities for investors.

Sharjah Airport International Free Zone (SAIF) is the first Airport Industrial Free Trade Zone in the UAE. Easily accessible to sea-ports on the Gulf of Oman (Port Khor Fakkan) and the Arabian Gulf (Port Khalid), SAIF Zone is built adjacent to the Sharjah International Airport, which has already gained the enviable reputation as leading cargo hub. With the distinction of being the world's first ISO 9001 certified Airport Free Zone, Sharjah Airport International Free Zone offers highly developed infrastructure and extremely attractive incentives make the dream come true for the businessman.

Sharjah Airport International Free Zone provides some of the most enticing business incentives in the region, including speed of service and simplicity of process. The perception of lengthy and highly bureaucratic procedures to set up in the Middle East can be a serious barrier to potential investors but SAIF-Zone has a 24 hour licensing service which enables businesses to be up and running sooner than has ever been possible before. The customer base is among the largest in the world from one central hub, with access to more than 2 billion people within a four hour flight and as one of the most dynamic Emirates



in the UAE, Sharjah accounts for over a third of the country's industrial activity. Its links to the rest of the world are accessible and immediate and regardless of where your customers are based, SAIF-Zone provides you with all the benefits of a personal and corporate tax-free income with no import export duties.

Versatility has always been one of SAIF-Zone's prime objectives. From a single office space to entire manufacturing facilities and everything in between, the options are designed to accommodate every business and every scenario. Warehouses, storage areas, container parking, bunkers and labour housing are all available at the lowest costs and highest quality. SAIF-Zone offers an unlimited workforce to support your business along with sponsorship and visas for in-house staff to make the transition to a new workplace as smooth as possible.

Advantages of SAIF Zone

- 100% foreign owned enterprise
- 100% repatriation of capital & profits
- 100% Corporate, personal income tax exemptions
- 100% exemption of import & export taxes
- License issued within 24 hours
- On site labor accommodation
- 25 years lease extendable to a similar period
- Sponsorship and visa's for all staff
- Free transfer of funds & a stable Currency
- Global and regional communication facilities with excellent sea, land and air transport links
- Access to over 2 billion customers Strategic location
- 24 hour hotline for equipment and provision of labor
- Competitive structure of fee, property and management
- 24 X 7 Operations.

BREAKBULK EUROPE EXPO 2015

The recently concluded Breakbulk Europe expo 2015 in Antwerp could be seen as the continent's largest exhibition designed for the Breakbulk and project cargo industry. Celebrating the event's 10th anniversary, attendees benefitted from unparalleled networking opportunities with project cargo owners, freight forwarders and transportation specialists. The four-day event offered industry workshops, a conference featuring leading Breakbulk and project cargo experts and an exhibition showcasing a range of both international and European companies.

CSS Group was a participant at the event, attending the conference and exhibition. The company was represented by Siby C Kurian, Senior General Manager, Sales & Marketing CSS Group and Narayan R T, General Manager CSS Bahrain.

"Breakbulk Europe 2015 was an extremely interactive and an engaging exhibition, which is why it is rated as

one the most sought after exhibitions amongst Breakbulk cargo logisticians. This year was no different with excellent networking opportunities, an increase in participation from last year and more importantly more business opportunities were created with existing and new partners within the fraternity of shipping and logistics", Commented Siby C Kurian.

Breakbulk Europe 2015 celebrated 10 years of success as the top event designed for the Breakbulk and project cargo industry. Bringing together EPCs, ports, forwarders, transporters and other cargo specialists and industry experts, the event proved to be worthwhile for Breakbulk and project cargo logisticians. Spread across four halls, the exhibition offered a multitude of networking opportunities, two days of executive presentations focused on Europe's economic and transport issues and workshops for those seeking to build their professional skills.



"This year's Breakbulk, as always provided an excellent platform to network and meet other industry partners and share concerns and ideas. The increasing number of participants every year is an obvious example of how industry experts are keen on this exhibition. Breakbulk cargo movement is an exciting and growing sector and the conference enabled us to meet new members and to understand new concepts", mentioned Narayan R. T.

