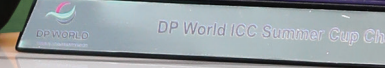


LIGHTHOUSE

SEPTEMBER - OCTOBER 2024

BI-MONTHLY PUBLICATION OF CSS GROUP

DP WORLD'S ICC
SUMMER CUP AND
UPCOMING KERALA
CRICKET LEAGUE



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Chairman's Reflection



T S KALADHARAN

The heart-wrenching stories of loss and survival from the Wayanad landslides are difficult for us even to comprehend. As we gather our thoughts to move forward, I want to express our deepest condolences and heartfelt empathy for the families who have experienced loss. Our thoughts and prayers are with all those affected, and CSS is committed to extending all possible support in these trying times.

We need to reflect on how we, as a company, can continue to navigate the challenges we face in our industry. I want to share a few insights from a bestselling book I recently read by the Harvard Business School professor and author Bill George called "Discover Your True North".

What's Our True North?

In real life, "true north" is the direction that points straight towards the North Pole. It's a fixed point that helps people navigate and find their way. In business parlance "true north" is a concept that can refer to a company's direction, integrating its vision, mission, and values into one cohesive strategy that all team members can follow.

In his book, he explains that discovering your true north is about following your internal compass. It guides you on your path to your best destination and helps you stay on track to become the best person and the best leader you can be.

At CSS, our "true north" is our strategic vision that guides every decision and action. It represents our highest aspirations and serves as the benchmark for all our initiatives, ensuring we stay aligned with our long-term goals.

I believe that these nuggets of wisdom from the book can inspire and direct our actions:

Authentic Leadership: "Your True North is what you believe is right and good, guiding you as a leader and as a person." We must ensure that our actions are always guided by our core values and principles.

Character and Integrity: "Authentic leadership is built on your character and integrity, not your image or charisma." Our success depends on maintaining integrity and being true to ourselves and our stakeholders.

Value-Driven Leadership: "Leaders are defined by their values and the principles they uphold, especially in times of crisis." Upholding our values and principles during challenging times defines us as true leaders.

Empathy and Compassion: "Empathy and compassion are essential qualities for leaders to connect with their teams and stakeholders." We must lead with empathy, understanding, and support for each other.

Resilience and Growth: "True leaders embrace challenges and view setbacks as opportunities for growth and learning." Every challenge we face is an opportunity to grow stronger and more resilient.

Trust and Collaboration: "Building trust and fostering collaboration are critical for sustainable success in any organization." Trust and collaboration are the foundations of our continued success and innovation.

Vizhinjam Port: A Beacon of Progress

I am also delighted to highlight the recent developments at the Vizhinjam International Seaport in Kerala. The arrival of the container ship "San Fernando" marks a significant milestone in the port's journey, showcasing its readiness to handle large vessels and extensive logistics operations. This event underscores the port's advanced facilities and its strategic importance in the region's logistics network.

The Vizhinjam port, developed through years of dedication and overcoming numerous challenges, is now poised to become a key hub for maritime trade. Its progress is a testament to the port's growing operational efficiency and potential to significantly boost Kerala's trade and commerce.

Reaching for the Stars – CSS @Kerala Cricket League

I am excited to share that CSS has secured one of the six franchises in the upcoming T20 Kerala Cricket League. As part of this prestigious event organized by the Kerala Cricket Association, our team will join hands with other prominent players in the league. Cricket, like CSS, embodies the spirit of teamwork, resilience, and excellence—qualities that are deeply ingrained in our DNA. We look forward to cheering our team and encouraging the emergence of fresh talent.

Celebrating Onam at CSS

As we look forward to the festival of Onam, let us embrace the spirit of unity and prosperity it symbolizes. At CSS, Onam is a time for celebration, and as always, CSS has planned a series of events and activities.

I want to end with a quote from the book, "Discover Your True North" by Bill George, "Your True North is the internal compass that guides you successfully through life. It represents who you are as a human being at your deepest level."

As we work together, we will grow, support each other, and achieve great things.



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FIDA ASGHAR'S 20 YEAR JOURNEY AT CSS

Fida Asghar's career is all about his perseverance, dedication, and his passion for cricket with a successful professional life at CSS. His story began on October 1st, 1999, when he joined CSS as a cricketer. Not only did he experience continuous growth at CSS and made significant contributions to CSS, but he also learnt a lot from the logistics industry.



Fida's entry into CSS was not conventional. He began as a cricketer, leveraging on his notable reputation as a cricketer from, Kerala, South India. Cricket, which had been a part of his life since childhood, played a pivotal role in shaping his approach to work. His discipline on the field, where he played at various levels including U17, U19, U21, U23, and the prestigious Ranji Trophy, translated into a disciplined work ethic at CSS. His transition from a promising cricketing career to the logistics industry was marked by hard work and a determination to excel in an entirely new field.



Reflecting on his 20 years with CSS, Fida expresses a profound sense of belonging and accomplishment. Fida reflects on his journey with CSS as a long and rewarding experience. He acknowledges that he built his career at the company, which is something he never imagined he would do. Over the years, he made many friends and feels like he is a part of the CSS family.



Upon joining CSS, Fida started in operations as a trainee, where he learned the intricacies of typing Bills of Lading (BL), a crucial document in shipping and logistics. His curiosity and eagerness to learn saw him move through various departments, from customer service to sales. These early experiences laid the foundation for a deep understanding of the industry, allowing him to contribute significantly over his two-decade-long journey with the company.

As CSS approaches its 30th anniversary, Fida's contributions are immeasurable. His journey of 20 years is all about the commitment and passion he has brought to the organization. Fida humbly reflects on his role in the company's success, stating that the long journey is something one must experience firsthand, as words cannot truly capture or measure the extent of his contributions.

Fida's advice to young aspirants in the logistics industry is grounded in his vast experience. Fida emphasizes that the logistics industry is vast, offering daily learning opportunities. He notes that with shipping experience, one can work anywhere in the world. His words serve as a reminder of the endless possibilities available to those eager to learn and grow in the industry.

Throughout his career, Fida has been inspired by the leadership of CSS's Chairman, whom he considers his role model. Fida shares that the Chairman has always been his role model, from whom he has learned a great deal. He also hopes that he has, in turn, become a role model for the younger members of the organization. This admiration for leadership and the desire to inspire others highlight Fida's commitment to nurturing the next generation of professionals.

Cricket has been more than just a sport for Fida. It has been a guiding force in his life. Fida shares that cricket, being a disciplined and gentlemen's game, taught him the importance of hard work and discipline. He believes that applying these principles to one's work will ensure that everything else falls into place. This philosophy has undoubtedly influenced his approach to work at CSS.

Fida's cricketering journey began in 1985, and by the age of 20, he was playing in the Ranji Trophy, India's premier domestic cricket tournament. Although his cricketering career was promising, family responsibilities led him to Dubai in 1993. However, cricket remained a part of his life in the UAE, where he played for CSS before hanging up his gloves in 2012.

Fida's personal life is as fulfilling as his professional one. He shares his life with his wife, Mrs. Shamseena, who is not only a supportive partner but also a skilled baker. Together, they have three children, Saher, Ayaan, and Zoya. Fida's family is a source of strength and happiness, providing him with a balanced life that complements his demanding career.

Fida Asghar's journey is a remarkable blend of passion, dedication, and continuous growth. From a cricketer in Kerala to a key figure in the logistics industry, his story is one of resilience and adaptability. As CSS sails towards its 30th anniversary, Fida's contributions and achievements stand as an inspiration for all.

DP WORLD'S ICC SUMMER CUP AND UPCOMING KERALA CRICKET LEAGUE

DP World, in partnership with the International Cricket Council (ICC), hosted an exhilarating week-long indoor cricket tournament at United-Pro, Al Quoz. This event, the ICC Summer Cup, was scheduled from July 15 to July 21, 2024. It was played in the fast-paced quick Cricket format. Consolidated Shipping Services (CSS) was cordially invited to participate in this exciting tournament. Each participating team, including CSS, consisted of eight members – six players and two reserves. The event was not only about competitive cricket but was also an opportunity for networking and camaraderie among the participating teams.



