

Liberty Logistics and SNTTA Cargo merge freight forwarding divisions to create major integrated operation

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The combined entity targets revenues of Dh. 250 million in 2009

Dubai - Liberty Logistics Company and SNTTA Cargo, both member companies of the UAE-based **Liberty Investment Company**, have merged their freight forwarding divisions to create a major integrated logistics solutions provider under the Liberty Logistics brand, with a projected sales turnover of Dh. 250 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.

"It made sense to integrate the freight forwarding divisions into a single focused unit to achieve resource optimization and stronger coordination," said David Scott, Senior General Manager - Logistics & Cargo Divisions, **Liberty Investment Company**. "Operating as a single, strong team under one management, we will be able to consolidate the freight forwarding operations and offer a superior level of service."

"From a business perspective, our partners, customers and agents will see very little change. All staff will be retained and we are actively recruiting additional staff to support the business and meet our growth targets. Our livery and stationery will carry the corporate Liberty Logistics colours, but we are basically the same business, only larger and more efficient with streamlined processes," added Scott.

Liberty Logistics, one of the top three UAE-based logistics players, has built a strong reputation for its services in the field of logistics and transportation. Among its current major jobs is the seven-year contract with a leading Chinese company for transporting the aluminium and glass panels and bridges for Dubai Metro.

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.

Commenting on the overall logistics scenario, Scott predicted that despite the current global slowdown, Dubai was on target to achieve its goal of becoming the 'largest transportation hub on the planet.'

"New projects under development in Dubai and the emirate's strategic location will continue to boost its position as the preferred transshipment hub," said Scott. "As logistics is among the fastest growth sectors in the world, the next few years will see Dubai's stature as a logistics hub rising dramatically. At Liberty Logistics, we are fully geared to take advantage of the growth opportunities this scenario presents."

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