

SEASON'S GREETINGS AND

Happy
New Year

2021

Editorial



Team work make Dream works.

A belief of Management since its inception in 2009 has led to the expansion now spread in 10 countries with 21 offices in all.

As the year 2021 commences, many of us tend to believe, worst the world has seen since early 2020 will be over. 31st of December 2020 may not bring automatic end to the crisis the world has seen! For sure the effect of Covid 19 will continue for a period of time effecting the business throughout.

We as Logisticians too have suffered just like any other business in the world. However I am happy to share with you, dear Team work has helped us to survive this difficult period and made our Dreams work. Though many of the planned expansion was put on hold, two of the newest achievements, starting up of Frontline Academy and

its classes online due to Covid 19 effect and new branch set up at Cochin, (both projects in Kerala, India) during the past 6 months is an example to say, yes we have slowed down, but our Dreams still work.

I believe 2021 will help us to bridge the gap that was created in the year 2020 and cement our place in the Logistic business world stronger. Projects that were paused will now move on faster phase. One of the achievement surely for the year 2021, would be the inauguration of 1200 seating capacity ultra modern convention centre in Kerala which should happen in first part of the year 2021. Further expansion plans I will share in the next edition. Meanwhile its also worthwhile to note that Footprints now has stepped into 7th year of publication giving readers the information about Frontline Logistics World. Enjoy reading the events unfolded in the last three months.

I would like to acknowledge the tremendous support that is extended to us by our patrons, customers, friends and colleagues in the last 11 years, and especially in the year 2020, when the world faced its most severe crisis. We wish you all and your families the very best in the year 2021.

Vivian Castelino
Regional Director



COVID 19 Lockdown And Moving Forward.

Everyone is scrambling to come to terms with Covid 19.

Social distancing, physical safety measures, and regulations have had an unprecedented impact on all of us including global trade. The world continues to find away to stay connected against the odds. Increased concerns regarding the survival of trade relations, supply chains, and safety of shipments is an additional challenge to the trade system in place today.

The Covid 19 outbreak is an out of the ordinary situation for governments, companies, and societies. Decision makers should respond promptly with urgency. This is a key moment for leaders to step up and do what is right to protect their people, customers, and organisations. The company or the decision makers should establish a rapid response team and setup communication. We must have daily update on the market situation, the state of operations and on the key issues of organisations. The issue list changes constantly. We should have a crisis management strategy and keep communication with our own people, team leaders, customers and business partners.

- Establish a detailed study of your top five markets to estimate how they will develop and create impact on your business. This should be updated and improvised on regular basis-daily-weekly-monthly.

- Identify your strengths even in this severe downturn. These are the pockets of growth. Must identify them through your product lines and focus on that verticals.

- Take care of your customers. They are also under the same stress as everyone. If you can help your customers with solutions, then the relationship with them gets stronger.

- Always have a plan B and C just as a backup for any unforeseen situation that results in the failure of the initial plan.

The online and backend operations need to be boosted, to support the frontend activities. Firstly, protect people, their health, and hygiene. If they do not stay healthy your company will not exist. Establish remote working practices, effectively and productively.

- Engage with your staff and address their anxieties, share their concerns, be honest, be transparent and give them hope that they will all get through this, united, as a strong team. Remember to reward and recognize your top performers even during this pandemic situation.

- Focus on cash management to strengthen the liquidity. Reduce the cost at all verticals. IT system to be more stabilized as most of the work is shifted to the backend and staff opting the work from home option, make system vulnerable to cyber-attacks.

- For now, none of us can say what the future holds. But by making the right immediate moves and looking into long term business and solutions, we prepare ourselves and our organisations to face any seen or unseen, good or bad situations of the future.

B.P. Nassar

Managing Director – Frontline Group

SILO Movement.



Frontline Logistics Oman has successfully completed a project movement assigned by one of the major client. The scope of work was to provide complete logistics solution including Loading to move 5 cement Silos which are dismantled from port of Matrah to Sohar port. The Silos were undimensional in size and the weights were almost 1500MTS. The Project was executed within 10 Days using almost 60 Trailers and 4 Low bed trailers which needed both ROP Escorts and Approval.





Pleasure Under Pressure.

The COVID-19 has affected the worldwide transport industry in many ways. In this pandemic situation,

We witnessed life without events & entertainment! We are grateful and give thanks for our nation and the many others around the world, who richly deserve praise.

We have learned so much in these past few months on how to reimagine situation and make them more accessible for people around the world, Now we're applying those lessons into our daily life.

A Big thanks to all those who fought in the frontline of duty to keep us safe. The sacrifice of people during this situation enables us to enjoy the privilege of peace and we should be forever grateful.

These challenges will alter the world's transport and logistics industry, More flexible multimodal system will emerge to be able to respond quickly and efficiently to shifting levels and areas of demand. Ocean service will carry an increasing percentage of the consumer products that previously was carried by airfreight. All the changes will occur within a changed macroeconomic environment.

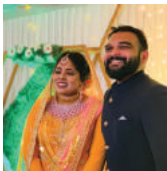
The challenge then become how to plan and predict the future!

