



EZW bi-monthly newsletter

# THE Zone



## JAFZA TO PROVIDE CLIENTS OUTSTANDING EXPERIENCE THROUGH RE-ENGINEERED CUSTOMER FACILITY AND SERVICES

*Initiative stresses on personalised approach to make customer experience unique*



Salma Hareb, Chief Executive Officer, Economic Zones World, formally unveils the re-engineered Customer Care Facility in Jafza

Jafza has recently unveiled its new, world-class customer care facility in the free zone. The completely re-engineered facility, designed after carefully analysing the customer experience over the years, features top-of-the-line personalised services and seeks to provide customers and visitors with an unparalleled service experience.

As part of Jafza's Ahlan Project, the customer care facility, currently in the first phase of its operations, provides enhanced services to all Jafza clients and their representatives. It caters to a wide spectrum of visitors ranging from Jafza member-company Public Relations Officers (PROs), who frequent the facility regularly for their company's administrative needs right up to Company Directors (CEOs and other top executives), seeking to establish and expand their businesses in Jafza.

The new, redesigned Customer Service Centre in Jafza 14 includes an intelligent queuing and processing system, upgraded customer services, a renovated, contemporary reception area, an aesthetically designed waiting area for up to 120 customers supported with 16 TV screens, internet facilities, vending machines and other amenities, all designed to guarantee customers a comfortable and engaging visit.

One of the key features of the new facility, the queuing system, has reduced the processing time of transactions by as much as 70 percent. The system is equipped with an intelligent, custom-built queue management screen that efficiently directs customer traffic to over

100 service counters for all their needs including visa processing, residence permits, payment certificates, ID cards, health cards, utilities and a host of other requirements.

The Commercial Sales Centre in Jafza 15 is intelligently designed to provide a world-class customer experience to visitors and its existing clients visiting the Jafza management team. The facility includes an aesthetic reception area seeking to create a warm and hospitable first impression and a well-appointed waiting area. The facility is supported with over 15 meeting rooms and VIP lounges, all of which are Wi-Fi enabled.

Personalised service and comfortable interaction occupy a key position in the new system. A dedicated team of Jafza executives are on hand at all times to familiarise customers with the new system and address any of their specific requirements. Potential customers

walking into Jafza receive VIP treatment, right from the moment they set foot on the premises, which includes valet parking and the personal attention of Jafza staff throughout their stay at the customer care facility.

Top executives of existing companies and potential investors will be provided with exclusive tools for greater convenience that includes a VIP car sticker for instant, uninterrupted access; a VIP card that guarantees top priority to all their requests; and a USB loaded with all information needed to conduct business effortlessly within Jafza.

Other value-added services include providing customers with timely and prompt notifications on the status of services requested. The new Customer Notification System uses four channels of communication – email, SMS, telephone call and fax, depending

on the urgency and importance of the request.

Plans are also in place to provide all customers with an exclusive email account on a platform called JafzaMail that will give them up to 25 GB of storage space. Set up in partnership with Google, JafzaMail will serve as a dedicated communication channel between Jafza and its customers and between the customers themselves. Thanks to its storage capacity, the exclusive email account will be capable of sending or receiving mail with attachments of any size.



Inside view of the new Customer Service Centre in Jafza 14



Inside view of Commercial Sales Centre in Jafza 15

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THE  
**Zone**

## UAE REGION



# GLOBAL TECHNOLOGY GIANT EMERSON PLANS TO INTENSIFY ITS PRESENCE IN THE MIDDLE EAST

*Consolidates its resources to better serve its growing businesses in the region*



*Steve Nicholls, President, Emerson Middle East & Africa with David Farr, Chairman, CEO and President of Emerson*

St. Louis-based, US technology major Emerson is focused on increasing its presence in the Middle East in a significant way.

"We see huge opportunities in the region for Emerson technologies and services and have intensified our investment plans in the region," says Steve Nicholls, President, Emerson FZE, a Jafza-based, fully-owned, regional subsidiary of Emerson Group for the Middle East and Africa region.

As a part of its expansion plan, Emerson has recently opened its new state-of-the-art regional headquarters in Jafza. "Our US\$ 15 million facility in Jafza aims at providing more prompt and efficient services to Emerson's growing portfolio of businesses in the Middle East and reflects our long term commitment to the region," said Steve, commenting on the company's major initiative in the region.

Emerson's new regional headquarters consists of 80,000 sq. ft. of office complex and 50,000 sq. ft. of light industrial manufacturing and warehousing spaces including a testing lab to certify product quality. At this facility, Emerson assembles and tests its products and advanced technology solutions before shipment.