CSS, upon confirming their participation, received a detailed fixture list and regular updates related to the tournament, ensuring that they remained informed and prepared for this fun and competitive event. The tournament witnessed intense matches culminating in a thrilling final between CSS Group and DHL. CSS showcased exceptional talent and teamwork, which was highlighted by several standout performances:

The Team Members of CSS are Ranjith Haridas (Captain), Rojith Ganesh, Nipun Babu, Albin Alias, Shubham Lalwani, Mohammed Hafeef, Renjith E, Krishna Kala and Vishnu Raj. The Best Batsman of the tournament was awarded to Albin Alias, and he also won the individual award for the Best Catch as the Fielder. Nipun Babu was undoubtedly elected as the Best Bowler of the tournament. These accolades underline the skills and competitive spirit of the CSS team, making their participation in the DP World's ICC Summer Cup a remarkable journey.

Upcoming Kerala Cricket League



In related cricket news, the Kerala Cricket Association (KCA) is all set to launch the T20 Kerala Cricket League, starting from September 2, at the Greenfield International Stadium in Thiruvananthapuram. The league, which will be held under the regulations of the Board of Cricket Control in India (BCCI) and the ICC, aims to identify and encourage fresh talent.

Six franchise owners have been selected through a competitive tender process. Notable personalities and entrepreneurs such as T S Kaladharan of Consolidated Shipping Services India Pvt Ltd, filmmaker Priyadarshan and, Sohan Roy of Aries Group are among the franchise owners. The teams will be assembled through an auction of registered players under KCA, ensuring a fair and competitive selection process.

The final list of Franchise Owners are T S Kaladharan (Consolidated Shipping Services India Pvt Ltd), Priyadarshan Jose Patara Consortium, Sohan Roy (Aries Group), Sajad Seth (Finesses Consortium), Subhash George Manuel (Enigmatic Smile Rewards Pvt Ltd) and Sanju Muhammad (EKK Infrastructure Ltd).

The league will span over a period of 19 days, including two reserve days, featuring a total of 33 matches. Only players registered in Kerala will be eligible to participate. The matches will be broadcasted on Star Sports 2 and in HD format, with plans for digital streaming to reach a wider audience. KCA President Jayesh George emphasized that the league would foster fresh talent and bring significant attention to cricket in Kerala. With actor Mohanlal as the brand ambassador, the league is expected to draw substantial interest and support from fans and the cricketing community.

Both DP World's ICC Summer Cup and the Kerala Cricket League represent the vibrant and dynamic cricketing spirit of people. These events not only celebrate the sport but also provide a platform for emerging talents to shine. Whether it's the corporate camaraderie in Al Quoz or the competitive spirit in Thiruvananthapuram, cricket continues to unite and inspire, promising thrilling matches and unforgettable moments.

UNDERSTANDING THE PRINCIPAL CAUSES OF EMPLOYEE BURNOUT

Understanding the principal causes of Employee Burnout is of paramount importance, particularly for individuals in leadership and prime positions. Identifying and resolving these factors is instrumental in fostering a more wholesome work environment:

1. Workload: Juggling work responsibilities outside of traditional work hours, such as evenings and holidays, can significantly contribute to burnout and exhaustion.

It is essential for executives to prioritize self-care by ensuring they get sufficient sleep, engage in regular exercise, maintain a balanced diet, and manage stress effectively. Taking regular vacations and breaks throughout the day can also be highly beneficial. Self-care practices vary from person to person, ranging from spending time with loved ones to running errands or exercising. It is crucial to recognize the signs of exhaustion and prioritize self-awareness to maintain a healthy work-life balance. Setting boundaries, refraining from work-related discussions after hours, and engaging in hobbies are also important for achieving this balance. Proper rest and relaxation have been scientifically proven to enhance work performance, motivation, and enjoyment. However, with the rise in remote work, establishing boundaries between work and home can be challenging. Many are experiencing inadequate sleep, which significantly impacts their quality of life and productivity. If separating work and home spaces is not feasible, taking breaks outside the house or finding an alternative place to unwind, such as a coffee shop or gym, can be beneficial.



Susanth Shekar
General Manager – HR & Administration

2. Lack of Control: Managing conflicts, particularly when navigating the input of multiple supervisors, can create a sense of uncertainty and stress, impacting overall well-being.

Navigating conflicting demands and expectations from different supervisors can often lead to a sense of lack of control, generating uncertainty and stress that can have a significant impact on your overall well-being. Establishing a strong support system is crucial for mitigating the risk of burnout in executives, given the demanding nature of their roles. These positions often entail high levels of stress, immense responsibility, and feelings of isolation. Therefore, having a dedicated team that offers both emotional and practical support can greatly aid in navigating and mitigating these challenges. Lack of control could even derail one's mental health and the quest to find a harmonious workspace can be totally lost. Your mind is your temple hence it is an added necessity to ensure you have a strong grip on day-to-day activities and this can play a major role, in helping you find sustained success in the workspace.

3. Insufficient Reward: The absence of acknowledgment and appreciation for one's efforts and contributions can lead to demotivation and disengagement, exacerbating burnout.

When employees don't feel recognized and rewarded for their hard work, they may start to think that their organization doesn't value their efforts. This can make them less motivated and feel disconnected from the outcomes or rewards they receive. Employees who are not motivated are less likely to go the extra mile or take on additional responsibilities, which can ultimately impact productivity and team morale.

4. Community: The nature and quality of workplace relationships play a vital role in individual well-being, with supportive and positive connections contributing to a healthier work environment.

A strong support network can offer valuable emotional guidance by listening, showing empathy, and providing words of encouragement. Conversations with teammates who understand the challenges of work can be uplifting and motivating. "Relationships are among the most important in the entire company." When facing high pressures in the workplace, having a team to support you with tasks and responsibilities can be incredibly reassuring.



Leaders should prioritize developing good connections with their staff based on trust, empathy, and mutual respect. Leaders may identify and resolve potential stressors by encouraging open communication lines and actively listening to employee feedback. To set a positive tone for the organization, leaders should also set a good example by displaying healthy work practices and prioritizing their health.

5. Fairness: Being treated with respect and fairness is fundamental to fostering a positive and healthy work environment, and instances of unfair treatment can significantly impact overall well-being.

- A. Building Fairness in the Workplace Establishing Clarity: It's important to create and communicate clear policies to ensure fairness and address issues effectively.
- B. Learning and Progress: Providing training on diversity, equity, and inclusion empowers employees to identify and address biases, fostering a more inclusive environment.
- C. Seeking Input: Creating avenues for employees to share their concerns and feedback facilitates prompt resolution of fairness issues.
- D. Leading by Example: When leaders demonstrate respect and fairness, it sets a positive tone for the entire organization.

6. Conflict with Values and Accountability: When personal values are at odds with the demands and expectations of the workplace, individuals may experience substantial stress and inner conflict, contributing to burnout.

Accountability within the workplace plays a pivotal role in cultivating a high-performing team and fostering a positive organizational culture. It entails employees assuming responsibility for their actions, performance, and the outcomes of their work, rather than participating in a culture of assigning blame when errors occur.

- A. Makes work better: When people know what they should do, they do a better job.
- B. Helps teamwork: When everyone does their part, it helps the team to work together better.
- C. Makes us learn: When we take responsibility, we learn from our mistakes and get better at our jobs.
- D. Makes us care more: When we feel responsible, we want to do our best.



