

Editorial



**All Dream,
But not
equally!**

Very few that I have met during 43 years of my shipping industry career, that I have seen opt to Dream, more than most! That's the difference in Frontline Logistics which has become formidable force in the Logistic industry over a period of 12 years, with 22 offices in ten countries with professionals exceeding 500 personnel's. Add to that, as we go to press, 23rd Branch is just happening in the form of brand new office, in Abu Dhabi, Capital city of UAE.

World is still fighting the Covid 19 war with reality striking us very hard, with many of our colleagues health suffered, business being effected and even death of our near and dear ones. However as the saying goes, we must live until the final day, and why not we do that with building up our dream and making it a reality? That's the Dream of our MD – BP Nassar. Besides Logistics, there are very different businesses that are ventured into, be it Logistics Academy, Convention Centre or Real Estate. More is yet to come.

More is yet to come. While business diversification is a well thought out policy, adding more products into Logistics umbrella is also a vision that at Frontline Logistics, we are looking at. For example in this edition, you would be leading a success story that has happened in Kuwait, in the form of Supply Chain & Warehousing. Why cant we transfer this success story to our other branches where we do not have this product.? So are products like Relocation which is strong in Kuwait & UAE to give an example. Exiting negotiations are happening in the form of representing world renowned shipping or airline partners, which would have been a reality but for the Pandemic.

As I present to you the events that have happened in the past 3 months, must say, these events are limited due to Pandemic. Hope to share more vibrant news in the coming issues. Enjoy reading.

Vivian Castelino
Reginal Director

Q 1 - 2021 Zoom Regional Meeting of Frontline Logistics.



Attended by MD BP Nassar, RD Vivian Castelino, Country head and Director of Kuwait – Musthafa Kari, Director and Country head of Bahrain and Qatar – Afsal Ali, Director and Branch Head of Jeddah – Rabeeh, Director and Branch head of Dammam – Riaz, Director and Head of BEO – Febina Nassar, Branch Head of UAE – Sriram, Branch Head of Oman Muscat – Asif, Branch Head of Beirut – Hari along with observers, Chandra Mouli, Guru, Sunil and Ginto attended the first quarter Regional Meeting that was conducted through Zoom, which was held between 23rd May to 26th May 2021.



Meeting started on 23rd May at 0930 hours Dubai time, with a short prayer followed by welcome by RD and opening remarks by MD. Thereafter Minutes of the last RM was read by RD which was followed by video

presentation from each of Frontline Logistics offices. Second day session started with the presentation by BEO and Executive Board. Third days session started with the console presentation, followed by discussion related to the business of the Group. Discussion continued even on 4th day until 1300 hours when it was time to declare the winner for the 1st Quarter. Smallest branch amongst the Group, Jeddah Branch was declared as winner and Proud Branch Head and Director – Rabeeh walked away with prestigious trophy.



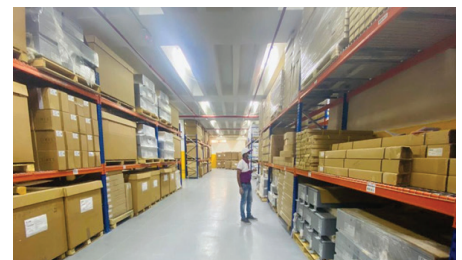
Supply chain & Warehousing at its best in Frontline Logistics, Kuwait.



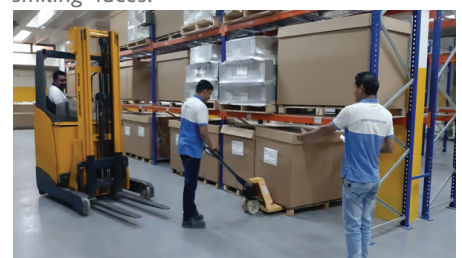
**"Every
great dream
begins with
a dreamer".**

The caption makes it perfect when I look back my journey with Frontline

Logistics in the 12 Years. A great visualizer, our MD Mr. Nassar is someone I should not forget when I write about Frontline Logistics. He is the real Dreamer who had chased his dreams by owning today one of the well reputed business group in Middle East & Neighboring countries.