Emerson Group, with its net annual sales touching US\$ 25 billion in 2008, ranks among the world's top ten technology conglomerates. They are market leaders in designing and supplying product technology and delivering engineering services to various industrial, commercial and consumer markets worldwide. The company operates through five segments: Process Management, Industrial Automation, Network Power, Climate Technologies, and Appliance and Tools.

Emerson FZE's office complex in Jafza houses the business development, application engineering and sales support teams from all these five segments, as well as, a hi-tech training centre capable of accommodating more than 100 trainees at one time.

From its Process Management arm, Emerson offers product technology, as well as engineering and project management services for precision control, monitoring, and asset optimisation of plants that produce power or process products such as oil and gas, petrochemicals, food and beverages, pulp and paper, pharmaceuticals and water supplies.

Emerson's Industrial Automation arm provides integrated manufacturing solutions to the industries producing motors, transmitters, alternators, fluid controls and materials joining equipment. The Network Power arm of Emerson FZE designs, manufactures, installs, and maintains products providing 'grid to chip' electric power conditioning, power reliability and environment control for telecommunication networks, data centres, and other critical applications. The Emerson Climate Technologies provides products and services for the climate control industry including residential, commercial and industrial heating and air-conditioning and commercial refrigeration while its Appliance and Tools arm offers products and solutions in motors, appliances and components, and tools and storage.

Emerson FZE has been making significant investments in other countries as well in the region. "We opened an office in Qatar in Doha in 2008 and now have more than 40 employees working there. We have another 45 employees working on-site in Ras Laffan in Qatar on start-up and commissioning activities. We have also strengthened our presence in Saudi Arabia and Bahrain, where we have 50 and 25 employees respectively, serving different Emerson clients and projects,"

said Nicholls, giving updates on Emerson's recent expansion initiatives in the region. Emerson FZE currently has more than 450 persons on its payroll in the region including 300 persons working from its regional headquarters in Jafza.

Emerson had been in the region for quite some time but its direct foray into the region goes back to year 1992 when Emerson established Emerson FZE in Jafza. The company has been growing at a rapid pace ever since.

"We have consistently achieved double-digit growth in our net sales in the region to reach over US\$ 1.2 billion in 2008. This puts us in the top quartile in terms of percentage growth measured against all of Emerson's regions of operation across the world," added Nicholls, commenting on the Emerson Middle East and Africa operation's outstanding results.

Emerson continues to see huge opportunities for its product and services in oil and gas, petrochemical, power & water, climate control, telecom, and commercial sectors in the region and, despite the economic slow down, expects to increase its net sales in the region to over US\$ 1.5 billion in the next two to three years.



*Emerson's new Regional Headquarters in Jafza*



## UAE REGION



His Excellency Nguyen Tan Dung, Prime Minister of Vietnam, with HE Sultan Ahmed Bin Sulayem, Chairman, Dubai World

### VIETNAMESE PRIME MINISTER VISITS JAFZA

A high-powered Vietnamese delegation headed by His Excellency Nguyen Tan Dung, Prime Minister of Vietnam, visited Jafza and Jebel Ali Port on February 17. The VIP delegation accompanied by HE Sultan Ahmed Bin Sulayem, Chairman, Dubai World officials including Jamal Majid Bin Thaniah, Executive Vice Chairman, DP World and Group CEO, Ports

and Free Zone World, Salma Hareb, CEO, Economic Zones World and Mohammed Al Muallem, Senior Vice President and Managing Director, DP World, UAE, among others. During his welcome address at the reception in honour of the Prime Minister, Bin Sulayem reiterated Dubai World's commitment to keep strengthening business ties between the two countries.



## CATERPILLAR LOGISTICS MAINTAINS CONSISTENT GROWTH IN ITS MIDDLE EAST OPERATIONS

*Wins Dubai Environment, Health & Safety Award 2008 for its distinguished environment and safety initiatives and achievements*

Caterpillar Logistics Services FZE, a fully-owned Middle Eastern subsidiary of Illinois-based Caterpillar, Inc., is reflecting its solid growth in its annual turnover and operational efficiency in the year 2008, despite global recession having heavily influenced the automobile industry worldwide.

"Caterpillar Logistics' consistent year-to-year growth is the result of its highly efficient operations and growing demand for spare parts for Mercedes-Benz in the region," said Muhammed Khalid, Managing Director of Caterpillar Logistics' Middle East operations.

The Jafza-based Caterpillar Logistics' facility is one of the Group's first regional logistics centres built to supply spare parts for Mercedes-Benz, outside of Europe and NAFTA.

Caterpillar Logistics started operations from Jafza in 2000. From its well-designed, 23,000 sq. mt. facility, Caterpillar Logistics serves seven countries in the region comprising all the six GCC states and Yemen.