The exhibition started on the 18th May concluded on the 21st witnessing so much interaction and exchange of ideas amongst the participants.

PROJECTS AT CSS

MOVING HVAC UNITS TO EGYPT

The Sales Dubai team in coordination with CSS Homeward Bound and Jebel Ali operations division successfully completed one major movement from Sharjah, UAE to Adabiya, Egypt. The movement which required close coordination was handled professionally by the CSS teams with careful planning and skill. The products were HVAC Units (Heating, Ventilating & Air conditioning Units) from a reputed company with a

volume exceeding 2000 CBM.

The entire units were meticulously crated by the relocations division, CSS Homeward bound. The entire process was completed within 15 days time inviting highest client appreciation. The operations teams then took over the movement for which they involved 35 trailers. The trailers moved the units with extreme care on to Breakbulk vessel to be further shipped to Adabiya, Egypt.

High professionalism



was displayed by each and every department of CSS involved in the process and ensured highest client satisfaction in executing such time sensitive works as always.



DP WORLD PARTNERS WITH EMIRATES TRANSPORT

DPW recently announced an MoU signed in Jebel Ali by Mohammed Al Muallem and Mohammed Abdullah Al Jarman

Dubai, United Arab Emirates, April 04, 2015:- DP World UAE Region, has signed a Memorandum of Understanding (MoU) with Emirates General Transport and Services Corporation (Emirates Transport). The MoU includes a range of potential benefits for both organisations including road transport solutions provided by Emirates Transport such as a bus fleet for leasing, heavy goods vehicle (HGV) drivers, repairs, washing and cleaning services, and converting vehicles to operate on natural gas.

Mohammed Al Muallem, Senior Vice President and Managing Director of DP World UAE Region, and Mohammed Abdullah Al Jarman, General Manager of Emirates Transport, signed the MoU at DP World's offices in Jebel Ali.

Mohammed Al Muallem, Senior Vice President and Managing Director, DP World UAE Region, said:

“New transport initiatives for terminal workers are part of our commitment to enhance operations with a modern and integrated transport network. Emirates Transport has over three decades of experience in the transport industry, and we are looking forward to a high quality service in line with our international best practices.”

Mohammed Abdullah Al Jarman, General Manager of Emirates Transport, said:

“As a provider of transport solutions in the UAE, Emirates Transport is proud to partner with DP World UAE Region and its flagship Jebel Ali Port, which plays a significant role in our nation’s economy. We are delighted to have the



The signing ceremony was attended by Mohammed Al Muallem, Senior Vice President and Managing Director of DP World UAE Region, Mohammed Abdullah Al Jarman, General Manager of Emirates Transport. Senior officials from DP World UAE Region including Mohammed Ali Ahmed Chief Operating Officer, Abdulla bin Damithan, Commercial Director, and Mohammed Al Mannaie, Director of Mina Rashid.

The ET delegation included Waleed Salim Al Muhairi, Executive Director of Transport and Rental Division and Badar Mahmoud Al Attar, Executive Director, Logistic Services.



موانئ دبي العالمية
DP WORLD

opportunity to play a role in this regional hub, and to explore future collaboration opportunities.”

Emirates Transport provides transport

and maintenance automobile services for government, federal, and local organisations and the private sector through 28 business centres and units, 7 subsidiaries and associate companies across the UAE.

Ramadan Kareem



CSS Group



CSS Group wishes you and your family a blessed Ramadan

April 2015

EMPLOYEES OF THE MONTH

May 2015



Shijo Joseph - Airfreight Department
Given By Baiju Sadanand, Manager Air Freight



Pramod Maniyappan – Operations (CSS AUH)
Given By Renjith B Pillai, Branch Manager CSS Abu Dhabi

a trusted companion for shipping and logistics



A fully integrated software, which can revolutionise your operations

Modules include

- Finance and Fixed Assets
- WHIMS (Warehouse Inventory Management)
- HRMS
- Payroll
- Freight Forwarding
- General Module
- WEWMS (Web enabled warehouse management system)

www.fins.in

General features of the software include

- Facility to manage Multi company/ division or branch activities
- Portal enabled system
- Easy online help available with each module.
- Customisable theme settings
- Customizable reports
- Electronic authorization and document processing
- User/ Group level security features
- Transaction based audit trail
- Data transfer facility (EDI)
- Customizable parameters