7. On and Off field events – How do team activities play a role in eliminating burnout?

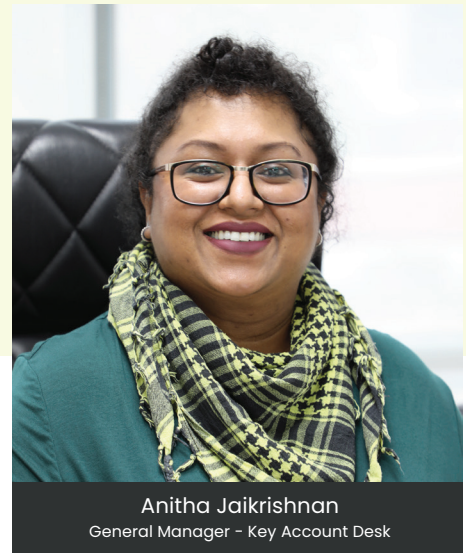
Many organizations think that it is only important to work hard without any off-field events. That is not the case anymore, as off-field team engagements play a more vital role in one's overall development and professional growth. A simple get-together or casual dinner event can act as a reward and a platform to understand the team dynamics better. It just doesn't stop at dinners or formal events but giving employees the opportunity through team building and sporting activities can greatly enhance togetherness and spirit while keeping the burnout concerns in check. Such events even help the quietest ones to have a voice in a controlled comfortable environment and help those hidden talents take center stage.

To Summarize - Executive burnout is a significant challenge that many organizations face, but it can be addressed by understanding its causes and adopting proactive strategies. Recognizing the signs, setting boundaries, seeking professional support, and fostering a supportive culture are essential steps toward avoiding burnout and thriving in workplace roles. Organizations that prioritize leadership, staff well-being, benefit from engaged, resilient, and effective team players. Experiencing burnout doesn't mean failure; it's a signal to prioritize self-care and seek help. Recognizing and proactively managing these factors is instrumental in promoting a productive, content, and energized workforce.

Last but not the least, Senior executive must comprehend that burnout risks are severe for any organizational level employee and can lead to mental agonies. Senior executives must recognise burnout is a complex concern that go beyond professional stress thus leading to deterioration in mental health. They must grasp the different elements mentioned in this little article to combat burnout issues- such as job demands, organisational culture, interpersonal dynamics, and external pressures. Recognising the intricate interaction of these elements allows executives to get insight into the underlying causes of employee distress and design actions accordingly. They should recognise that burnout is frequently caused by systemic difficulties inside the organisation, rather than individual shortcomings. Leaders should encourage people to seek help and handle burnout proactively by cultivating an open communication and psychologically secure culture. Recognizing the significant influence that burnout has on employee morale, productivity, and retention, leaders must handle these difficulties with empathy, foresight, and strategic planning. Recognizing the varied nature of these issues and understanding their core causes allows leaders to develop focused solutions that build a workplace culture that values resilience, innovation, and employee well-being.

DISRUPTING OR DRIVING GROWTH : THE ROLLERCOASTER RIDE OF LOGISTICS

Over the past decade, the international trade landscape has undergone substantial changes driven by natural disasters, health pandemics, geopolitical tensions, economic shifts, and technological advancements. Despite these challenges, the logistics industry has demonstrated remarkable growth and resilience, with its valuation rising from \$5.8 trillion in 2018 to \$10.41 trillion by 2023, and projections suggest it could surpass \$18 trillion by 2030. However, the latest report from the United Nations Conference on Trade and Development (UNCTAD) underscores persistent challenges, including geopolitical tensions, rising shipping costs, and high debt levels, which could affect global trade.



Anitha Jaikrishnan
General Manager - Key Account Desk

Key Factors Shaping And Designing The Future Of The Logistics Industry

1. AI and E-commerce Explosion

The integration of Artificial Intelligence (AI) in e-commerce has revolutionized the logistics industry by optimizing supply chains, enhancing delivery accuracy, and improving customer service. AI-driven systems can predict demand, manage inventories more efficiently, and automate processes such as order picking and route planning. This is particularly critical as e-commerce continues to grow, driven by changing consumer behaviours and increased online shopping. AI not only helps in meeting these demands but also in providing personalized services, like recommending delivery times or locations based on customer preferences.

2. Sustainability

As global awareness of climate change and environmental issues grows, the logistics industry is under increasing pressure to adopt more sustainable practices. This includes the development of zero-carbon shipping solutions, the use of alternative fuels like hydrogen or electricity, and the implementation of more efficient routing to reduce fuel consumption. Companies are also exploring ways to minimize waste in packaging and improve recycling efforts. Sustainability in logistics isn't just about compliance with regulations; it's becoming a competitive advantage as consumers and businesses alike prefer to partner with environmentally responsible companies. However, the transition to greener practices can be costly and requires significant investment in new technologies and infrastructure.

3. Bridging the Talent Gap

The logistics industry faces a significant challenge in attracting and retaining skilled labour, particularly as the sector becomes more technologically advanced. The industry's talent gap is driven by several factors, including an aging workforce, the rapid pace of technological change, and a mismatch between the skills required and those available in the labour market. To bridge this gap, companies are investing in training and development programs, partnering with educational institutions, and offering more competitive wages and benefits. Moreover, there's a growing emphasis on attracting younger workers by showcasing the innovative and dynamic nature of modern logistics. Automation and robotics are also playing a role in alleviating some of the labour shortages, but human oversight and expertise remain crucial.





4. Technological Advancements

Technological innovation is at the heart of the logistics industry's transformation. Beyond AI, other technologies such as blockchain, Internet of Things (IoT), and robotics are reshaping how goods are transported and tracked. Blockchain, for example, offers enhanced transparency and security in supply chain transactions, reducing the risk of fraud and errors. IoT devices provide real-time data on the condition and location of shipments, allowing for better decision-making and more responsive customer service. Robotics and automation are streamlining warehouse operations, improving efficiency, and reducing costs. These advancements are not only improving operational efficiencies but also driving a better customer experience through faster and more reliable deliveries.



5. Global Trade Dynamics

The logistics sector is deeply intertwined with global trade, which has been increasingly affected by geopolitical tensions, trade wars, and economic shifts. Events such as Brexit, the US-China trade war, and Russia's invasion of Ukraine have disrupted global supply chains, leading to increased costs and uncertainties. The rise in protectionist policies and tariffs has also complicated international trade, forcing companies to rethink their supply chain strategies and consider reshoring or nearshoring their operations. Moreover, the COVID-19 pandemic exposed vulnerabilities in global supply chains, leading to a re-evaluation of risk management practices. Logistics companies must navigate these complex dynamics while maintaining efficiency and cost-effectiveness.



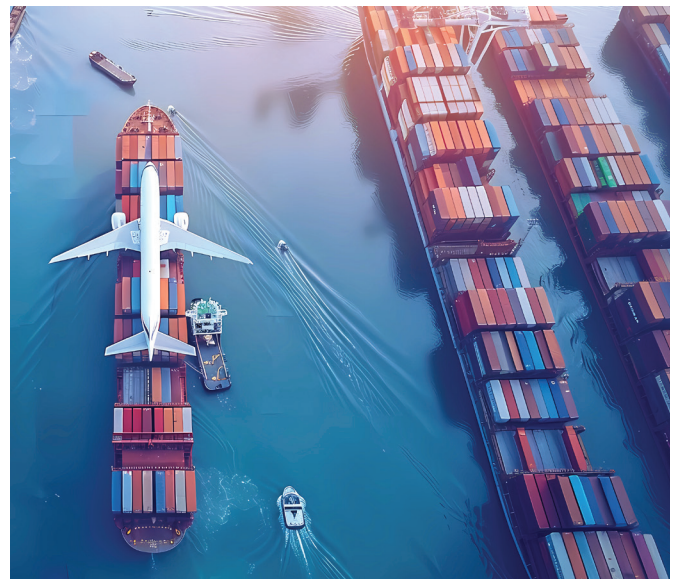
Conclusion: Balancing Growth and Challenges

The logistics sector is at a pivotal moment, with promising growth prospects tempered by significant challenges. The industry's valuation has surged over the past five years and is expected to continue an upward trajectory, reaching over \$18 trillion by 2030. However, to sustain this growth, the sector must address the ongoing challenges of geopolitical tensions, rising costs, and the need for technological and workforce advancements. Companies that successfully balance these factors, leveraging the latest technologies while adopting sustainable practices and cultivating talent, will be well-positioned to thrive in this evolving landscape.

