

P.W.C Logistics wins "Best 3PL in the G.C.C"

by Siobhan Kelly Lead Analyst Global Institute of Logistics



Siobhan Kelly lead analyst of GIL (centre) presenting the award to Mike Lee, GM, PWC Logistics (L) in the presence of Tarek Bin Khalifa of Dubai Ports Authority.



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Following a detailed correlated research and selection process into leading providers of supply chain and third party logistics services in the Gulf Co-operation Council region of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE, the Awards Committee at the Global Institute of Logistics (GIL) has designated PWC Logistics as the recipient of it's "Best 3PL in GCC Region 2004-5" accreditation.

In his response to the announcement the company's UAE General Manager Mike Lee said: "This is indeed a great step for PWC Logistics as we have achieved significant success in the region. In a short span of 5 years, not only have we succeeded in educating customers about the benefits of outsourcing their logistics operations to a 3PL company but have also managed to help them improve the quality of their supply chain thereby saving them valuable time and money." He went on to add "Since we're taking away most of our customers' headaches they can focus on their core business, selling!"

Announcing the award at PWC's Dubai Office Siobhan Kelly the Institutes Lead Analyst said:

"In PWC Logistics, we have found all of the key ingredients needed to succeed as a global 3PL. The company's massive transactional experience, gained since its inception in 1979 as a key warehouse operator in Kuwait, together with intelligent investment in supply chain execution software have seen PWC Logistics gain the necessary experience needed to step out of its own backyard.

In pursuit of regional scalability PWC Logistics has made excellent acquisitions,

created key partnership agreements and above all added to what was already an enviable client list in double quick time and is clearly the market leader in the region. Supported by blue chip brands (including the U.S. government) clearly aware of the company's extensive market knowledge and its ability to interpret and respond to the most challenging environments, PWC Logistics has been instrumental in opening new markets right through out the G.C.C. region. That's what the 3rd party logistics sector is all about partnering with the best, being the best and bringing the best product into new and lucrative marketplaces."

In what can only be described as one of the world's most progressive yet challenging markets, PWC Logistics has pursued a policy of providing first class 3rd party logistics services since its privatisation in 1997. Clearly aware of the needs of its clients and indeed those of today's global brands to partner with 3pls with a strong regional presence PWC Logistics has embarked on an extensive expansion plan across the region. Through a mixture of acquisition, joint venture and start up, the company's policy has seen it emerge as the

key name in the provision of GCC wide logistics services. By its very nature the region is import driven and to that end PWC tailor their services to provide comprehensive warehousing and inventory management. This aspect of the company's work is evidenced by the decision of the U.S Defence Logistics Agency to award PWC its contractor the supply of prime vendor food and non-food products to the U.S. Army, Navy, Marines and Air Force operating in the regions of Kuwait, Qatar and Iraq. In coming to its decision to accredit PWC with its Best 3PL in the G.C.C. award the Institute's Awards Committee is recognizing the outstanding contribution that the company has made to the development of logistics in the region. In its review of the research departments appraisal the committee were left in no doubt as to PWC's ambition to succeed on both regional and global terms an ambition we believe that is well founded and destined to succeed. About The Study The purpose of the study was: To set forth criteria and procedures for developing and maintaining a wider classifying blueprint for assessing the key principles governing material flow in the Global logistics and transport sector and to highlight the unity of different functions on the supply chain, together with inventory management, capacity utilization and 'movement', which reflect the basics of logistics. To establish which organisations on the supply side of the manufacturing equation displayed an ability to react most quickly to the changing face of logistics and make the most significant contribution to lean manufacture, that is delivering only what is needed by the customer, when it is needed in the quantities ordered. This method of manufacturing is done in a way that minimizes the time taken to deliver the



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finished goods, the amount of labour needed, the floor-space required and it does it with the highest quality, usually at the lowest cost. This system changes manufacturing from large batch processing to product based, one-at-a-time flow production. To investigate the role played by logistics providers in developing outbound solutions for manufacturing and the components of the supply chain that ensure the flow of goods from origin to consumption. The ability of the provider must be to maintain the materials management functions of the supply chain, taking a product from the point of concept through delivery to the customer. Value added services and understanding and incorporating customer requirements into supply-chain processes are all essential elements of supply-chain management and those providers that satisfy clients needs contribute to the development of the sector as a whole. Outcome: The outcome of the study saw PWC Logistics emerge as the unequivocal choice of the Awards Committee for conferring as its leader in the logistics sector in the GCC Region. This accreditation is in recognition of PWC Logistics outstanding contribution to logistics and in particular its commitment to the development of comprehensive and professional supply chain solutions in the GCC region. PWC Logistics has proven itself to be at the forefront in the advancement of the sector and is the most highly respected player in the local market. It has pursued a successful and ambitious expansion programme and now has an extensive presence across the region. The company has invested substantially in technology allowing it to provide cutting edge supply chain and logistics to its customers and establishing it as one of the largest and most sophisticated supply chain management companies in its market. PWC Logistics is a wholly owned subsidiary of The Public Warehousing Company (PWC)

