

Apr-Jun 2018

ISSUE  
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# GACWORLD



Delivering your strategy.

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Chevron global oil  
& LNG contract

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Getting the *Fast & Furious Live*  
show on the road

## Connecting The Links



# This Connected World



**In this age of instant communication and mass travel, everything is connected. Interconnectedness defines our lives, our societies and the way we do business. The dance of supply, demand and all the stages in between keeps us in food, fashion, medicines, consumer goods and business.**

Our lead story in this issue looks at the challenges of logistics chain management and how providers like GAC meet the needs of increasingly complex and demanding markets in which the customer calls the shots and supply chains must adapt to stay relevant. Read all about it from page 10.

## **On the road**

GAC handles anything from chocolate bars and half-inch screws to massive production platforms weighing in at thousands of tonnes. Other projects take us on the road with them, such as the *Fast & Furious Live* tour (see page 15), the Volvo Ocean Race (read the latest on page 16) and the round-the-world record attempt by Team Britannia (page 19).

## **HSSE champions**

Whether they're on the road, boarding ships or handling heavy loads, GAC staff around the world are held to high standards to protect health, safety, security and the environment. Many take that HSSE mindset to an even higher level by seeking out ways to do more and do better.

Our Chairman's Award for HSSE Excellence encourages such innovative thinking and every year rewards companies that introduce measures which make what we do healthier, safer, more secure and kinder to the planet. Check out the latest winners on page 18.

## **Awards ahoy!**

Keeping up and ahead of the curve is what makes a company stand out. Sometimes, it wins awards. The GAC trophy cabinet is heaving with accolades thanks to a bumper year in 2017 which ended with recognition for our ship agency and freight forwarding at Group and local company level as you can from the spread on pages 8-9.

But what wins awards today is tomorrow's norm, so we continue to strive to find new ways to stand out and meet our customers' needs ever better.

## **Stand out**

We're standing out in another way too. The GAC brand has been revitalised with fresh new materials including a series of new ads with a twist that showcase what we do for our customers.

Though we're in the business of shipping and logistics, there's not a ship, warehouse, truck or port in sight. Instead we're getting our message across in a powerful yet playful way with visual metaphors. Learn more on page 6 and look out for the ads in print or online with the hashtag #GACdares

## **Stuart Bowie**

Editor



## Chevron Shipping awards global oil and LNG contract to GAC

**C**hevron Shipping Company (CSC) has further cemented its long-standing relationship with the GAC Group by awarding it a global three-year ship agency contract for both crude and LNG vessels.

The new agreement secures GAC's status as Chevron's exclusive global agent in a partnership that spans more than 20 years, more than 15 of which have seen GAC as its sole global agent.

Lars Heisselberg, GAC's Advanced Supplier Relationship Sponsor for CSC and GAC's Group Vice President – Americas, says: "This contract represents an important milestone for GAC

as it solidifies our affiliation with CSC and allows us to further strengthen our service offerings and long-term relationship with them."

Operations will be overseen by GAC Hub Agency offices in Dubai, Houston and Singapore with support from GAC's network of offices and approved agents worldwide. GAC's dedicated CSC Alliance Representative in Houston will continue to supervise and drive the relationship between the two companies. **GW**



## Big, bigger, biggest: GAC aids largest cargo ever carried by COSCO

**I**t's big (over 85m long and 53.4m wide). It's heavy (20,225mt). And with help from GAC North America staff at Freeport and Corpus Christi, it has arrived at its final destination.

The hull of Shell's Appomattox production platform which came all the way from South Korea was the biggest and heaviest cargo that COSCO Shipping Specialized Carriers Co. Ltd. (Semisubmersible fleet division) has ever handled. It arrived on board the *Xin Guang Hua* at Ingleside, Texas, where GAC's people were ready to clear the way for to be offloaded and on its way to its final destination.

It is now part of the Appomattox project about 130km (80 miles) off the Louisiana coast in the Gulf of Mexico. Now more than 65% complete, according to Shell, when it is complete and at peak average annual production, it is expected to churn out 175,000 barrels of oil equivalent per day.

"We are proud to be able to play our part in the development of the Appomattox production by working with the team at COSCO to get the hull delivered safely and without any interruptions," says Bob Bandos, Managing Director for GAC North America – Shipping. **GW**





## GAC Samudera Logistics achieves Silver rating in EcoVadis audit

**P**T GAC Samudera Logistics (GSL) has been awarded Silver Recognition Level by EcoVadis, placing it among the top 30% of companies for sustainability performance.

The Silver rating comes after the company underwent an assessment and audit focusing on 21 issues under four categories: the environment; labour practices and human rights; fair business practices; and sustainable procurement.