LATEST LOGISTICS TRENDS IN OMAN & GULF REGION: NAVIGATING NEW FRONTIERS IN SUPPLY CHAIN EFFICIENCY

Sultanate Of Oman, situated on the southeastern coast of the Arabian Peninsula, with its rich culture and diverse landscape have a unique impact on its logistics sector. The country's strategic location at the crossroads of East and West makes it an ideal hub for international trade.

Culturally, Oman's long-standing tradition of trade and maritime expertise is reflected in its modern logistics practices. The nation's commitment to hospitality, efficiency, and innovation drives the high standards of service provided by companies like Consolidated Shipping and Trade Services L.L.C. By blending traditional values with cutting-edge technology, Oman continues to strengthen its position as a key player in the global logistics industry.



Expansion of Maritime Infrastructure

The Gulf region's extensive investment in port infrastructure, such as Oman's Sohar Port, Duqm and Salalah Port, is pivotal. These expansions not only increase capacity but also enhance efficiency through advanced technologies and streamlined operations.

Technological Innovations Driving Efficiency

Technological advancements like blockchain, Internet of Things (IoT) are revolutionizing logistics in Oman and the Gulf. These technologies optimize supply chain visibility, predictive analytics, and inventory management, thereby reducing costs and improving delivery times.

Rise of E-commerce and Last-Mile Solutions

The rapid growth of e-commerce is reshaping logistics demands. Companies are investing in robust last-mile delivery solutions and warehousing facilities to meet the evolving consumer expectations for speed and reliability.

Sustainable Logistics Practices

There is a growing emphasis on sustainability in the logistics sector. Oman and Gulf region are increasingly adopting green logistics practices, including renewable energy use, electric vehicles, and carbon-neutral initiatives, aligning with global environmental goals.

Government Policies and Trade Agreements

Government policies and regional trade agreements play a crucial role in shaping logistics trends. Initiatives aimed at reducing trade barriers and enhancing infrastructure connectivity are facilitating smoother movement of goods across borders.

Challenges and Future Outlook

Despite these advancements, challenges such as infrastructure gaps, geopolitical tensions, and regulatory complexities remain. However, with proactive measures and collaborative efforts between public and private sectors, the outlook for logistics in Oman and the Gulf region remains promising.

In conclusion, the logistics industry in Oman and the Gulf region is experiencing transformative changes driven by technological innovation, infrastructure developments, and sustainability initiatives. As these trends continue to evolve, stakeholders must adapt to seize new opportunities and overcome challenges, ensuring the region's position as a global logistics hub. In Oman, these changes have been met with proactive strategies to enhance efficiency and resilience. Consolidated Shipping and Trade Services LLC has embraced digital transformation, incorporating advanced tracking.

Consolidated Shipping and Trade Services LLC is a pioneering force in Oman's shipping and logistics sector, offering a wide range of services including LCL consolidation, air freight, sea freight, and project logistics. CSS Oman expertise, global network, customer-centric approach, and advanced technology make them the preferred choice for businesses looking for reliable and efficient logistics solutions. Whether it's a small consignment or a large-scale project, CSS Group is dedicated to delivering excellence and ensuring the seamless movement of goods across the globe.

SUCCESSFUL HEAVY-LIFT TRANSPORT TO IRAQ BY THE CSS TEAM

In the realm of logistics, few tasks are as challenging as the transportation of heavy-lift cargo to complex markets. Our team recently accomplished an impressive feat by delivering two 100-ton heavy-lift items and accessories, totaling approximately 750 cubic meters (CBM), to Iraq in the Persian Gulf. This project exemplified our dedication to meticulous planning, coordination, and seamless execution.

Transporting such massive cargo is no small task, especially when navigating the intricate market of Iraq. The region presents unique challenges, from complex legal requirements to intricate documentation processes. To address these challenges, our team engaged in comprehensive planning and coordination, ensuring the safe loading and transportation of the cargo with a timely arrival at its destination.



One of the key components of this project was the advanced arrangement of all necessary documentation and legal requirements. By anticipating potential hurdles and addressing them proactively, our team ensured smooth clearance and direct delivery upon arrival in Iraq. This strategic approach minimized delays and ensured that the cargo reached its destination efficiently. This achievement would not have been possible without the collective efforts of our dedicated team and reliable partners. The collaboration with esteemed colleagues and trusted shipping carriers played a crucial role in the project's success.

We extend our heartfelt gratitude to our team, shipping carriers, and colleagues for their support and dedication. Their expertise and commitment to excellence were pivotal in overcoming the challenges of this project. This successful delivery underscores our ability to handle complex logistics and sets the stage for future endeavors.

As we celebrate this accomplishment, we look forward to many more successful projects and effective handling in the future. Our team's expertise in managing complex logistics operations positions us as leaders in the industry, and we remain committed to delivering exceptional services to our clients worldwide.

CSS ELOGIX - CONFIDENTLY SPREADING ARMS !

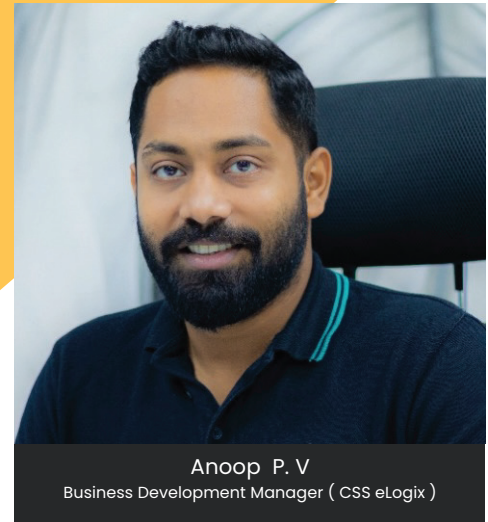
CSS eLogix is excited to announce the expansion of its fulfillment center in Jeddah, Kingdom of Saudi Arabia (KSA). This strategic move is part of the company's broader plan to enhance its logistics and supply chain capabilities across the Middle East, reinforcing its position as a leading provider of fulfillment solutions in the region.



Strategic Significance of Jeddah

Jeddah, known as the gateway to Mecca and a key commercial hub in Saudi Arabia, is strategically located along the Red Sea. This prime location offers excellent connectivity to major shipping routes, making it an ideal site for CSS eLogix's expanded fulfillment operations. The city's infrastructure and access to major highways facilitate efficient distribution and logistics, ensuring timely deliveries across the region.

The expansion in Jeddah reflects CSS eLogix's commitment to optimizing its supply chain network and better serving its growing customer base in Saudi Arabia and neighboring countries. The new facility will significantly boost the company's capacity to handle a wide range of products, from everyday consumer goods to specialized and high-value items.



Anoop P. V
Business Development Manager (CSS eLogix)

State-of-the-Art Facilities and Technology

The Jeddah fulfillment center is equipped with the latest technology and automation systems, designed to streamline operations and enhance service quality. Advanced inventory management systems, real-time tracking, and sophisticated security measures are integral parts of the facility, ensuring accuracy, transparency, and safety in all operations.

The expanded center also includes temperature-controlled zones, catering to the needs of industries such as cosmetics and garments, which require precise environmental controls. This feature positions CSS eLogix as a key player in providing specialized logistics services that adhere to strict regulatory and quality standards.

Commitment to Sustainability and Innovation

CSS eLogix is deeply committed to sustainability, and the new Jeddah facility embodies this commitment. The center is designed with energy-efficient systems and eco-friendly materials, reducing the environmental footprint of operations. The company is also exploring renewable energy options to power the facility, aligning with global sustainability goals.

In addition to its environmental initiatives, CSS eLogix is focused on innovation. The Jeddah expansion includes the implementation of cutting-edge technologies, such as AI-driven analytics for demand forecasting and optimization. These innovations help in managing inventory more efficiently and meeting the dynamic needs of customers.

Strengthening Local Partnerships and Community Engagement

CSS eLogix is dedicated to fostering strong relationships with local businesses and stakeholders in Jeddah. The expansion provides an opportunity for the company to collaborate with local suppliers, logistics providers, and service partners, thereby contributing to the local economy and creating job opportunities.

Moreover, CSS eLogix is committed to community engagement and corporate social responsibility. The company plans to initiate programs that support local education, skills development, and environmental conservation efforts, reflecting its dedication to being a responsible corporate citizen in the regions it serves.