"Our wide spectrum of services include warehousing, logistic information systems, designing and implementation of efficient workflows, transportation

management, reverse logistics, inventory management and inventory audit, bonded warehouse support and resource optimisation," Khalid says describing services that Caterpillar Logistics offers in the Middle East.

Commenting on the distinctive features of Caterpillar Middle East's operations, Khalid said, "Our deep commitment to service excellence and environment, health and safety makes us stand tall among the region's logistics fraternity."

Caterpillar has well-structured quality, environment and safety systems in place, which are strictly adhered to by

every department in the organisation. "This is one of the main reasons behind our impeccable safety and service excellence record," Khalid proudly added.

For its outstanding track record and commitment to environment and safety, Caterpillar Logistics has recently won the coveted Dubai Environment, Health & Safety Award 2008 under the Free Zones & Industrial Operations (Trade & Warehousing) Category.

Jafza-based Caterpillar Logistics Services is an ISO 9001:2000 and ISO 14001:2004 certified organisation.



Caterpillar facility in Jafza



Muhammed Khalid, Managing Director, Caterpillar Logistics Middle East operations, receiving Dubai Environment, Health & Safety Award 2008 from Ahmad Butti Ahmed, Executive Chairman, Ports, Customs and Free Zone Corporation.



## UAE REGION

### CIMAC SETS UP ITS GLOBAL HEADQUARTERS IN TECHNOPARK

*Leading Technology Integrator seeks expansion through structured growth*



*Cimac FZCO's new Global Headquarters in TechnoPark*

Cimac FZCO, a Jafza-based, leading solution provider in control, automation, instrumentation and electrical systems integration, is all set to unveil its new global headquarters in TechnoPark next month. From its multi-million dollar new facility, Cimac plans to not only further strengthen its presence in the Middle East, but also to pursue structured growth in other parts of the world.

"Our new headquarters in TechnoPark reflects our aspiration to evolve into a key technology integrator and turnkey solutions provider, not only in the region but globally," says Ajay Menon, exuberant Managing Director, Cimac FZCO, while commenting on Cimac's growth plan.

Built on a 100,000 sq. ft plot, Cimac's state-of-the-art integrated headquarters includes a 10,000 sq. ft. smart office space and a 25,000 sq. ft. manufacturing space with an immediate plan to construct a hi-tech instrumentation lab and an R&D facility.

Cimac FZCO is one of the fastest growing technology companies in the region. The company began its operations in 1996 as a branch office of UK-based Control Systems Group. In 2004, the company finally evolved into an independent organisation providing turnkey solutions for control and automation systems. This marked

a turning point for the organisation. In a short time, Cimac expanded its operations successfully across the Middle East, positioning itself as the leading control and electric system integrator in the region.

Cimac has seen an average of 40% year-on-year growth in its business in the last few years to reach an almost AED 200 million turnover in 2008-09. "We do expect similar growth this year as well despite the economic slow down," Menon asserts.

Cimac offers turnkey solutions for a project's entire electrical and control & instrumentation requirements, right from consultancy services and detailed design, through to highest quality engineering, manufacturing, testing and commissioning and long term support.

"We have a major focus on oil, gas & petrochemical industries and higher technology businesses in the coming year. Our 'one-stop-shop' solutions for various Oil and Gas applications include SCADA (Supervisory Control and Data Acquisition), PLC (Programmable Logic Controllers), RTUs (Remote Terminal Unit), telecoms, safety systems, instrumentation, leak detection packages, solar power, CCTV and added intruder protection devices. Cimac solutions combine clients'

preferred SCADA software and RTU products together with an engineered communications package to provide a total Telemetry system."

"Our safety solutions include Emergency Shutdown, Process Shutdown, Fire & Gas Detection and High Integrity Protection System logic-solvers."

"Our aim is to provide a complete seamlessly integrated automation solution which covers clients' field devices right up to their enterprise level systems." Cimac uses core technologies available in the market and integrates their system to open architecture and open platform standards. This not only provides clients with smooth operations and trouble free maintenance but also provides them with complete details related to plant performance, energy utilisation, productivity, down times and plant optimisation data.

Cimac also offers comprehensive solutions to various other sectors in the region including Water & Waste Water, District Cooling, Material Handling, Airports and Metal sectors.

"The intelligent and complicated aspect of an automation system is the microprocessor-based control system but this system gets all its raw data values to process from field devices.

This is the reason why Cimac has considered it extremely important to include a complete instrumentation solution in its portfolio. Our complete instrumentation solution includes instrument design, documentation, installation, calibration and testing for the total work package," Menon said.

