

Editorial



Dreams are necessary for Life.

If all three of our founding members started Frontline Logistics in the year 2009, which has now grown to be around 600 plus professionals in 12 countries with 24 offices, it is to pursue their own Dreams, with actions, decisions and hard work. In a way, Dreams become a necessity in life. However, there is also willingness to suffer to accomplish such Dreams.

List of such sufferings are plenty in the life of Frontline Logistics 15 plus years of existence. Be it act of God, Nature, or Humans, all has contributed as a setback, one time or other. However, the beauty is, how such challenges were tackled, and success story is created? I am pleased to share activities of our offices in the past three months. Happy reading...

Dr. Vivian Castelino Ph.D
Chief Operating Officer (COO)
Head of Executive Board

1st Q 2024 Regional Meeting of Frontline Logistics.



1st Q 2024 Regional Meeting was held virtually on 1st and 2nd of May. Meeting was attended by President, Mr. BP Nassar, Vice Presidents, Mr. Afsal Ali and Mr. Musthafa Khari, Director, Ms. Febina Nassar, COO, Dr. Vivian Castelino, Branch Heads – Mr. Chandra Mouli (Kuwait), Mr. Asif Ali (Oman), Mr. Rabeeh (KSA), Mr. Abbas (Qatar), Mr. Sujo (Bahrain) and Mr. Hari (Lebanon), Executive Board Members, Mr. Guru, Mr. Sunil, Mr. Ginto & Mr. Shajith.

1st days event commenced with silent prayer followed by opening remarks by President, BP Nassar where he highlighted his pet theme of Vision & Mission. Thereafter performance presentations were given by Country Heads, BEO Team leaders and Executive Board. Second Days event started with a presentation from External Software team to enhance digital experience for senior Management followed by detailed point by point discussion on various commercial issues.

Frontline Logistics attending 6th Annual Partnership Meeting of Neptune Cargo Network.



Highlight of the event was, The award given to Frontline Logistics, being founding member since past 8 years which was a recognition for loyalty and support. Frontline Logistics being Diamond Sponsors were also privileged to share a presentation to the audience during the inauguration session, which was held on 16th May 2024, starting at 0900 hours, at Le Meridien, Phuket, Thailand.



The 4 day event which concluded on the 19th of May, was attended on behalf of Frontline Logistics, by our Chief Operating Officer – Dr. Vivian Castelino, Director, and Oman Branch Head – Mr. Asif Ali and Group Console Manager – Mr. Bibin Thomas. Overall, 425 plus delegates representing 65



countries attended the conference. Being the network exclusively devoted to Sea Console development and NVOCC, multiple meetings that were conducted by Frontline Logistics, would take pivotal role in developing the console business for the Group in the months to come. Over the past 5 years, Frontline Logistics has become a leading console



service provider, through its office and warehouse at Jebel Ali port which is a hub, connecting weekly export console boxes to all over GCC, Iraq, Indian sub-continent and Africa. Imports to Jebel Ali includes from Far East, Europe, and Indian Sub-Continent.

IFTAR Celebration at Frontline Logistics offices.

Dubai: Reflecting on a heartwarming evening of community and connection at Kenza Restaurant, Ramada by Wyndham Downtown Dubai on 27th Mar 2024, hosted by Frontlines Dubai Office! Our Ifthar Party was a beautiful gathering filled with laughter, delicious cuisine, and cherished memories. A huge thank you to everyone who joined us and made it an unforgettable event



BEO: Reflecting on an incredible evening of joy and togetherness at BEO premises on 7th Apr 2024, Our Ifthar Party was a resounding success, filled with laughter, delicious food, and cherished moments



BAHRAIN: Frontline Logistics Bahrain celebrated Iftar at Alreef Panasia Restaurant on 3rd Apr 2024, bringing staff and their families together for a joyous evening. The event was filled with shared happiness, delicious food, and a sense of community, as everyone gathered to break their fast and enjoy each other's company. This Iftar celebration highlighted the strong bonds and unity within the Frontline Logistics family, making it a memorable occasion for all involved.



The C5C conference held in Prague was attended by Mr. Nassar BP, our President and CEO.



The 17th conference of C5C took place at Hotel Hilton Old Town in Prague from May 28th to June 1st, 2024. The event was attended by over 200 logistics professionals representing 100 countries. Our President & CEO, Mr. Nassar B. P., had the opportunity to meet with over 50 international delegates in one-on-one meetings, as well as over 100 delegates in informal discussions. With such a strong international attendance at the logistics network forum, Frontline Logistics is committed to connecting with top professionals in the industry to provide the best logistics services to its customers

Frontline Academy Convocation Celebration.



