

Expert logistics for the Middle East and North Africa

Wared Logistics provides importation, transportation, distribution, and logistics management solutions, helping regional and multi-national companies design, operate, and manage high-performance logistics networks in the Middle East and North Africa (MENA) region. Wared operates transportation hubs, warehouses, and distribution centres in multiple geographies, including Saudi Arabia, Egypt, Syria, Lebanon, and the UAE. Zillion spoke with CEO Brian McHale and VP of Marketing Pete Stiles.

Wared Logistics was formed as a joint venture between two of the most prominent Saudi Arabian companies: Zahid Group Holding and Construction Products Holding Company (CPC). Both businesses have over 30 years of logistics experience. Mr. McHale: "Zahid has the sole distribution rights in Saudi Arabia for all the Caterpillar equipment and parts, and CPC is the largest construction company in Saudi Arabia. We've acquired Zahid Heanor and United Transport Company, the respective transport operations of the joint venture partners, and have

some significant changes to their operational practices."

Wared Logistics has four operating companies, each providing unique component logistics services. The first, Wared Transport, is an established, full-service trucking operation that provides customers with container drayage, full truckload transport, and specialised heavy-lift transport. The operation provides transport and support services for specialised commodities, including employment of specialised equipment for oversized or overweight loads, rigging, loading

and unloading, regulatory compliance, and accompaniment. Wared Transport provides all the services and equipment necessary to transport oversized loads, including long-extendible flatbed trailers and dollies that can carry up to 35 meters of over-length long cargo, and up to 175 tons of cargo.

The second operating company, Wared Express, provides a full-service Less-Than-Truckload (LTL) network for all commodities that are too large for package express, but too small to be shipped economically in truckload quantities. Wared Express performs both local pickup and delivery for both intra- and inter-city transportation. There are two options: a regular pickup route (Wared Express stops every day to see if there is any freight), or customers can call Wared with a pickup order. Wared Distribution provides state-of-the-art contract warehousing and



inventory management services for general commodities and refrigerated products that are either case- or pallet-picked. Wared Distribution has established a full-service operation including contract storage, complete inventory management, receiving, and shipping, and performs the complete order fulfilment and delivery for its customers. Facilities can be operated seven days a week and 24 hours a day, based on demand.

The fourth operating company is Wared International, a global trade management expert that provides a management service that will plan and arrange transportation and importation of all types of containerised general commodities and bulk freight into selected geographies. Customers can select Port-to-Door services with ocean transportation and inland transportation, or Door-to-Door service, where Wared International takes control of the shipment at order availability (and FOB origin) and performs complete routing and scheduling for all legs of the shipment.

"We are currently tying all these services together, and branding them," says Mr. McHale. "Our strategy is to leverage the existing capacity and turn it into a Tier 1 full-service distribution operation in the MENA region. Starting with established operations allows Wared to deliver the quickest, most accurate, and most cost-effective fulfilment and delivery experience for every customer. In addition, we have a very aggressive construction strategy. We will be constructing logistics hubs in the major business economic areas throughout the MENA region, which will offer all Wared business services."

Wared Logistics recently secured significant new business for its Damascus, Syria-based Wared Transport Specialised Truckload operation. Major new customers include Premco, a manufac-

turer of pre-cast concrete and steel beams, the Bahra Steel Company, and the United Arab Aluminum Company. "There is a rapid growth in this dynamic area of the Middle East," says Mr. McHale. "The significant construction taking place in this region requires a professional organisation that knows how to move heavy and oversized loads, and Wared Transport has that knowledge."

As a result of this new business, Wared Logistics has dramatically increased the size and capabilities of this operation by supplementing its existing Syria fleet with 20 new tractors and 30 new trailers. All of the tractors are equipped with the Telargo system for tracking and driver communication. The trailers include low and extended flat beds of 18, 24, and 26 meters. These additions to the fleet position Wared Transport to accommodate current and future customer requirements.

The key advantage for Wared's customers is the company's knowledge of the region. Mr. Stiles: "The laws in the Middle East can be onerous. For instance, only Saudi citizens are allowed to enter the port and to own land. And there are driving restrictions concerning the times of day and the types of trucks that are allowed into metro zones. Similar rules exist in other countries in the Middle East and North Africa. So our real advantage is that we know how to operate in the MENA region. We have individual experts in each one of our disciplines, so that we can provide services for multinational companies that they cannot easily provide for themselves." ■





Wared Logistics
Dar Al-Nahda Business Center
Prince Sultan Street
Jeddah 21445
Saudi Arabia
Website: www.waredlogistics.com