"One of the major inputs to any plant is power. It is very important that electrically driven equipment is managed and controlled in an optimum way. This is why Cimac's integrated Electrical Power and Control solutions include Intelligent Communication Systems in Power Distribution and Motor Controls Center. Cimac's variable speed drive systems solution includes Low Voltage and Medium Voltage Systems for speed control as well as starting of the motors for varied applications," Menon added.

Cimac has recently ventured into higher technology and newer business areas with a new and experienced team to cater to a variety of special systems which includes Integrated Extra-low-voltage Systems, Integrated Building Management Systems, Warehouse Management Systems, Incident Detection and Blockage Monitoring Systems, Tracking Systems, Power Management, City Management Systems, Facilities Control, Energy Management, Billing and Remote Monitoring systems.

The emphasis is to develop turnkey CCC (Command and Control Center) solutions for a client whose assets are geographically spread over a region. The management of such assets is done on real-time basis and provides the client with tremendous benefits in controlling and monitoring his assets from a central location.



*Ajay Menon, Managing Director, Cimac FZCO*



# AFRICA REGION



## DJIBOUTI FREE ZONE BOOSTS THE COUNTRY'S INVESTOR PROFILE

*Attracts leading brands at the free zone; Lifts Djibouti's prospects as the region's upcoming business hub*



*Aerial view of Djibouti Free Zone*

Djibouti Free Zone (DFZ), the first free zone development managed and operated by Economic Zones World (EZW) outside the UAE, has attracted over 85 leading regional and global companies including BMMI, Steinweg Sharaf, Sol Telecom, and Seven Seas, among others, into the free zone to boost Djibouti's profile as an upcoming business hub in the region. These companies together have provided significant stimulus to trading and industrial activities in the country.

Developed on a 40-hectare plot, DFZ offers office units, warehouses, light industrial units and plots sized between 2,000 to 15,000 sq. mts. to investors. Currently at 95% occupancy, DFZ is completely sold out.

Located on the main Djibouti-Ethiopia highway and within a radius of five kms. from the Djibouti Port, the newly opened Doraleh Container Terminal and the Djibouti International Airport, DFZ offers its customers unparalleled multimodal access to Ethiopia, Eritrea and Somalia, as well as other East and Central African markets.

Trading activities within the free zone centre around food and beverages, construction material, automobile and auto parts, textile and garments and tobacco while industrial activities focus on medical specialty gases production, LPG bottling, sugar blending, etc. The service activities within the free zone include logistics, express cargo, consultancy, design and engineering.

DFZ replicates the business model of Jafza, Economic Zones World's flagship operation, which has been a monumental success in Dubai and ranks among the best free zones in the world.

"With its world-class facilities and unique customer-focused approach, DFZ has attracted a number of the world's leading names. This has effected a dramatic change in Djibouti's profile. Today, more and more businesses are coming forward to establish their operations in the free zone," says Ali Dawood, Senior Vice President, Africa region, EZW commenting on the significance of DFZ for Djibouti's economy.

EZW and its sister organisation, DP World, which manages Djibouti Port, and now the Doraleh Container Terminal and Djibouti International Airport, have together contributed heavily to Djibouti's remarkable development in the last few years. Today, Djibouti Ports and the Free Zone together account for more than half of the country's GDP.

Since the launch of DFZ, Djibouti's real GDP growth in percentage terms has jumped from 3% in 2005 to almost 7% in 2008. Djibouti's impressive growth is driven by FDI and export of goods and services. The exports of goods and services during the same period has seen an impressive 46% jump.

Commenting on the Djibouti Free Zone's special significance to the local population and the overall Djiboutian psyche, Simon Sonoo, Vice President, Africa region, said "The success of the free zone has not only opened employment opportunities for the local population but also given Djiboutian entrepreneurs the confidence to come forward."

Dubai World, the parent organisation of EZW and DP World, has so far invested close to US\$ 1.5 billion in the ports, free zone and hospitality sectors in Djibouti, changing the country's economic landscape dramatically. After successfully establishing the Djibouti Free Zone, the Djibouti Government has now entrusted EZW with the responsibility of building an airport free zone and yet another free zone at Doraleh Port.

The Airport Free Zone will provide air cargo services to East and Central Africa



*Ali Dawood, Senior Vice President, Africa Region, EZW*

and the Middle East, while also providing air-sea-land connection to landlocked countries in East and Central Africa. The Free Zone, which will be developed on 100 hectares of land close to the Doraleh Container Port, will focus on processing industries.

Djibouti, located just below the Horn of Africa, at the confluence of the Red Sea and the Indian Ocean, enjoys the status of being an exclusive transit point and gateway to Ethiopia and other countries in East and Central Africa.

With these two new free zone facilities, Djibouti is poised to become the most important trading and logistics hub for the 19 member-countries of the Common Market for East and South Africa.