EcoVadis is the first collaborative platform providing sustainability ratings and performance improvement tools for global supply chains. Companies including GSL's customer, Sanofi, use EcoVadis results to measure their suppliers' Corporate Social Responsibility (CSR) and sustainability.



GAC Samudera Logistics' Supply Chain Manager, Aadarsh Janardhanan receiving the "Best Supplier Award" from Lora Maulana, Supply Chain Manager, Sanofi at the Sanofi Supplier Day event, in recognition of the company's efforts towards supply chain sustainability.

### Highest score

Sanofi recognised GAC Samudera Logistics as one of its vendors that achieved the highest score for the environment during the EcoVadis audit at its Supplier Day event: "As a member of 'Together for Sustainability', Sanofi hopes that all our suppliers can partner with us to improve sustainability practices within the supply chains. GAC Samudera Logistics' excellent result reflects its commitment to sustainable and socially responsible practices."

Aadarsh Janardhanan, GSL's Supply Chain Manager, says: "Our customers are becoming more discerning when choosing suppliers they work with. They no longer focus solely on pricing and experience, but also demand high standards in sustainability and CSR practices. The EcoVadis Silver rating sends a reassuring message that our systems, in tandem with the EcoVadis scorecard, will help us keep our supply chain processes in check at all times."

GAC Samudera Logistics is also certified by Sedex, a membership organisation for businesses committed to the continuous improvement of the ethical performance of their supply chains. **GW**

## Factory's first export handled

**P**ramodh Ellath, General Manager of GAC Samudera Freight Services (GSFS), and PT Thermax International Indonesia's Director of Operations Sanjeev Goyal smile for the camera at the energy and environment solutions provider's factory in Cilegon, Indonesia. Behind them is a 10-tph boiler weighing 21 tonnes, the company's first roll out for export from Cilegon since the factory started operations there in July 2017. GSFS was appointed to handle the export documentation and transport. **GW**





## Short notice service wins customer praise

When the deep water drill ship 'Platinum Explorer' made a last minute decision to anchor at Trincomalee anchorage en route to India, GAC Sri Lanka's Operational team was called upon to provide her with husbandry services.

Joining and off signing crew members were air lifted and taken by bus between Colombo and Trincomalee, with hotel accommodation arranged where necessary. Once at the port, GAC's own supply boats then took them from the pier to the drill ship at anchor. The team also took care of provisions supply and garbage disposal.

Peter Burnett, Platinum Explorer's Rig Manager, thanked the GAC Sri Lanka team for handling the vessel's crew during her brief stopover: "Although it was a last minute decision to call at Trincomalee, your whole team really pulled together and achieved the crew changes and provisions exceptionally well." **GW**



Prasanna Ratnayake, GAC Shipping Sri Lanka's Assistant Manager Operations, on board the 'Platinum Explorer' whilst at anchorage off Trincomalee.

## 24/7 time critical services take off at Heathrow

Tailored support for aerospace & automotive industries



Cutting the red ribbon, marking the start of 24/7 operations of GAC's Time Critical Services at London Heathrow Airport.

