

## **Liberty Logistics and SNTTA Cargo Amalgamate Freight Forwarding Divisions**

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DUBAI - Liberty Logistics and SNTTA Cargo, both member companies of the UAE-based Liberty Investment Company, have amalgamated their freight forwarding divisions to create a major integrated operation, under the Liberty Logistics brand.

The combined entity targets revenue of Dh250 million in 2009. Liberty Logistics, which saw a robust growth of 44 per cent in 2008 against the industry average of 20 per cent, has assembled a dedicated sales team of 20 persons, to meet its aggressive targets. It has also invested heavily in a new fleet of Liberty Logistics branded trucks and other logistical support equipment to strengthen the operation.

SNTTA Cargo will henceforth discontinue its freight forwarding division, and focus on its core activity of providing GSA services to a number of the world's leading international airlines. It will also offer exclusive exhibition services to Sharjah Expo Centre.

"It made sense to integrate the freight forwarding divisions into a single focused unit to achieve resource optimisation and stronger coordination," said David Scott, Senior General Manager - Logistics & Cargo Divisions, Liberty Investment Company. "

He noted that operating as a single, strong team, under one management, will consolidate the freight forwarding operations and offer a superior level of service.

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