*Simon Sonoo, Vice President, Africa Region*



*Djibouti team*



**GAZELEY**

## EUROPE REGION



### GAZELEY WINS WORLD'S HIGHEST SUSTAINABLE RATING FOR ITS G.

*The sustainable development creates USD 434,000 cost savings annually*



*The award winning G. Park Blue Planet at Chatterley Valley, North Staffordshire, UK*

Gazeley, a fully-owned subsidiary of Economic Zones World and one of the world's leading providers of sustainable logistics and industrial spaces, has won the new BREEM (Building Research Establishment Environmental Assessment Method) "Outstanding" classification for its recently completed US\$ 74 million scheme, G. Park Blue Planet at Chatterley Valley. This is the highest accolade available in sustainable property development.

Gazeley is the first company in the world to be awarded the new BREEM "Outstanding" rating. On an average, G. Park Blue Planet scored 85.49%, which classifies it as outstanding under the new, tougher 2008 ratings for environmental performance introduced in June 2008. The development scored particularly well in the BREEM ratings for management, health & well-being and water (all 100%); energy (87.5%); and waste (85.71%).

Jonathan Fenton-Jones, Director of Sustainability and Global Procurement at Gazeley said, "We are proud to receive the new coveted rating, which is an industry recognition for Gazeley's deep commitment to sustainability. With G. Park Blue Planet at Chatterley

### GAZELEY DELIVERS 10,000 M<sup>2</sup> WAREHOUSE TO ZUFALL LOGISTICS GROUP IN GERMANY

*Expects to hand over two more warehouses comprising 55,000 M<sup>2</sup> logistics space soon*



*Gazeley recently delivered 10,000 m<sup>2</sup> state-of-the-art warehouse to Axthelm-Zufall at Nohra in Germany*

# EUROPE REGION

## PARK BLUE PLANET AT CHATTERLEY VALLEY



Gibbon, Breglobal, presenting the new BREEAM "Outstanding" classification to Jonathan Fenton Jones (left), Director of Sustainability and Global Procurement, Gazeley

Valley, we believe we have created an industry blueprint for cutting-edge developments. Not only does it deliver significant environmental savings, it also creates total energy and water cost-in-use savings of up to US\$ 434,000 per annum."

Gazeley partnered with Newcastle-under-Lyme Borough Council and regional development agency, Advantage West Midlands (AWM) to create the world's greenest logistics developments as part of the first phase of the wider Chatterley Valley park, North Staffordshire.

Located on a former colliery site, G. Park Blue Planet at Chatterley Valley is a 35,500 sq. mt. development that was recently completed. What sets this development apart is that 100% of its energy and heat needs are supplied by renewable sources. This has helped it exceed the UK Government's Climate Change Bill targets for both 2020 and 2050 in 2009.

The outstanding green features of the projects are visible all over the development right from the access to the site to the actual warehouse. Vehicles arriving at the site will pass over kinetic plates that will produce electricity, which will be used to power electric buses, cars, and even bicycles.

G. Park Blue Planet has its own biomass station which will not only produce sufficient power and heat for the on-site buildings but will also provide enough energy to power and heat up to 650 local homes in surrounding residential areas.

The innovative features of the development include roof lights made of Texlon ETFE (Ethylene Tetrafluoroethylene), a transparent foil, which like Teflon, has non-stick, self-cleaning properties. ETFE is recyclable

and it uses 50 to 200 times less embodied energy in its manufacture than other transparent roofing systems, significantly reducing the building's carbon footprint. It is also 25 to 50 times lighter than the alternatives, which means that it does not need a heavy support structure. The ETFE roof lights consist of three layers of foil, stretched over a lightweight aluminum frame and inflated with air to produce a rigid structure.

The development is thermally efficient and features thermal insulation that is 25% better than the current building regulations.

ETFE roof lights, being transparent, make maximum use of natural daylight. By using cutting-edge, smart lighting systems in the facility, Gazeley has reduced energy consumption in its development to half, compared to the energy presently used by other regulatory compliant buildings.

The overall Chatterley Valley park is a joint venture between Advantage West Midlands and the North Staffordshire Regeneration Zone, Newcastle Borough Council, Stoke-on-Trent City Council and Staffordshire County Council.

Gazeley has handed over a 10,000m<sup>2</sup> state-of-the-art warehouse to Axthelm Zufall, a fully owned subsidiary of Zufall logistics group.

The new warehouse is located at Nohra, close to Erfurt, and will be used for the storing, picking and packing of hi-tech electronic components before they are supplied to customers across Germany and the rest of Europe.

This is the third warehouse that Gazeley has developed and delivered to Zufall group.