SUMMER MOVE

Make it simple

Moving locally or internationally can be an exciting process, but when you are in hot & humid summer weather, the move can become stressful, uncomfortable & frustrating. Summer poses its own challenges and most people know how daunting it can be, but if you plan ahead and create a blue print for your move, the transition will go smoothly.

CHOOSE THE RIGHT MOVING PARTNER

Make sure you choose a licensed mover with accreditation and experience in summer moving. To avoid mishaps, book the movers early, as you may have a hard time finding any that are available, this is especially true if you need the move to take place on a weekend on the 1st or end of the month.

SCHEDULE YOUR MOVE DURING WEEKDAYS

Ideally, try to schedule on a weekday. It might be good idea to move in the middle of the month – as the beginning and the end of summer month are undoubtedly the busiest time to move. So as you won't have as hard of a time renting moving trucks or dealing with crowded elevators.

CHOOSE EARLY MORNING OR LATE EVENING

Ensure you make your move during the early mornings or late evening to avoid harsh weather. While contracting the movers itself this needs to be confirmed. Overnight packing makes it easier to move during the early hours of the day.

PRECAUTIONS TO BEAT THE HEAT

Try to beat the heat during this process, Even if you hire movers you will still be doing some walking and standing in the heat, so keep yourself hydrated. Stock

plenty of water, freeze towels to put around your neck, and wear lightweight, moisture materials.

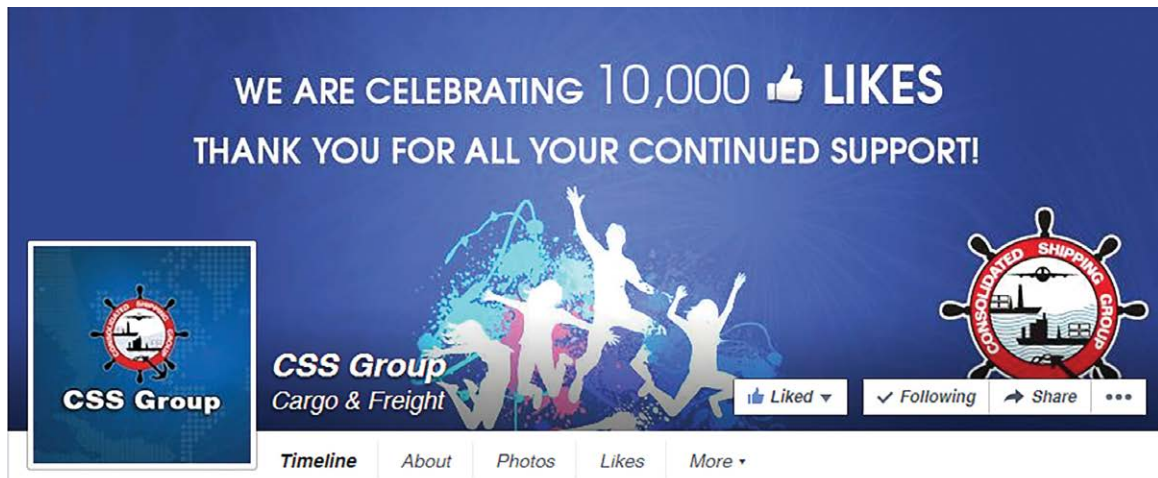
ENSURE DESTINATION IS READY TO OCCUPY

Crack the air-conditioning, there's

nothing more relieving than stepping into a cool apartment and out of hot weather. Make your summer move much more bearable by turning on the air-conditioning as soon as you get there, this way you don't have to sweat while you're unpacking.