Future Growth and Vision

The expansion of the fulfillment center in Jeddah is a significant step in CSS eLogix's long-term growth strategy in the Middle East. It reflects the company's vision to be at the forefront of logistics and fulfillment services in the region, offering innovative, efficient, and sustainable solutions to its clients.

As CSS eLogix continues to expand its operations, it remains focused on delivering exceptional customer service, fostering innovation, and driving operational excellence. The Jeddah facility is set to become a key hub in the company's regional network, enabling it to meet the growing demand for reliable and high-quality logistics solutions.

CSS eLogix looks forward to a successful expansion in Jeddah, with plans to continue its growth trajectory in Saudi Arabia and the broader Middle East region. The company remains committed to its core values of customer-centricity, innovation, and sustainability, as it builds a brighter future for its business and the communities it serves.

LTL SERVICES TO ALL GCC

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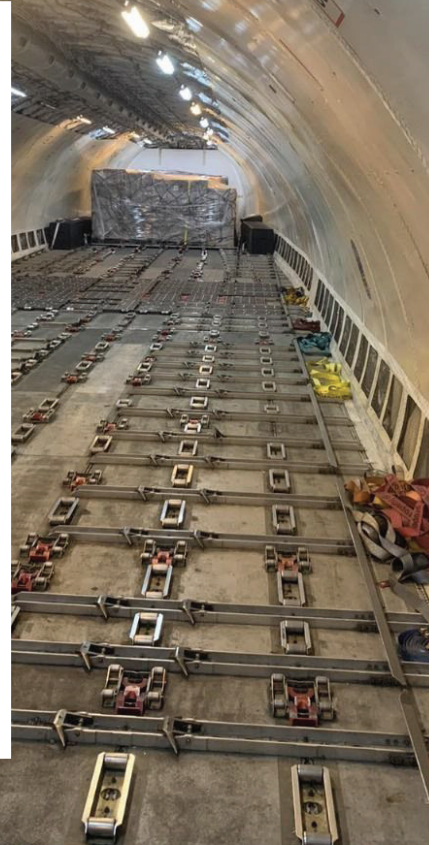
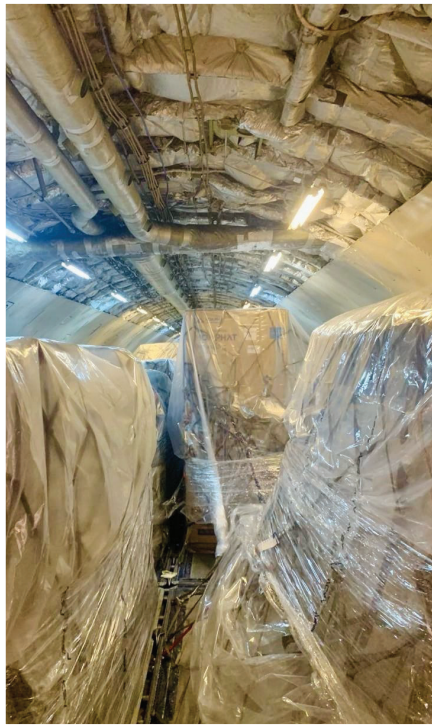
CSS GLOBAL FORWARDING'S LANDMARK CARGO DELIVERY TO AFRICA

In today's fast-paced world of global logistics, where time-sensitive shipments are the norm, CSS Global Forwarding has made headlines with a remarkable feat. Recently, we successfully delivered a 35-ton cargo shipment to the interiors of Africa on a tight deadline, showcasing our expertise and commitment to meeting customer needs.

The task was daunting, as a massive 35-ton cargo needed to be transported from the Far East to Africa with little time to spare. With traditional shipping routes unable to meet the deadline, we at CSS Global Forwarding had to think outside the box. The team came up with a solution to charter a full flight dedicated to this single delivery. This decision highlights our flexibility and determination to meet even the most demanding schedules.

One of the standout aspects of this operation was the collaboration among our various stakeholders. Delivering to a non-operational airport added layers of complexity, as it required meticulous planning and execution. From coordinating flight permissions to ensuring ground handling readiness, every detail had to be perfect.

CSS Global Forwarding's team worked tirelessly to align all such aspects before departure. We attribute this success to the unwavering trust and support of our partners. Their collective efforts turned a challenging situation into a triumph, demonstrating that when teams come together with a common goal, anything is possible. The cargo's successful delivery brought smiles not only to the team involved but also to the recipients at the destination.



CSS Global Forwarding extends heartfelt thanks to all our stakeholders involved in this project. Their ability to deliver under pressure showcases the strength of our partnerships and the trust they have built over time. This achievement marks one of our finest cargo deliveries on short notice, setting a new benchmark for future operations.

In an industry where precision and timing are critical, CSS Global Forwarding's recent achievement is an example of our dedication. By overcoming logistical challenges and delivering on our promises, we continue to set high standards in global forwarding. This successful delivery has reinforced our commitment to providing exceptional service and innovative solutions to our clients worldwide.

CSS GEARS UP TO CELEBRATE ONAM: THE FESTIVAL OF TRADITION AND UNITY

As the festive Onam season approaches, CSS is excited to celebrate this vibrant festival that symbolizes joy, unity, and cultural heritage. Onam is not just another occasion; it's a time for coming together, embracing tradition, and celebrating the rich tapestry of our shared values. Here's how CSS will be marking this special time.

The Ancient Lore of Onam

Onam is deeply rooted in the legend of King Mahabali, a wise and benevolent ruler who brought prosperity and happiness to his kingdom. According to the legend, the gods, worried about his growing power, sent Lord Vishnu in the guise of Vamana to subdue him. Despite his defeat, Mahabali was granted the boon to visit his people once a year. Onam celebrates this return, embodying the spirit of joy and unity that Mahabali represented.



The Pookalam or the Floral Carpet Competitions

One of the highlights of our Onam celebrations at CSS is the laying of the Pookalam or the stunning floral carpet. This traditional art form involves arranging a variety of flowers into intricate patterns and designs. The Pookalam not only adds a vibrant splash of color to our office but also symbolizes the warm welcome we extend to King Mahabali. This beautiful tradition transforms our offices into festive and colorful spaces setting the mood for the celebration, with this team building exercise.

Traditional Attire Day: Celebrating in Style

To fully embrace the cultural essence of Onam, CSS encourages all employees to don traditional outfits, such as the Mundu for men and Sari or Pavada for women. This dress code enhances the festive atmosphere and allows everyone to immerse themselves in the cultural celebration. It's a visual celebration of tradition and a way to honor the rich heritage of Onam, bringing in a feeling of uniformity in diversity.

A Feast to Remember: Onam Sadya

No Onam celebration is complete without the grand feast known as Onam Sadya. This elaborate meal features an array of traditional Kerala dishes served on a banana leaf, including Sambar, Avial, Thoran, Payasam and so much more. At CSS, the sadya brings everyone together to enjoy a meal rich in flavor and filled with memories of home. The Sadya is more than just food; it's an opportunity for us to bond and celebrate as a unified team.

Fun and Games: Embracing Tradition and Team Spirit

In addition to the feast and floral displays, our Onam celebrations will include traditional and contemporary games that are both fun and engaging. The Vadamvali (tug of war) is the highlight of the day with various teams vying to be numero uno. These games are not only enjoyable but also foster team spirit and camaraderie among employees.



Unity in Diversity: Coming Together

CSS's Onam celebrations are designed to reflect the joy, unity, and cultural richness of this special festival. Let us come together to celebrate our heritage, strengthen our bonds, and make this Onam a memorable and joyful experience for everyone at CSS.

DUBAI TO EXPAND FRUIT AND VEGETABLE MARKET AND ESTABLISH THE WORLD'S LARGEST LOGISTICS HUB FOR FOODSTUFFS

Dubai is all set to significantly expand its fruit and vegetable market as part of an ambitious mega project that will establish the world's largest logistics hub for foodstuffs, fruits, and vegetable trade. This monumental initiative was unveiled by Sheikh Maktoum bin Mohammed bin Rashid Al Maktoum, First Deputy Ruler of Dubai, Deputy Prime Minister, and Minister of Finance of the UAE.