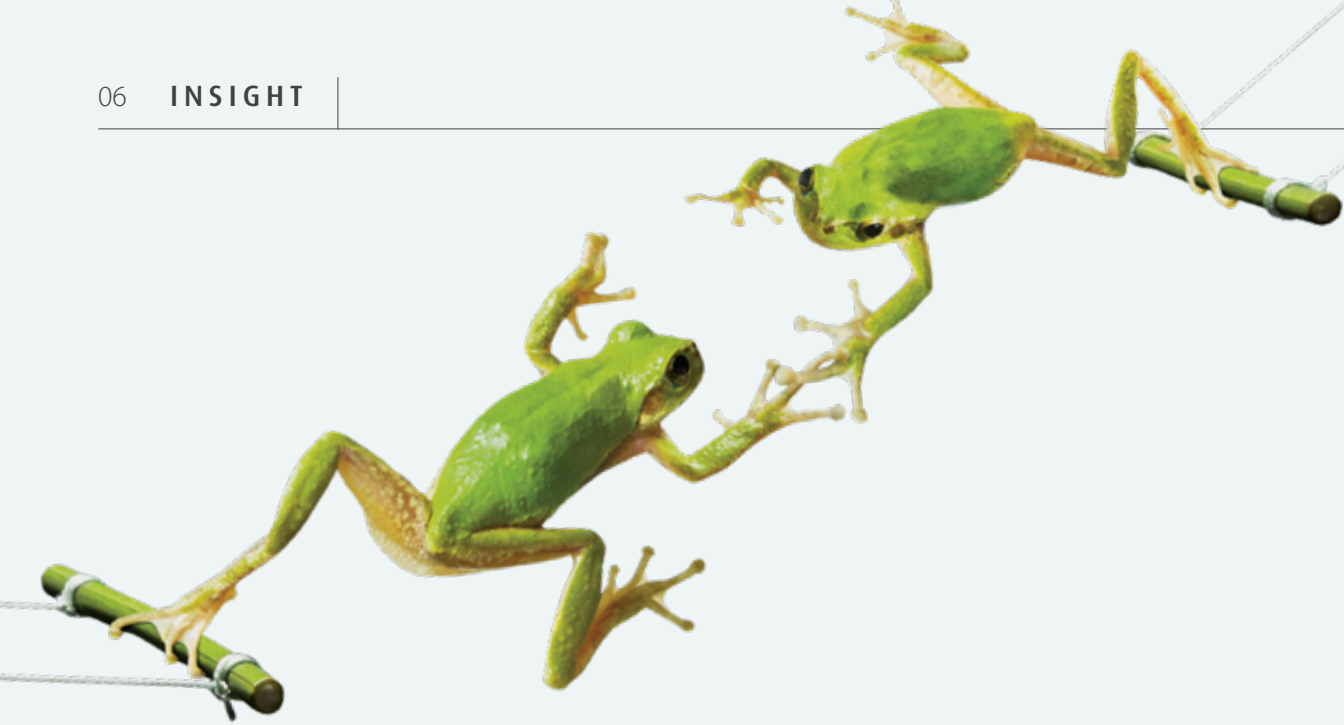
GAC UK has opened the doors to its new round-the-clock service at London Heathrow Airport, launched in response to demand for any time specialised support for the aerospace, automotive and related industries.

The 24/7 Time Critical Services provide fast, innovative and efficient supply chain solutions, day or night, to reduce time-to-market cycles to provide fast, dependable and efficient delivery of aircraft parts. End-to-end services cover the entire supply chain, from aircraft parts and full aircraft charters to vaccines and finished showroom vehicles.

Customers like airlines Lufthansa, Jet2 and TUI and vehicle manufacturers Jaguar Land Rover are among those to enjoy greater economies of scale with buyers' consolidations and inventory management programmes through key hubs.

Received cargo is held at GAC's 64,000 sq. ft capacity warehouse close to the airport's southern runway with direct access to the perimeter road and close to with links to four major motorways. Smart use of information technology has developed an innovative order management system that begins at purchase order level, tailored to the automotive industry. Supplier performance is monitored for dispatch, container utilisation and online visibility through track & trace.

Operations Manager David Hennessy says: "The start of 24/7 operations marks the latest stage in our holistic approach to the needs of our customers' businesses. Offering a seamless, single-source service from the supplier's door to delivery, we take responsibility for the entire supply chain and deliver not only the shipment, but complete peace of mind." **GW**




# The Fine Art of Visible Sizzle

by Esther Oon-Bybjerg, GAC Group Corporate Communications Director



**W**e live in an age of fake news, a look-at-me generation of Youtubers, and a relentless 24/7 cycle of news and advertising. There is a shouting war going on throughout traditional and new media as companies, political parties, organisations and individuals compete to get their brand seen, heard and felt.




**They're looking good**

**We help you look better**

Whether your business is on the fashion runway or the airport runway GAC has the network, the people and the push to get your shipment where it's needed, before it's needed. Worldwide.

When it's time-critical, make it GAC-certain.

[gac.com/logistics](http://gac.com/logistics)

  
Delivering your strategy.

[fb.com/GACgroup](https://fb.com/GACgroup) [linkedin.com/company/gac-group](https://linkedin.com/company/gac-group)



### The Delta 21 Challenge

Following the release of Delta 21, GAC's latest strategic plan, we needed to re-boot our brand to capture the new vibe that Delta 21 was emphasising. Wide-ranging internal reforms were under way to deliver sharper, smarter and more flexible services to our customers and our brand needed to capture this new approach. Certainly, we wanted to maintain our reputation for quality service and ethical practices but we wanted also to be seen as more adaptable, more open to new ideas, more capable of seeing the hidden solution.

We recognised that we confront an audience that is increasingly sophisticated and has little spare time, and that conventional images showcasing our work, our people and the industries we served were becoming too familiar. As authors Chip and Dan Heath of "The Power of Moments" once wrote "Familiarity and memorability are often at odds", hence if we want to be memorable to our audience, we have to be prepared to break the script. After more than 60 years, it was time for something different; something that demanded a second look.

### Kangaroo on a pogostick

We decided to create a set of visual puzzles, images that prompt an intellectual question in a viewer's mind. Then we would use short statements to resolve the puzzle.