Our esteemed Chief Guests, including Aqil Ashique, CEO of Driver Logistics, Anish P Joseph, Kerala Head of Nokia, Frinto Francis, Director of Godwin Institutions Pvt Ltd, and Riyas Pazhinji, Assistant Professor at MES Ponnani, graced the occasion with their presence and inspiring words. Distinguished leaders from the Frontline Group also attended, such as Nassar BP, President and CEO, Chandramouli, Kuwait Head, Riyas Pazhinji, Assistant Professor at MES Ponnani, Mujeeb, Academic Dean, Susan Cruz, Academic Head of Eramagalam Branch, Annie Rose, Branch Head of Calicut Academy, Sunil Kumar, CHRO, and Ginto Paul, CFO. The event began with the auspicious lighting of the lamp by Ms. Kadheejakutty, the beloved mother of our CEO. We were delighted to have the presence of other esteemed guests, faculty members, and the proud parents and families of our graduates. Their support and encouragement were invaluable. Our graduates celebrated their achievements with great enthusiasm, culminating in a vibrant DJ program that had everyone dancing and rejoicing. Congratulations to all our graduates! We are incredibly proud of your accomplishments and wish you all the success in your future endeavors. Keep shining and reach for the stars.

Frontline Logistics Shines at OPCA Sino Summit 2024 in Kuala Lumpur.



Frontline Logistics proudly took center stage at the OPCA INO Summit 2024, held at the Grand Hyatt Hotel in Kuala Lumpur, Malaysia, from May 31st to June 2nd, 2024. Represented by Mr. Mustafa Kari, vice president and Mr. Shajith Naran, CCO Frontline Logistics showcased



its commitment to innovation and excellence in the logistics industry as the event's Platinum and Lanyard Sponsor.

During the summit, Mr. Kari and Mr. Shajith had the privilege of

presenting Frontline Logistics' comprehensive company profile, highlighting the company's steadfast dedication to training and developing the next generation of logistics professionals. This initiative underscores Frontline Logistics vision of fostering new talent to meet the evolving demands of the logistics sector. With over 300 delegates in attendance, the summit



provided an excellent platform for networking and collaboration. Frontline Logistics seized this opportunity, engaging with more than 60 delegates, sharing insights, and discussing future business prospects. The positive reception of our presentation and commitment was truly inspiring, reflecting the high regard in which Frontline Logistics is held within the industry. The summit also opened doors to potential collaborations, particularly in the Iraq and military logistics sectors. Several delegates expressed keen interest in working with Frontline, recognizing our expertise and innovative approach in these challenging areas.



Frontline Academy of Logistics.



Mr. Mujeeb Rehman
Dean of Frontline Academy

Mr. Mujeeb Rehman of Frontline Academy pointed out that with India aiming to become a US\$7 trillion economy by FV2030 the need for efficient logistics becomes paramount and crucial for its business and economy.

For efficient Logistics business needs an efficient and skilled workforce, which is very much essential for successful business and that which is not necessarily available to meet the industry requirements.

This gap between the need and supply of skilled manpower is increasing and this impact has caused and will create a huge dent in the industry, due to the low skill level of the current logistics workforce and the unavailability to provide skilled workforce due to the growing work demand.

Mr. Rehman viewed that the skilling of logistics professionals should be incorporated from the High school, by providing basic inputs and understanding of the logistics industry. Logistics & Shipping industry should be understood and taught as any professional program, as this industry plays a very major role in shaping the economy of the country to develop into its full potential.

The logistics industry should align with the institutes to meet their requirements and skill workforce. Active Participation by the Industry in teaming up requirements and modules required for the industry and skilling of the workforce and boosting the educational sector.

He also pointed out that there is a lack of initiatives among a large number of logistics companies & practitioners in acquiring/providing required training to themselves and to their staff and the main reason seeing emerging skilled staff as a threat rather than an achievement. In addition, there is no-acceptance of the challenges of new and emerging technologies in the market.

Fear of losing the trained staff or investment in workforce training has been a major reason behind the nonavailability of the skilled workforce for replacement.

We are proud of you – Mohammed Ashik



I wanted to extend my heartfelt thanks for your incredible kindness in returning my lost wallet. Your honesty and thoughtfulness truly restored my faith in humanity. I deeply appreciate your act of goodwill, and it means more to me than words can express. Thank you for being an exceptional example of integrity and kindness. Thank you Ashik.

We congratulate Ashik, Executive, Business Development for Iraq at Frontline Logistics in the Dubai branch, for his outstanding honesty and integrity. Recently, he found and returned a lost wallet,

demonstrating his strong moral character. This selfless act serves as an inspiring example for all of us. Ashik's actions remind us of the importance of doing the right thing, even when no one is watching. Congratulations, Ashik, on your commendable behavior and for setting such a positive example.