The expansion will see Dubai's current fruit and vegetable market double in size. The project will be a collaboration between the Dubai Municipality and DP World, aiming to position Dubai as a leading destination for markets, export, and re-export operations on a regional and global scale. Sheikh Maktoum emphasized the strategic intent behind this development, noting that it will enhance commercial and investment opportunities while supporting the UAE's food security strategy. Advanced infrastructure and facilities with the latest specifications and best standards will be offered. This in turn will create greater commercial and investment opportunities for investors while supporting the UAE food security strategy said Sheikh Maktoum.



The new logistics hub is a key component of the Dubai Economic Agenda D33, which aims to double the size of Dubai's economy and transform it into one of the top three economic cities globally by 2033. The project will not only bolster Dubai's economic growth but also improve the quality of life for its residents and enhance the city's overall attractiveness and liveability.

Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, highlighted the broader economic implications of the project by stating that the expansion and doubling of the current market area will support Dubai's economic agenda and create larger commercial and investment opportunities. DP World has been entrusted with the management, operation, and development of this market and placed with the responsibility of linking it with global markets.

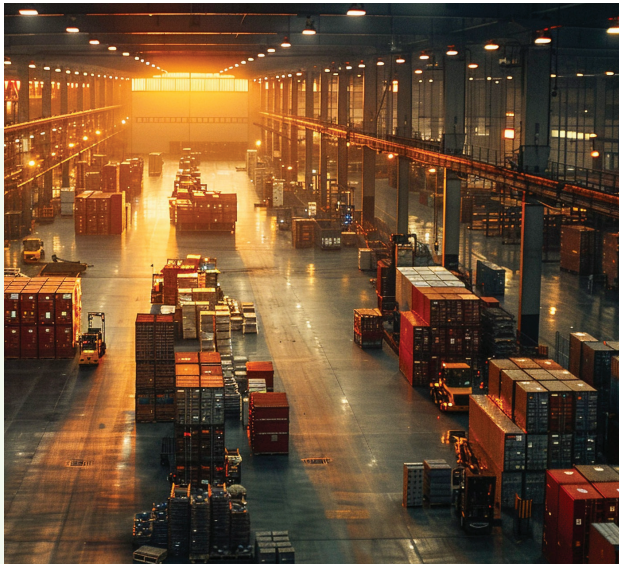
The partnership between Dubai Municipality and DP World will introduce a unified trade window for all procedures and streamline the customer journey. This agreement underscores Dubai's commitment to providing a flexible, efficient, and sustainable economic model that attracts global investment.

Sultan Ahmed bin Sulayem, Group Chairman and CEO of DP World, remarked on Dubai's strategic location and its role as a global market for food trade. Establishing and expanding the Foodstuffs, Fruits, and Vegetables Market and launching its pioneering solutions will all act as a strong driver to maximize the benefits of this sector's growth in achieving Dubai's economic goals. This is what Sultan Ahmed bin Sulayem hopes for.



By linking it with global markets, the logistics hub will serve as a crucial node in the international food supply chain. It will facilitate the seamless flow of goods between producers and consumers worldwide, reinforcing Dubai's status as a pivotal hub in global trade networks. This connectivity will attract international businesses and investors, fostering a dynamic and competitive marketplace.

Dawood Al Hajri, Director General of Dubai Municipality, emphasized that the project aligns with Dubai's efforts to enhance its competitiveness and attractiveness as a place to invest, live, and work. The initiative is expected to unlock new business horizons and provide innovative solutions to boost investment opportunities.



The expansion of the fruit and vegetable market and the establishment of the logistics hub are expected to have a profound economic impact. The project will create numerous job opportunities across various sectors, including logistics, construction, technology, and retail. This surge in employment will contribute to the overall economic prosperity of Dubai and support the UAE's vision of economic diversification.

Moreover, the increased trade and investment resulting from the project will stimulate growth in related industries, such as transportation, warehousing, and financial services. This multiplier effect will enhance Dubai's economic resilience and drive sustained growth in the coming decades.



A significant aspect of this mega project is the integration of advanced technology and sustainable practices. The logistics hub will incorporate state-of-the-art supply chain technologies, including AI and blockchain, to ensure efficiency, transparency, and traceability in food trade operations. This technological edge will further enhance Dubai's position as a leader in the global logistics and trade sectors.

Environmental sustainability is also a core focus of the project. The expansion will include green building standards, renewable energy sources, and waste management systems designed to minimize the environmental footprint. This commitment to sustainability aligns with Dubai's broader goals of promoting eco-friendly practices and achieving long-term environmental sustainability.

Looking ahead, Dubai's strategic vision and proactive investments in infrastructure and technology position it for continued success. The fruit and vegetable market expansion and the logistics hub project exemplify the emirate's commitment to innovation, sustainability, and economic growth. As Dubai continues to evolve, it will undoubtedly remain a key player in the global economy, driving forward with ambitious projects and strategic initiatives.

Dubai's expansion of its fruit and vegetable market and the creation of the world's largest logistics hub for foodstuffs signify a major step towards realizing the emirate's economic ambitions. With advanced infrastructure, strategic partnerships, and a focus on sustainability, Dubai is set to solidify its position as a global trade hub and a magnet for investment. This project not only supports the UAE's food security measures but also aligns with Dubai's vision of becoming one of the top three economic cities globally by 2033.

CMA CGM AND GOOGLE'S STRATEGIC AI PARTNERSHIP HAVE REVOLUTIONIZED SHIPPING

In a bold move to harness the transformative power of Artificial Intelligence (AI), CMA CGM, a leading French shipping and logistics giant, has announced a strategic partnership with Google. This collaboration aims to integrate AI across CMA CGM's global operations, promising to revolutionize the shipping and logistics industry by enhancing the decision-making processes, optimizing operations, and improving customer services.

CMA CGM's partnership with Google marks a significant step in its digital transformation strategy. The collaboration focuses on developing AI tools and solutions to empower employees, streamline operations, and enhance the company's competitive edge. "This collaboration aligns with our digital roadmap and investments, marking a crucial step in our transformation strategy. Together with Google, we will lead the digital revolution in shipping, logistics, and media, optimize our processes, and enhance our competitive edge," stated Rodolphe Saadé, Chairman and CEO of CMA CGM.



By leveraging Google's AI capabilities, CMA CGM plans to optimize various aspects of its operations, including vessel routes, container handling, and inventory management. The integration of AI will enable the company to ensure efficient and timely delivery of goods while minimizing costs and carbon footprints. This approach not only enhances operational efficiency but also positions CMA CGM as a leader in sustainable shipping practices.

CEVA Logistics, the logistics arm of CMA CGM, will lead the charge in adopting AI-driven solutions. The focus will initially be on warehouse smart management, utilizing Google's technology to improve volume and demand forecasting. This will allow for better anticipation and planning, ensuring the efficient use of CEVA's 10.3 million square meters of warehouse space.

The partnership with Google is part of CMA CGM's broader strategy to transform its business through AI innovation. By combining its expertise in shipping and logistics with Google's advanced AI tools and secure infrastructure, CMA CGM aims to digitally transform its operations and those of its customers. Sundar Pichai, CEO of Google and Alphabet, highlighted the potential impact of the collaboration: "This partnership is a prime example of how AI can assist employees, improve outcomes for customers, and revolutionize industries."

CMA CGM's move into AI comes amidst rapid expansion efforts, including the acquisition of Bolloré Logistics, the launch of branded air freight operations, and ventures into vehicle transport and passenger ferries. With a fleet of approximately 620 vessels and plans to expand further, CMA CGM is poised to become the world's second-largest container carrier, potentially surpassing Maersk by 2026.

As CMA CGM continues to innovate and expand, its partnership with Google represents a pivotal moment in the shipping industry. By embracing AI, the company is set to revolutionize logistics, enhance operational efficiency, and deliver superior customer service. This strategic alliance not only underscores the transformative potential of AI but also positions CMA CGM at the forefront of the digital revolution in shipping and logistics.