f 10000 + LIKES

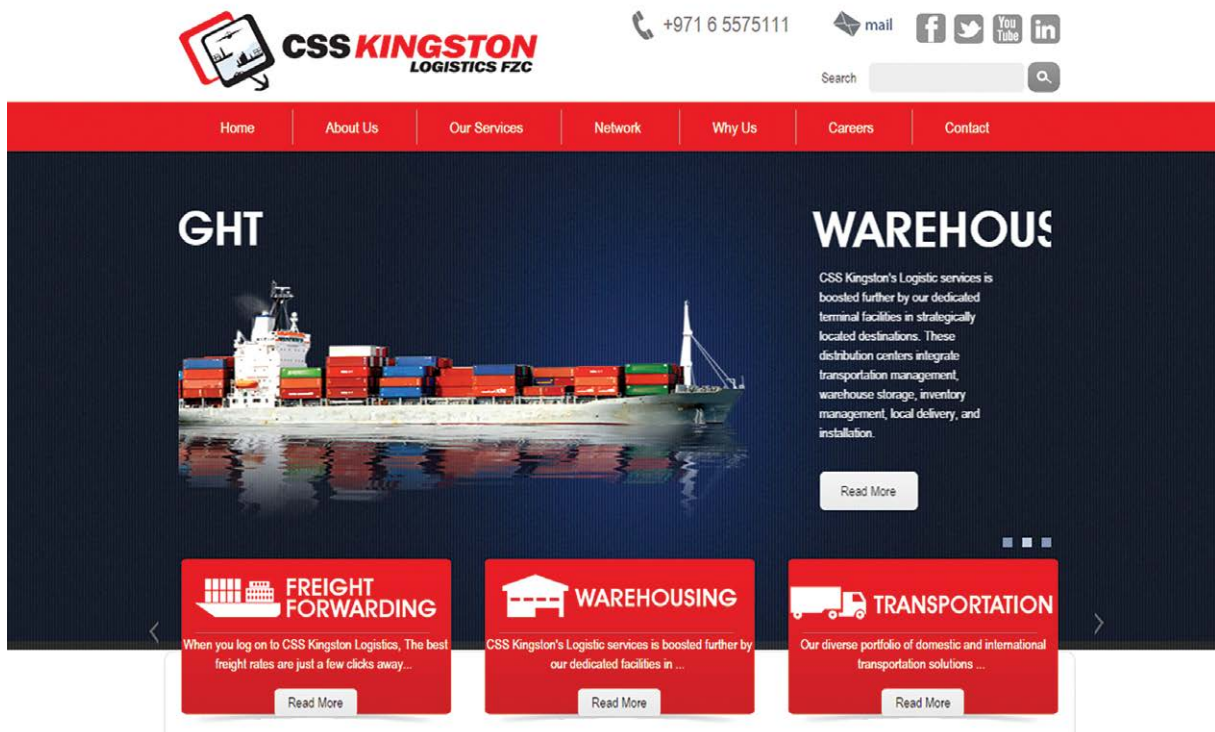


Social media revolution within the Facebook page of CSS Group is the latest IT update from Consolidated Shipping Group. Recently the Facebook page of CSS Group has received 10,000 likes and is still going. Widely accepted

by the entire shipping fraternity, the Facebook page of CSS is a constantly updated platform connecting the company members with the Social media community. You can find the latest updates from within the company as well

as interesting, must know facts happening in the logistics and freight forwarding fraternity from CSS Group Page. Log on to <https://www.facebook.com/cssgroupsite?fref=ts> to know more about CSS Activities.

CSS KINGSTON WEBSITE LAUNCHED



CSS Kingston Logistics FZC has launched its new website recently. The website features all activities of CSS Kingston Logistics from its flagship facility at the SAIF Zone, Sharjah. The new website

was designed and powered by [Twin Info Solutions Pvt. Ltd](#), a Kerala based BPO Company. The site has been neatly decorated with the images from their warehouse and other services CSS

Kingston is offering. The company is planning to add more interactive links to the website to make it more user friendly and productive, in the due course.