Finally, all managers must be willing to be highly flexible and focus on short -and medium-term plans. A state of an ever-rising growth roads has been replaced by a bumpy, ever challenging path. Forecasting the future based on past performance and experience is no longer valid. In an environment of variability, only those who are aware of changes and willing to adapt to change will survive. This is a time, more importantly, to go the extra mile and make sure your manager knows that you are willing to do what it takes to keep the business operating.

Its my prayer that, world will never witness a yearly, like this again

Haris A. Jabbar
Manager-Sales & Operations, UAE

It is wedding bells in Kerala:



Muneesh Kari accounts assistant at Dubai office started matrimonial journey on 7th November 2020, along with his princess Shamila. Wedding ceremony

was conducted at brides home, Padippurakkal at 12:00 Hours, followed by lunch at her residence.

Ansar C K, Accountant at our Doha, Qatar office started his matrimonial journey on 6th December 2020 along with Hannath. The Nikah took place at her residence in Malappuram. Reception was arranged at his residence following the covid protocols.

We wish the very best to the newly married couple.

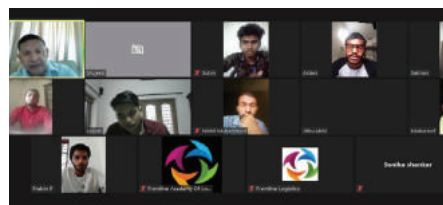


The 2nd Global Freight Forwarders Cloud Conference 2020.

Frontline Logistics have participated in the recently Concluded 2nd Global Freight Forwarders Cloud Conference 2020. Conference hosted by J C trans was held from October 19 to October 23, 2020, for 5 days, 120 hours. Global freight Forwarding network JC Trans have initiated the Online platform for freight forwards to interact and collaborate during the difficult times under the philosophy "Continuous Services under Epidemic" Conference boasted 298 participants from 60+ countries and was a success as it brought agents together during this difficult times.

Frontline Logistics had 3 participants in the conference, all based out of BEO. Mr. Saffer Kutty, Sr. Operations Manager, Mr. Prashant Menon, Operations Manager and Mr. Dinker Bhaskaran, Marketing Manger took part in conference representing Frontline Logistics. Despite the technical glitches during the first day conference was largely considered a success, Frontline Logistics successfully concluded 90+ meetings during these days. In the meetings Frontline Logistics showcased our capabilities and Experiences in Middle East and discussed the areas of mutual interest and on how to cooperate and co-exist in these difficult times. During these one to one meetings Frontline Logistics initiated many meaningful cooperation with various agents Globally.

Frontline Academy of Logistics Blooming with Online Classes.



Frontline Academy of Logistics was born during the pandemic Covid 19 crisis.

It was felt that may not achieve success. Contrary to that expectation, full classes are conducted through Online, keeping in mind the directives issued by the Government and the first batch will be completing Graduation by Feb 2021, while the second batch is already started training.

Innovative idea from MD, BP Nassar to include Senior Members of Frontline Logistics from 21 offices spread around 10 countries and Faculty members has given an edge to the teaching methods since its live training. RD, Vivian Castelino conducted classes sharing his Logistic experience of over 4 decades with students which was very much educational.

Number of heavy equipment's moved on Special low beds from HMFZ TO DAMMAM, KSA.



Nihias Ali, Asst. sales Manager, from our Dubai office, with our experienced Operations Colleague Radhakrishnan and Mansoor successfully done a GCC transportation from Hamriyah (Sharjah port) for their project with Oilfield Company in KSA. 1st Lot of Mobilization consisting of 1xCoil tubing Unit, 1xStimulation Unit, 4xFrac tank, 2xAcid Transporter from one of the top oil & gas services at Free Zone offering high end solutions. 8xPrime Movers loaded on 25th October 2020 from Hamriyah and delivered on 28th October 2020 at our final destination in KSA without any delays in Border. For this successful work client was very happy on efficiency and timely delivery executed by Frontline Logistics.

WCA Worldwide Virtual Conference.

WCA is the world's first worldwide non-exclusive network. Founded in 1988, WCA is the world's largest and most powerful network of independent freight forwarders which has nearly 9,500 members spread across 195 countries. Covid-19 has changed the way we all operate and conduct business. However, it has also demonstrated to build new ideas, procedures and techniques of communicating. WCA also adapted to the new normal and organised a virtual conference. Initially the conference was slated in November, however it was rescheduled to December 2020.

The first ever WCA Worldwide VIRTUAL conference was a five-day event occurred from December 7 to 11, 2020. We have chosen three delegates to stand for Frontline Logistics. One to one meeting scheduler was open from 28th October and we were able to fix meetings with a few of the prospective agents even before the conference days. Dinker Bhaskaran - Marketing Manager, Prashant Menon - Manager Customer Support & Operations and Dhananjay - Marketing Manager attended the meetings during the 5-day event. Participating in this unique VIRTUAL conference has provided us an ideal gateway to meet new partners, grow business and promote our company. This forum was designed specifically to connect with the maximum number of logistics providers to help us expand our global reach.