

Logistica strengthens regional operations

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Logistica (Al Rai Logistica Company) has strengthened its regional operations with the opening of a new office in Qatar, giving the niche market logistics service provider a stronger foothold in the region with a total of six offices.

The company also plans to enter Oman by January 2009.

The new Logistica offices will form part of the wider network of the company, serving businesses by providing improved connectivity and faster shipments to and from the region.

Commenting on the new openings Mr. Haitham Hamad Alshaya, Chairman and Managing Director, Al Rai Logistica Co. said that establishing full fledged branch offices in Qatar and Oman is part of realising the company's long term vision of a wider network to assist customers.

Alshaya added:

'We constantly strive to better serve our client's intra regional logistical requirements in the GCC, Levant and North Africa. Our presence in Qatar and Oman gives us a competitive edge in managing the trade routed through this region. It also positions us at a vantage point to serve two strategic markets where economic diversification is driving demand for competent and cost-effective logistics solutions.'

He also announced Logistica's plans to upgrade its Syria operations and launch warehousing services in Dubai by January 2009.

Logistica handles the entire value chain of imports, exports and re-exports including customs brokerage, inventory management, packing and re-distribution, consolidation and break-bulk, and door to door service. Electronic Data Interchange (EDI) capable systems and online links with all ports and airports enable Logistica to assist customers with last-minute deliveries and provide round the clock shipment information.

Earlier this year Logistica acquired Enkay Express, the regional freight forwarding company, to further strengthen its operations. Recently, the company launched a new user friendly website as part of its ongoing programme to enhance customer service.

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