Twinkle Twinkle Little Stars

SCHOOL KITS DISTRIBUTED



As part of a CSS - CSR initiative, School kits which included new bags, books and pencil boxes were distributed amongst pre-primary and primary school children in and around Thrikkunnappuzha, Alleppey Dist. Kerala. Five lower primary schools which are running under the Government of Kerala aid were benefitted by this regular CSR programme of school aid distribution by CSS under the guidance of T S Kaladharan, Group Chairman. The schools were Govt. LP School Valiyaparambu, Govt. LP School Thrikkunnappuzha, Govt. LP School

Panoor, Govt. LP School Pallana & Govt. LP School Atmavidya Sangham.



New bags and books brought beaming smiles on the faces of more than 900 little faces. The programme commenced with local authority members from the Panchayat wards welcoming the gathering. All the children, their parents and the school authorities were present for the occasion. The school kits were distributed by Mr. Babu Prasad, former Member of the Kerala Legislative Assembly and the present member of the Kerala State Electricity Board. People's representatives and the school authorities thanked CSS and Kala for this noble activity. Lunch was also served to more than 500 people that included the children and parents on this auspicious occasion.

G Unnikrishnan, Head of Marketing & Corporate communications, CSS Group and Hareendran, Manager, Devas Farm house were present on behalf of CSS for the function.

PEDALING TO A BETTER FUTURE

THE SMART COMMUTE INITIATIVE FROM MUMBAI

The world environment day was welcomed by the CSS Mumbai in a unique manner. Under the guidance of CSS India Director, Jairam K R, "The smart commute" promotion was launched during the world environment day. This was an ambitious effort to promote the concept of "Cycle to work", which was well received by many young and enthusiastic nature lovers of Mumbai. The concept of Cycle to work was a humble effort to reduce the everyday commuting problems, the people of Mumbai faces during the heavy traffic of the rush hours.

By embracing this concept you can

easily beat the traffic congestion, Improve air quality, reduce carbon foot print, smart way to remain healthy and obviously make this environment a better place for the future generations. A seasoned marathoner by nature, Jairam's new concept and effort was well appreciated launched especially on the World environment day. Many working professionals keen in becoming a smart commuter, participated in this initiative.

Jairam himself is keen in improving his long distance cycling skills with his friends and team mates during this season. Let us wish him and his team all success!!!



BUILD YOUR BUSINESS

INVEST IN A GENZ YARD MANAGEMENT SYSTEM (YMS)

Basically, a yard management system (YMS) is a software system designed to oversee the movement of trucks and trailers in the yard of a manufacturing facility, warehouse, or distribution center. YMS provides real-time information on the location of trailers in the yard and allows yard employees to move trailers from staging to docks to fill orders in an efficient manner. The terms YMS is at times used concurrently with Warehouse Management Systems (WMS) or Transportation Management Systems (TMS).

Opposed to traditional methods of managing loads/containers at the yards, today with the assistance of latest technology, there is not only effective time management but a lot of double guessing can also be eliminated. For instance the elaborate procedure of filling and filing in paper work has been drastically reduced by adopting online procedures. This not only avoids time lags but also speeds up the process, as all essential information with regard to the load are available in the system and hence when the trailer arrives, the details not only pop up, but from the gate in time itself, the warehouse is alerted that the load has arrived. Still further with the use of modern technology it is easier to track the location of the container, the kind of container, ie refer or normal etc, its contents and to also monitor the priority for loading etc.

For instance the latest technology that is being adopted to assist YMS is the use of drones or unmanned aerial vehicles (UAVs) flying around a yard, either autonomously or controlled by a remote. The drones enable to survey large areas of densely-packed assets for the purposes of inventory reconciliation or pinpointing where certain inventory is located, producing such information with

accuracy and in a matter of minutes. Some drones are also equipped with real-time location system capabilities which facilitate the uploading of real time video data via wi-fi upon return to their ground stations.

With technological assistance, the planning, execution and movement in the yard is made simple and easy.

Another plus point with the use of drones is that long standing containers can be identified and dealt with in a timely manner. This also simplifies the task of updating demurrage and detention charges which is critical for efficient management and operation of any yard.