Warehousing / Storage solutions - as we all know is an integral part of Logistic business & we at Frontline Logistics were able to mark our presence in Kuwait over past few years, in warehousing & supply chain. Even though we are going through tough times due to the pandemic like any other business stream, knowing a fact that talking about pandemic will not help to overcome a situation, we worked on some out of the box thinking to make sure of "uninterrupted services" for our clients in warehousing / supply chain all through out these bad times. Even with curfews / transport restrictions etc, we could extend our operations to clients without any specific conditions or not charging them additional as well. All was made possible with a bit of homework & of course extended support by our dedicated staff, made impossible, possible & we were able to keep our clients with their regular smiling faces.





Supply chain - An easy process in every one's mind set. Taking the words of Dave Waters – "Supply Chain is like nature; it is all around us." One who involve in 3 PL services only knows the challenges we face on day to day working. Our Facilities in Kuwait - Mina Abdulla & Ardiya provides best of customer supports & delivery services to our client base all past years. Both Locations are prominent for Its geographic importance & well managed with qualified trained professionals, who interact to all our clients with the seriousness job deserves.



Slow but steadily we have developed our storage space from 1,000 pallet positions to 5,000 pallet spaces in Mina Abdulla & our Ardiya facility has a capacity of 1,400 Pallet position of Temperature controlled storage. Above figures gives us the real confidence to develop more 3 PL solution spaces in years to come. Range of products from project cargos to cosmetics - our storage & supply division is quite strong in understanding the client needs. Direct delivery services from warehouse to different store locations with labor & truck services, perishable food deliveries, IT Products storage & distribution services, white glove services for expensive gadgets & gifts, are some of our unique value-added services, which we deliver with confidence



While I sum up – Below is a fact we learned all through our Growth

"Supply chains are everywhere. From the biggest company in the world to running your household. We all have supply chain experience even if we don't know it." ~

Chandra Mouli
Manager -Corporate Sales

Send off to Merly Bersabal.



Only thing is sure in life is, change is inevitable. And that's how, Merly Bersabal, who worked with Frontline Logistics, Dubai since 2016 chose to go for a change, 31st of May 2021 being her last day of work. Staff and Management chose to honour her, for her dedicated work rendered through out 5 year plus tenure. Lunch was served to all on her last day of work at Frontline Logistics, followed by a small send off celebration in the evening (keeping in line with Covid Protocol), where by country Head, Sriram, Operations Manager, Haris Jabbar and RD Vivian Castelino said few words followed by giving a souvenir to Merly, who accepted the same and gave thanks to one and all for the support during her 5 plus years with Frontline Logistics, Dubai.



Demob Project.

Frontline Logistics Bahrain has successfully completed the Demob Project for our leading customer. The movement required 96 trailers which were sent to UAE & Kuwait - 28 trucks to Kuwait, 49 trucks to Jebel Ali, 14 trucks to Sharjah and 5 trucks to Abu Dhabi. The loading took place at the Bahrain International Circuit (BIC), Sakhir. The project started on 1st April 2021, and got completed on 7th May 2021.



Frontline Logistics Launching ABUDHABI OFFICE.



Another proud moment in the history of the Company wherein on 08th June 2021 we secured the commercial license to commence business in Abudhabi, the capital of the U.A.E. We will

operate under the same name of FRONTLINE LOGISTICS LLC. With this, Abudhabi becomes the newest location and the 23rd office under the Frontline Logistics umbrella and we are in a position to offer, Air freight, Sea freight, Customs clearance and Land transport services. Abu Dhabi's government is looking to expand revenue from oil and gas production to tourism and other things that would attract different types of business activities and we see Frontline Logistics LLC ideally placed to contribute and be a part of this vision of the government.

We are in the process of establishing an office in Mussafah Industrial Area, Abudhabi and will be managed by Operation and Sales staff to cater to the requirements of the Customers in an around the Capital which includes the city of Al Ain as well. Customers may continue to coordinate with the concerned staff at our Dubai offices for any requirements for Abudhabi until further notice. Further details about the office will be made known soon.

Sriram Deena
Country Manager-UAE

Wedding wishes.



Daina Wilma, Sr Coordinator - Sales, at Kuwait office had started her matrimonial journey on 06th - June 2021, along with her prince Joyson Melwyn. Wedding took place at Kuwait City, Kuwait. Followed by reception at Farwaniya in her residence. Wishing the newly wedded couple a long happy life together.



Shabiha Syed, Sr Coordinator - Sales, at Kuwait office had started her matrimonial journey on 10th May 2021, along with her Prince Mr. Adeel Riaz. Wedding took place at Riggai, Kuwait. Followed by reception at Abasiya in her husbands residence. Wishing the newly wedded Bride and Bridegroom the very best.