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Mike Lee
UAE General Manager

Group. Established in 1979 as a shareholding company, it was privatized in 1997. Since its privatization, PWC Logistics has gone from being a provider of warehousing facilities and management to being a provider of total logistics solutions including, property management, supply chain management, customs solutions and modernized IT solutions. The logistics division provides leading edge supply chain and decision support solutions to private and public sector entities worldwide. The company endeavours to facilitate trade through innovative supply chain solutions and has a policy of continuous improvement of its services to both meet customer requirements and ensure customer satisfaction. PWC has a well-established network across the GCC region and its customer-focussed team has achieved the Quality Management Standards ISO 9001: 2000, ISO14001 and OHSAS 18000 certification across all operations. The company's services include transportation; warehouse and fleet management; inventory replenishment and order processing, and related solutions and value added services.

PWC Logistics is currently listed on the Kuwait Stock Exchange and has a shareholder base that comprises both private and public sector investors. PWC Logistics has adopted a progressive strategy to accommodate the high demand driven nature of the local economy for which warehouse space and inventory management is necessary. At management level highly competent and forward thinking personnel have been brought onboard and this team focuses on providing modernized services and state of the art methods to best accommodate the client aim of streamlining inventory and stock management in the most cost effective way. The US Army – Defence Logistics Agency has recently rewarded this progressive position with an exclusive milestone contract. PWC Logistics has pursued its corporate regional expansion strategy with vigour and now maintains a position of strength across the region. Its ambitious regional expansion programme has been achieved through a combination of acquisitions, agreements and joint ventures and the company was at the forefront of sectoral developments in Iraq. Demonstrating its forward thinking position, PWC Logistics and technology firm Danisat have formed a partnership that will provide multiple advantages for the company and its clients. As the need for cargo security increases the partners have developed a tracking and management system that will provide PWC Logistics with the technology to assist their customers in controlling their fleet of vehicles moving across international borders, securing the drivers against assault and the cargo from theft, hijacking, tampering, or misuse. The e-commerce fulfilment solution enables PWC's customers to improve the control and security of inbound and outbound goods for delivery to high security areas, provide the ability to track containers through the internet, offer connectivity to customers through numerous input and output devices.

PWC Logistics is the leading provider of end-to-end supply chain solutions to companies and governmental organizations throughout the Middle East. Through its integrated network of warehouse facilities and transportation services, PWC provides its customers with flexible solutions tailored to meet their business needs.

PWC's strong focus on customer service has been praised by both industry experts and customers alike. The Defense Logistics Agency recently named PWC "New Contractor of the Year".

PWC provides supply chain solutions to a wide range of industries, including apparel and footwear; automotive; consumer and industrial electronics; consumer packaged goods; food and grocery; oil field services and governmental and military organizations.

PWC's core services are warehousing, transportation and freight forwarding. Its end-to-end solutions include demand planning; procurement; inventory management; order processing and fulfillment; delivery to the distributor, retailer or end-consumer; and reverse logistics. PWC's value-added services include product labeling, packing, co-packing, bundling, kitting, light assembly, and returns processing. All PWC facilities operate using the EXceed 4000 WMS warehouse management system and offer on-line visibility to inventory level and event information.

PWC's transportation services range from local delivery to regional overland to global freight forwarding. Its regional trucking service enables companies to efficiently distribute inventory across PWC's entire network of warehouse facilities.

PWC's vehicle fleet includes panel trucks, flatbeds, ambient and refrigerated trailers, and tankers.

PWC currently operates in Kuwait, the United Arab Emirates, Bahrain, Qatar, Saudi Arabia, Oman, Iraq, Jordan, Lebanon, and Turkey. PWC's customers include Nestle, Schlumberger, the Defence Supply Center Philadelphia, and the governments of Kuwait and the United States of America.

Tristar Energy, a subsidiary of PWC Logistics, specializes in the transportation and distribution of bulk and packed petroleum and chemical products. Since its inception in 1990, Tristar has built a stellar reputation for safety and customer service within the petroleum and chemical sectors.