The long-standing partnership between the two companies first started in 2004, when Gazeley delivered a 10,000 sq. m. shed for Zufall at Erfurt,

Thuringia, demonstrating its ability to deliver high-quality buildings within a tight timeframe and to an agreed cost programme. The company went on to build another 10,000 sq. m. development for Zufall in 2006 at Magna Park Kassel.

At present, Gazeley is developing two more projects for the Zufall logistics group, comprising a total of 55,000m<sup>2</sup>. The first, a 19,000m<sup>2</sup> warehouse at Fulda, Northern Hesse will be completed in April 2009, while the second will be a 36,000m<sup>2</sup> logistics space at G. Park Kandel near Karlsruhe in the South West of Germany. The Karlsruhe facility will be operated by Zufall daughter LOGISTEC, storing and distributing BOSCH automotive parts. The BOSCH Group is a leading global supplier of technology and services.

Ingo Steves, Country Director of Gazeley Germany GmbH, commented: "We are proud to support the business of Zufall Group by providing them with warehouses tailored to their logistics requirement."

### Answers for Sudoku

4	7	5	8	3	9	6	2	1
3	2	9	6	1	4	7	8	5
6	1	8	5	2	7	4	9	3
1	8	6	2	5	3	9	4	7
7	5	2	4	9	6	1	3	8
9	3	4	1	7	8	5	6	2
5	9	1	3	6	2	8	7	4
8	6	3	7	4	1	2	5	9
2	4	7	9	8	5	3	1	6

# LOGISTICS

## DP WORLD UAE ACHIEVES ROBUST GROWTH IN ITS THROUGHPUT IN 2008

*Takes several initiatives to further enhance its operational efficiencies*



Jebel Ali Port Terminal 2

Despite financial crises biting through global economies and affecting international trade in a big way, DP World's flagship, Jebel Ali Port, has achieved over 12% growth in its throughput in 2008. With a container throughput of more than 12 million TEUs (Twenty-foot equivalent units), the Jebel Ali Port now ranks as the sixth largest container port in the world.

"Jebel Ali Port's remarkable growth can easily be attributed to DP World's commitment to service excellence and its capacity to promptly respond to changing customer needs and market conditions", said Joost Kruijning, Chief Operating Officer, DP World-UAE, commenting on the port's remarkable achievement in the year.

"The port's commitment to customers was clearly evident in the wide-ranging initiatives taken promptly to relieve the congestion that began surfacing at the terminals towards the end of the third quarter of 2008. Part of these initiatives were our efforts to speed up the pace of capacity expansion work underway at the port; working with customers to help them manage berthing time themselves within allotted time slots, as per their priorities; and releasing the yard's capacity occupied by containers staying overtime at the port. For encouraging traders to move their over-parked containers, we revised tariff structures by reducing free storage time as well as by increasing demurrage charges.

We also encouraged feeder lines to affect cargo transfers meant for the GCC markets by providing them subsidies. These measures successfully eliminated the debilitating build-up of containers at the terminals and the Jebel Ali Port could quickly return to its high level of services with no waiting time for shipping lines," said Kruijning, while commenting on the port's focus on customer care.

"The main reasons for the congestion and delays at the Jebel Ali Port included growth in volume that put pressure on ports in the region causing vessel delays, which had a knock-on effect at the Jebel Ali Port. Also responsible in part was the traders' tendency to leave containers on the terminal for much longer than required, which eventually put huge pressure on the yard capacity."

For enhancing the Jebel Ali Port's handling capabilities, it not only speeded up its Phase 2 expansion at Terminal 2 (T2) but also took steps for faster delivery of new tandem-lift gantry cranes and RMGs (rail mounted gantry cranes). As a result, T2 received eight new gantry cranes and 20 RMGs in September. The first phase of T2 was launched in August 2007, which was completed in early 2008, increasing the capacity of the port by two million TEUs. The second phase of T2 expansion is now complete which has further increased the port's capacity by 3 million TEUs. The overall capacity of Jebel Ali Port is now 14-15 million TEUs.

The completion of the T2 second phase also saw the addition of more cranes. Presently, T2 is being served by 29 tandem lift gantry cranes and 60 RMGs.

"In 2008, for enhancing the port's operational efficiencies, we rolled out a number of initiatives including port gate automation and e-token service initiatives, an ISO 28000 certified security management system, and also a new monitoring and supervising system for the port operations among others," Kruijning said.

"We have also implemented terminal safety rules and the International

Health, Safety and Environment Policy and Operational Safety Standards to safeguard customer's assets, achieve environmental protection, create healthy work environments to establish zero harm to people at the port, creating substantial savings".