CONTAINER SHIP FLEET EXPANSION RECORDS FASTEST GROWTH IN 15 YEARS

The global container ship fleet is experiencing its fastest growth in 15 years, marking a significant expansion in reshaping the shipping industry landscape. Since the beginning of the year, the fleet's capacity has surged by 1.6 million TEUs (twenty-foot equivalent units), representing an 11% increase from the previous year, according to Niels Rasmussen, Chief Shipping Analyst at BIMCO. This growth brings the total capacity to 29.5 million TEUs, underscoring the robust demand for container shipping.



The first half of 2024 witnessed unprecedented levels of new ship deliveries, with a total of 264 ships entering service. These ships, boasting a combined capacity of 1.6 million TEUs, represent a two-thirds increase over the same period last year when the previous record was set. This surge in capacity is driven by strong cargo volume growth and strategic rerouting of ships via the Cape of Good Hope, which has also contributed to a decline in ship recycling. Only 36 ships, with a combined capacity of 51,000 TEUs, were recycled during this period.

Despite the current high capacity, shipowners continue to place new orders, demonstrating confidence in the sustained demand for shipping services. So far this year, 63 ships with a combined capacity of 400,000 TEUs have been ordered, maintaining a high order book-to-fleet ratio of 19%. The order book is robust, with deliveries scheduled through 2028 and an average of 1.5 million TEUs expected to be delivered each year from 2025 to 2027.



The growth of the container ship fleet is primarily driven by the 12,000–17,000 TEU segment, which has expanded rapidly. This segment now accounts for 22% of the total fleet capacity and has grown by 25% year-over-year. It represents nearly half of the overall fleet's growth and has been a key driver of expansion in recent years. This trend is expected to continue, as more than 50% of the capacity on order falls within this segment.

In contrast, ships larger than 17,000 TEUs, which dominated growth from 2015 to 2021, now make up only 17% of the current order book. These larger vessels are operationally limited to specific trade routes in Asia and Europe, and the existing fleet of 212 ships is sufficient to cover these lanes.

The container fleet's capacity is projected to exceed 30 million TEUs for the first time by the end of the third quarter of 2024 and reach 30.5 million TEUs by year-end. By 2027, the current order book will add another 4.3 million TEUs to the fleet. However, with cargo volume growth unlikely to match this rapid expansion, an increase in ship recycling is anticipated to moderate overall fleet growth. Furthermore, if shipping routes return to the Red Sea and the Suez Canal, the demand for additional ships could decline, contributing to a more balanced market.

The rapid growth of the container ship fleet reflects the industry's response to evolving market dynamics and increasing demand for shipping capacity. While the current expansion presents opportunities, it also poses challenges that will require careful management of fleet growth and operational strategies. As the industry navigates these changes, the focus will likely shift toward optimizing existing assets and exploring innovative solutions to meet future demand efficiently.

MANAGING HIGH SUMMER SHIPPING VOLUMES AMID RED SEA ISSUES AND EQUIPMENT SHORTAGES

The peak summer shipping season brings a surge in volume, worsening existing challenges such as the ongoing issues in the Red Sea region. These complications have led to significantly higher shipping costs and severe equipment shortages. As freight forwarders, it is essential to develop and implement strategies that ensure the smooth movement of goods, support customer satisfaction, and keep the industry running efficiently. Here is how we can achieve these goals.



Transparent Communication and Customer Education - Effective communication is vital in managing high shipping volumes and regional disruptions. It is crucial to keep transparency with customers by providing regular updates about potential delays, changes in costs, and the underlying reasons. Educating customers about the impact of the Red Sea issues and equipment shortages helps set realistic expectations and fosters trust. Utilizing various communication channels, such as emails, newsletters, customer portals, and direct phone calls, ensures that customers are well-informed. By keeping our clients updated and explaining the situation in detail, we can reduce frustration and build stronger, long-term relationships.

Leveraging Advanced Technology for Optimal Operations - Advanced logistics technology plays a pivotal role in managing complexities such as high shipping volumes and equipment shortages. Implementing tools like transportation management systems (TMS), real-time tracking, and predictive analytics enables us to perfect routes, manage ability efficiently, and expect potential disruptions. These technologies allow us to offer more correct delivery timelines and find alternative routes swiftly. Additionally, AI-driven analytics can help forecast demand and manage inventory more effectively, ensuring we can respond quickly to changing circumstances and keep operational efficiency. By using these technological advancements, we enhance our ability to meet customer expectations and keep the supply chain moving smoothly.

Strengthening Collaboration with Shipping Lines - Building and keeping strong relationships with shipping lines is essential, especially during high-demand periods and regional disruptions. Close collaboration with shipping carriers allows us to negotiate better terms, secure priority bookings, and access critical real-time information about vessel schedules and equipment availability. Joint contingency planning with shipping lines helps mitigate the impact of disruptions like those in the Red Sea on our operations. By working closely with shipping lines, we can ensure more reliable services for our customers, despite the external challenges. This collaboration enables us to offer solutions that keep goods moving efficiently and keep elevated levels of customer satisfaction.

Developing Flexible and Adaptive Solutions - Flexibility and adaptability are key to managing shipping challenges effectively. Offering customers multiple shipping options, such as alternative sea routes, air freight, or rail transport, can help mitigate delays and manage costs. Developing flexible strategies, like rerouting shipments through less congested ports or using different modes of transportation, ensures continuity of service. Additionally, implementing flexible warehousing solutions can help manage inventory more efficiently during transit disruptions. These adaptive measures allow us to keep an elevated level of service and customer satisfaction, even when faced with significant logistical challenges. By being flexible, we can better accommodate our customers' needs and keep commodities moving without delay.



Strategic Planning and Robust Risk Management - Long-term strategic planning and robust risk management are essential for navigating the complexities of high shipping volumes and geopolitical issues. Developing comprehensive risk management plans, including scenario planning, emergency response strategies, and diversified supply chains, can help mitigate the impact of disruptions. Regularly reviewing and updating these plans ensures we are prepared to manage any crisis effectively. By being initiative-taking rather than reactive, we can better manage risks and keep a steady flow of goods. This approach not only helps us manage current disruptions but also strengthens our ability to manage future challenges, ensuring long-term operational efficiency and customer satisfaction.

Enhancing Customer Support and Satisfaction - Providing exceptional customer support is critical during times of disruption. Establishing resolute support teams to manage inquiries, resolve issues, and offer real-time aid ensures that customers feel valued and supported. Implementing a robust feedback system to gauge customer satisfaction and find areas for improvement can also be beneficial. By prioritizing customer support, we can address concerns promptly and keep elevated levels of customer satisfaction. This focus on customer care reinforces our commitment to providing reliable and efficient service, even under challenging conditions. Ensuring that customers feel heard and supported can significantly improve their overall experience and loyalty.

The high summer shipping volumes combined with Red Sea issues and equipment shortages present significant challenges for the freight sending industry. However, through transparent communication, using advanced technology, strengthening collaboration with shipping lines, developing flexible solutions, enhancing customer support, and practicing robust strategic planning, we can navigate these challenges effectively. These strategies ensure that the industry continues to move efficiently, keeping commodities flowing without delays and keeping customer satisfaction. By focusing on these areas, we reinforce our position as dependable and customer-centric freight forwarders, capable of managing disruptions and delivering exceptional service in the face of adversity.

DUBAI IS NOW SERVING THE LOGISTICS NEEDS OF THE WORLD



Dubai has rapidly emerged as a global leader in trade and logistics, capitalizing on its strategic location, world-class infrastructure, and favourable trade policies. This thriving city stands out as a pivotal hub connecting the East and West, providing efficient pathways for goods to travel by road, air, and sea. The logistics sector significantly contributes to about 14% of the UAE's GDP—a figure poised for further growth.

Dubai's geographical positioning offers an unparalleled advantage for trade. Situated at the crossroads of major global trade routes, it serves as a central node for connecting markets across Asia, Europe, and Africa. This strategic location is complemented by an extensive network of interlinked highways, seaports, and airports that facilitate swift and cost-effective transportation of goods.