When a yard maximizes on the use of technology to assist its growth, it can capitalize on utilizing its space to the fullest. The most difficult task for any yard manager is to keep a tab on the number of daily ins and outs it's the



yard. This is especially crucial when yards are in prime locations and their operational cost is relatively much higher. Hence the combination of improved dock door scheduling, and visibility of empty trailers sitting idle in the yard, enables yard output to increase drastically.



Joy Thattil

Maritime Lawyer & Partner @ Callidus
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Hence smart logistics operators, by using generation - Z technology, to bridge their supply chain gaps, can also attain better control over yard equipment, track assets in real-time, locate perishable loads, effectively manage waiting time and schedule their operations better, which is a win-win situation.

SHOES THAT FIT!



Invariably many things, in our day to day lives, change in a way that we just do not seem to notice. It was not that long ago that, in many countries, the small corner shop ruled. It not only provided personal service, it was also the centre of local gossip and news. The compulsive attraction of the shopping experience seems to rob most customers of good sense and reason. Impulse buying, influenced by the way store displays are arranged, often mean we return home with things we never really intended to purchase.

An internationally famous cut-price store group regularly has offers on totally unexpected items. Customers are known for going in to buy vegetables and come out having bought, unexpectedly, a new microwave! So strong is our desire to shop that the Internet has become the driving force. Unlike the corner shop, with which we tend to have a personal relationship, the big stores never get to know us in the same personal way. The Internet moves us even further away from meaningful individualised customer service because online vendors can only provide impersonal web suggestions. As online buyers we usually try to do all the research ourselves. The helpful comments and advice we use to receive from our corner shop have effectively vanished from the process.

I recently found, online, a wonderful pair of sports shoes at what was a great bargain price. However when they were delivered, even though I had ordered my usual size, they did not fit. Perhaps this represents an online equivalent of impulse buying but, there again, how could I check out if that style of shoe fitted me?

Unfortunately I had not read the website's small print and only when I tried to return them did I discover that I was liable for the postage charges etc. The hassle and cost, in time and money, of doing this meant I ended-up giving the shoes away to a friend. But my friend's gain was the online stores loss, because I never shopped with them again. What I had thought was an e-bargain turned out not to be the case. *I learnt to only use online retailers who have a favourable returns policy.*

So can you imagine a supermarket with no customers, no aisles to walk along, no checkout tills and certainly no shop assistants? In doing this you have just created a "dark store", the name for something which exists to cater for the needs of the public's demand for online shopping. Technology is rapidly reshaping the way we shop and also changing the way our town's and city's high streets look. Stores accept that many of us now spend our time

'showrooming' instead of doing real shops. We stroll through the stores whilst at the same time using our mobiles to check whether what we want to buy is cheaper somewhere else, maybe online. Probably most worrying for the supermarkets and shopping centres is that some 40% of the under-40s "showroom" and this proportion is set to grow.

Just like other changes, it has been almost unnoticed, that consumerism has become a principal pastime for the greater majority of us. We have become a generation of shopaholics believing that the more we consume the better our lives and social status will be. Some may think that we are destined to be slaves of online buying, where we don't have any tangible confirmation of what we are going to get.

However we still value the opportunity to inspect what we want to buy, so it maybe that "showrooming" and online buying might be able to combine to provide more openness in the online shopping experience. This has already started in some areas, with "buy online – collect and inspect in store" and "book your holiday – pay balance at travel agent". So maybe I should look forward to buying shoes that fit but there again perhaps it won't be long before we have 3D virtual shoe fittings online!

LUCKY WINNER

As part of our continuous commitment to the freight forwarding fraternity, CSS initiated a thank you scheme over 6 years ago, whereby one lucky name out of the scores of business cards that are dropped into the raffle bowls placed at the Delivery Order Counter will be rewarded with a gift.

The winner picked selected and rewarded for the months of March- April 2015 was **Yeshwent** from TAD Logistics who walked away with gift vouchers worth AED 200 from Carrefour, presented by **Fida Asghar**, Team Manager NVOCC, CSS Dubai.



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You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something - your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.

- Steve Jobs

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