"The port's latest move in the series is the implementation of an online cargo service for customers, which covers export booking, berth booking and creation of shipping notes. The new online service, available through the e-service platform of Dubai Trade, will eliminate time-consuming manual procedures and facilitate faster business and cargo flow," he added.

The port invests heavily in training and development programmes to motivate its workforce to add value, contribute to business growth and adeptly focus on satisfying customers.

"We have recently established a state-of-the-art training centre equipped with a simulator at the Jebel Ali Port to train operators using the giant tandem lift gantry cranes. The simulator allows trainees to be familiarised with all aspects of operating the huge cranes. The training centre also trains operators on standard, rubber-tired or rail mounted gantry cranes. Through these trainings we have been able to achieve an impressive enhancement in our productivity at the terminals," Kruijning said.

"With these forward-looking initiatives in place, we are confident of sustaining our growth through these challenging times," Kruijning concludes.



World's biggest container ship calls at Jebel Ali Port

# LOGISTICS



## REGIONAL MATERIALS HANDLING AND LOGISTICS INDUSTRY SET TO GROW DESPITE ECONOMIC DOWNTURN

*Materials Handling Middle East generates strong industry interest*



*Inside view of Materials Handling Exhibition held in Dubai in 2007*

Steady growth in passenger and cargo traffic in 2008 and the successful opening of new terminals at the airport and the seaport in Dubai have boosted the materials handling and logistics industry.

Despite the worldwide economic downturn, Dubai International Airport registered a year-on-year increase of 9% in passenger traffic and 9.38% in freight while Dubai Ports posted an increase of 12% in its throughput. The airport handled over 37 million passengers and 1.8 million tons of cargo in 2008, as against 34 million passengers and 1.6 million tons of freight in 2007, whereas, Jebel Ali Port handled more than 12 million TEUs (168 million tons) in 2008 against 10.9 million TEUs (152.60 million tons) in 2007.

Dubai's non-oil foreign trade with the rest of the world grew 38% in 2008 to AED 934.7 billion, compared to AED 678.5 billion in 2007 according to figures released by Dubai World's Statistics Department. The growth in trade was AED 256.2 billion.

"This growth is promising for the materials handling business," said Mahmut Gazi Bilikozen, Senior Show Manager of Materials Handling Middle East Exhibition & Conference, Epoc Messe Frankfurt GmbH. Commenting on the impressive growth in Dubai's

external trade he added. "As the material handling equipment, an integral part of any plant, warehouse or distribution system, is dependent on the general state of a nation's economy; the UAE as a regional hub is set to play a significant role in the production and consumption of machinery."

Recent developments have increased the investment in the Middle East's logistics industry to AED 221 billion (\$60 billion) in 2008, said Epoc Messe Frankfurt, organisers of Materials Handling Middle East.

The Middle East's international air cargo market grew at 8-10% annually, while the ocean freight market grew at an annual rate of 6-10%. Overall, the region's logistics market is estimated to have grown by 9% in 2008.

There is a growing trend in the industry towards complete integration of materials handling systems with procurement systems, manufacturing management systems and shipping operations. This is expected to bolster demand for automation equipment and software, both regionally and internationally.

The growth is profound across developing regions in the Middle East including UAE, Saudi Arabia, Qatar, Iran and Iraq; Asian countries such as India and China,

as well as countries in Russia, Mexico and Turkey. The increasing tendency to integrate materials handling equipment with other company systems has also contributed towards market growth.

Bilikozen said, "The increasing demand for equipment for handling smaller packages from the e-retailing sector, innovation, ergonomics, safety and environmental concerns are some of the general growth drivers. Several emerging trends in the lift truck market coupled with constant innovations continue to redefine the materials handling business." The upbeat mood of the materials

handling industry in the region is clearly reflected in the encouraging industry response the Materials Handling Middle East Exhibition has received this year. Now in its 8<sup>th</sup> year, the region's leading event will have 250 exhibitors from 35 countries, which is up 72% over the number of exhibitors it had in 2007. Materials Handling Middle East is the region's leading exhibition for logistics, supply chain, freight/cargo, automation, and information & communication technology fields. Key suppliers and decision makers from throughout the world will be present at the show to complement the needs and requirements of the key buyers.

The exhibition is supported by VDMA (German Engineering Federation), which supports the largest engineering industry network in Europe and is scheduled to be held at the Dubai International Convention and Exhibition Centre from May 31 - June 2, 2009.

Jafza (Jebel Ali Free Zone), the leading business hub in the Middle East region, has extended their full support to the event and will also be participating at the exhibition.