One notable example is the customs-bonded road connecting the Jebel Ali Port with Dubai World Central (DWC), streamlining cargo movement between the Al Maktoum International Airport and other transport hubs. The Jebel Ali Port, the largest in the Middle East and the 10th largest globally, exemplifies Dubai's infrastructural prowess, with the capacity to handle 19.3 million Twenty-Foot Equivalent Units (TEU). This port serves as a gateway to key markets in the Indian subcontinent, Africa, and the Gulf, attracting numerous companies eager to leverage its connectivity.

Dubai's role as a shipping hub is further reinforced by the operations of DP World, a logistics giant responsible for moving about 10% of global trade. By embracing cutting-edge technologies and innovative solutions, DP World enhances global supply chain efficiencies through its port-centric logistics services, maritime operations, and free trade zones. Their investment in Hyperloop technology—a revolutionary cargo transport system—highlights Dubai's commitment to pioneering new methods for seamless goods movement.

Additionally, the government is heavily investing in the rapidly growing maritime industry segments of container logistics and dry bulk cargo handling. Such efforts underscore Dubai's ambition to become a leading global shipping hub.

The development of free zones, such as the Jebel Ali Free Zone (Jafza), plays a crucial role in bolstering Dubai's logistics capabilities. Jafza spans 3.85 million square meters, providing extensive warehouse and office spaces. Its unique sea-land-air logistics corridor enables swift cargo transitions between sea and air, bypassing customs checks. The recent inauguration of Maersk Kanoo UAE within Jafza underscores the zone's strategic importance.

A key initiative enhancing Dubai's logistics leadership is the World Logistics Passport (WLP). This groundbreaking freight loyalty program aims to eliminate trade barriers, optimize existing routes, and establish new ones, thereby strengthening global supply chains. As part of the Dubai Silk Road strategy, the WLP offers various operational and financial incentives, facilitating increased trade between emerging markets. Partner countries gain access to DP World's global network of ports and economic parks, alongside Emirates Group's Dnata and SkyCargo services.

Dubai International Airport ranks among the busiest worldwide, connecting the city to over 240 destinations. Meanwhile, Dubai World Central (DWC), positioned as the airport of the future, is set to handle over 160 million passengers and 12 million tonnes of cargo annually upon completion. Emirates SkyCargo, the airfreight division of the Emirates Group, is the world's largest cargo airline, serving 50 dedicated freight locations and supporting global trade through its Emirates SkyCentral hub in Dubai.

With continuous investments in infrastructure, rail development, and expansion initiatives, Dubai's logistics industry is poised for robust growth, driven by increasing foreign direct investment (FDI). As global trade opportunities expand, so will the demand for logistics and warehousing, further cementing Dubai's status as a pivotal logistics hub.

Dubai's commitment to innovation, strategic development, and international collaboration ensures its enduring role in serving the logistics needs of the world, making it a beacon of global trade and connectivity.

EMPLOYEES OF THE MONTH



Bhanu Nazir

Manager

Operations & Customer Service – CSS Bahrain

Bhanu is nominated because he is handling both Operational offices BAH & KSA with a full smiley face and without any complaint, he is dedicating him self for the fastest reply everytime is needed.

Awarded By

May Jammal – General Manager

CSS Bahrain



Abhiram Hrithwik

Airfreight Executive, Airfreight – CSS Dubai

- *Commitment to work, Adheres to the deadlines, pro active.*
- *Appreciation from the customer.*

Awarded By

Rowan Coelho

Assistant General Manager (Airfreight)

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Chairman

Chandrakala (CK)
Chief Operating Officer – NVOCC

Arjun Bose
Director – CSS Abu Dhabi, Qatar,
Oman & Northern Emirates

Krishna Kaladharan
Director – CSS Bahrain,
Saudi Arabia

Rakesh Menon
Director – Sales & Marketing

Roshmon Manoli
Vice President – Forwarding Sales

Renjith Pillai
Vice President – Projects

Santanu Datta
General Manager – Ocean Freight

Richard Varghese
General Manager – SCM & 3PL

Fida Asghar
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Susanth Shekar
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NORTHERN EMIRATES

Thomas Mathew
General manager

ABU DHABI

Midhun George
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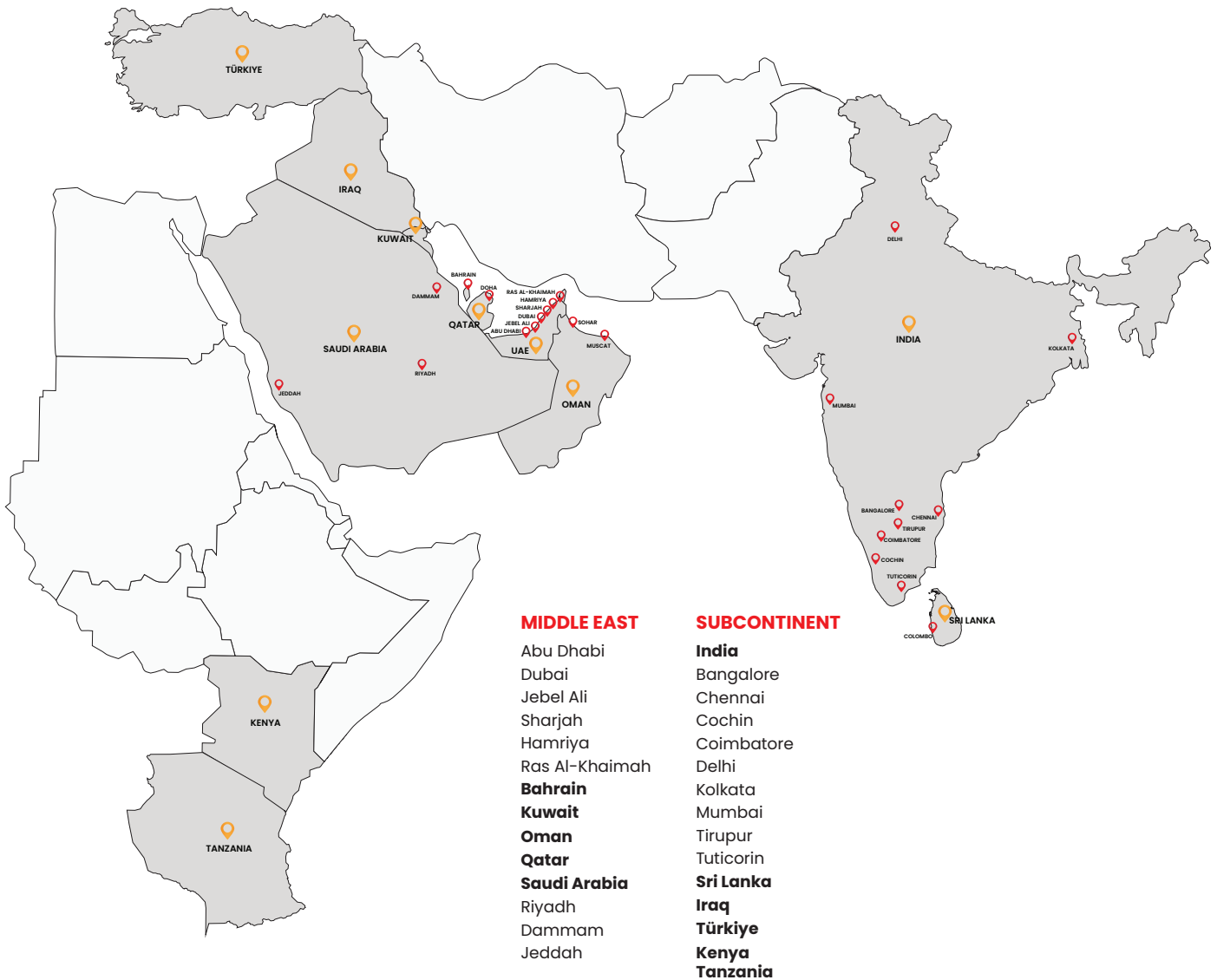
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