Commenting on behalf of Epoc Messe Frankfurt GmbH, Bilikozen said, "Jafza is uniquely positioned as an international hub for transshipment, driving the UAE's economic success. As a key supporter of the Materials Handling Middle East Exhibition and Conference, Jafza's participation will further help to unlock a host of new opportunities for anyone associated with materials handling, logistics, automation, and transport in the Middle East."



*Visitors looking at new material handling equipment displayed at the exhibition*



**IMPORTANT VISITING DELEGATIONS (JANUARY-FEBRUARY 2009)**



A 35-member high-powered Government delegation from the State of Bavaria, Germany, visited Jafza on February 9 to see Jafza facilities and note its key value offerings. The objective was to better understand on-ground realities to be able to help Bavarian companies wishing to do business in the Middle East set up operations here. The VIP delegation was received by Tariq Bin Ghalaita, Vice President Sales, Mansoor Al Bastaki, Sales Manager, UAE Region, at the free zone. Bin Ghalaita in his presentation highlighted key Jafza strengths and its exceptional facilities to the delegation.



A senior business delegation comprising some of the top industry leaders from Denmark visited Jafza on January 13 to learn the distinctive features of Jafza operations that have been driving the free zone's enormous success over the years. The business delegation also aimed to explore business and investment opportunities in the region and possibilities for Danish businesses to establish their regional operations at the free zone. The 22-member VIP delegation was received by Ibrahim Al Janahi, Chief Commercial Officer, UAE Region, at the free zone. Al Janahi briefed the delegates on various key features of Jafza that have attracted more than 6,000 of the world's finest companies to the free zone.



A 20-member Chilean business delegation from the Chilean Arab Business Council visited Jafza on February 25 to see and explore possibilities to set-up business in the free zone. Ahmed Al Haidan, Assistant Sales Manager, Commercial Sales, UAE Region, received the delegation at the free zone and briefed the delegation on key features and advantages of being in Jafza.



A seven-member VIP delegation from Japan including senior officials from METI, the First Secretary from the Japanese Embassy in Abu Dhabi and the Executive Director of JETRO, visited Jafza on January 14 to see Jafza facilities as well as the Jebel Ali Port. Akai Gota received the delegation at the free zone and briefed the visiting delegation on key Jafza strengths and offerings.



A 15-member delegation from the Japan Marine Industry Association visited Jafza on February 3. The delegation was received by Khalid Al Marzooqi, Assistant Sales Manager, UAE Region at the free zone.



A VIP Kobe Chamber of Commerce and Industry business mission comprising 25 leading Japanese business leaders from the region visited Jafza on February 2 to explore investment and business opportunities in the Middle East through the free zone. Fouad Al Awadhi, Sales Manager, Asia-Pacific, UAE Region, received the delegation at the free zone and, in his presentation, apprised the Kobe business delegation of the wide-ranging unique business benefits of being at Jafza. He also highlighted the distinctive features of Jafza as the region's trade and redistribution hub.



A 38-member VIP German business delegation from the Berlin-based German Arab Friendship Society visited Jafza on February 9 to see the free zone facilities and examine possibilities to set-up a regional base of interested German companies at the free zone. The delegation was received by EZW executives for the UAE region, Ibrahim Al Janahi, Chief Commercial Officer, and Ahmad Al Haidan, Assistant Sales Manager, at the free zone, who apprised the delegation of Jafza's unique value propositions and the strategic advantages of being based in the Jebel Ali Free Zone.



## JAFZA HOSTS ITS FIRST CUSTOMER MEET OF THE YEAR

*Shares group's innovative initiatives with clients*



*Jafza clients at the year's first customer meet*

Jafza recently held its first customer meet to brief them on wide-ranging developments among its service offerings, particularly of its recently re-engineered customer care facilities located in Jafza 14 and 15.

Present at the meet were high-ranking officials from EZW, including Talal Al Hashemi, Managing Director; Ibrahim

Al Janahi, Chief Commercial Officer; Fatma Salem, Executive Vice President & Commercial Director; Shehab Sultan A Mesmar, Senior Vice President-Commercial Sales, UAE region; Khaled Ahmed, Senior Vice President, Corporate Strategy, EZW - Corporate, among others. They interacted with clients individually and shared relevant information and ideas about the new re-engineered customer care facility

with top-of-the-line services, through an interactive Q&A session.

Clients were also taken on a tour of Jafza 14 and 15 and were given a walk-through of the various customer care initiatives implemented to optimise the scope of existing customer services. These included the intelligent queuing and processing system that efficiently

directs clients to over 100 service counters for all their needs, full-fledged VIP services, Wi-Fi enabled meeting rooms and lounges, a renovated, contemporary reception area and other related amenities.

This was the first forum in a series of planned frequent customer networking events scheduled throughout the year.

### Sudoku \*\*\*\*\* 4puz.com

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