The result is a suite of ads that are edgy, even a little risky. They don't feature ships, ports, warehouses, cranes, hardhats or trucks. Instead you'll see a kangaroo, a rocket-propelled tortoise

and various other images that you won't normally associate with shipping, logistics or marine services. But if you read on a little further it all resolves neatly into a clear message about GAC's offer to the market.

Some will make you smile. Others might trigger a frown of concern. We believe they are the right way to invite your esteemed attention in this tick-tock, time-poor world we live in. And they demonstrate that GAC will challenge the norm, take risks and venture into untried territory.

We are also rolling out new brochures and corporate presentations using the same style.

### #GACdares

With digital media now the first port of call for many, making optimum use of it is a must. The hashtag #GACdares will accompany new creative materials, posts and stories that demonstrate our ambitions and innovations.

We're daring to be bold in our marketing approach to match the energy that goes into our operations. We receive good feedback about the jobs we do for customers. We're happy to receive feedback about our ads and brochures too. GAC dares. You can too. **GW**

For more, go to  
[www.gac.com/about/the-gac-brand](http://www.gac.com/about/the-gac-brand)



## Higher and Further

### GAC helps you go beyond your potential

Logistics is not about the chain. It's about the links. These are where you can reach higher and further. Stand by to jump.

[gac.com/logistics](http://gac.com/logistics)



Delivering your strategy.

[fb.com/GACgroup](https://www.facebook.com/GACgroup) [linkedin.com/company/gac-group](https://www.linkedin.com/company/gac-group)

No animals were harmed in the making of this advertisement.



## Why settle for a slice when you can have the whole cake?

### Your world on a plate

Work with a global leader in integrated ship agency services including full bunkers, husbandry, administration and compliance.

[gac.com/shipping](http://gac.com/shipping)



Delivering your strategy.

[fb.com/GACgroup](https://www.facebook.com/GACgroup) [linkedin.com/company/gac-group](https://www.linkedin.com/company/gac-group)

## Double triumph at Global Freight Awards



*GAC Pindar's Beth King with the Specialist Freight Solutions Provider award and Group Sales Director, Neil Godfrey, with the Project/Heavylift Forwarder prize.*

The list of industry accolades won by the GAC Group has grown again after it won two categories at the Lloyd's Loading List Global Freight Awards.

GAC Pindar's marine sport, leisure and event logistics know-how earned it the Specialist Freight Solutions Provider of the Year prize over stiff competition from five other finalists. The company provides specialist logistics support to sailing events like the Volvo Ocean Race, the America's Cup and the Extreme Sailing Series as well as individual customers in the yachting sector. The award was accepted by Operations Manager Beth King.

GAC's second win of the evening was in the Project/Heavylift Forwarder of the Year category, in acknowledgement of GAC's performance in the demanding field of project logistics. It is the second time the GAC Group has won the award. It was accepted by Group Sales Director Neil Godfrey. **GW**

## Maritime Standard Awards name GAC Ship Agency of the Year 2017

The GAC Group has won the Ship Agency of the Year title at The Maritime Standard Awards 2017. It is the second consecutive year the company has received the prestigious accolade.

It recognises GAC as the agency that has made the greatest contribution to the shipping industry in the Middle East and the Indian Subcontinent, measured across a range of variables including customer service, efficiency, network outreach, new products and services launched, and new business secured. **GW**



*Johan Thuresson, General Manager, Shipping Services, GAC Dubai, received the Ship Agency of the Year award at The Maritime Standard Awards 2017.*

## IMC Excellence Awards name GAC Saudi Arabia best ship agency



*GAC Saudi Arabia staff on stage receiving the Best Ship Agency award at the IMC Excellence Awards 2017 – Bahrain & KSA Chapter*

GAC Saudi Arabia has won the Best Ship Agency title in the IMC Excellence Awards 2017 – Bahrain & KSA Chapter.

It recognises the company as the agency that has demonstrated the highest level of professionalism and contributed towards the development of the maritime industry. Factors measured included leadership, statutory and regulatory compliance, innovation, management and administration and trade and export services.

Managing Director David Burck says: "This Best Ship Agency title comes ahead of our celebration of 60 years of operations this year. It would not have been possible without the dedication of our staff, support from GAC colleagues worldwide and trust from our valued customers and partners." **GW**



## 'Vote of confidence' as GAC wins The Topaz Excellence in Logistics award



Meena Mathews, Regional Manager P&I – Middle East Region, receives The Topaz Excellence in Logistics Award from Martin Helweg, Chief Operating Officer at Topaz Energy and Marine at the Lloyd's List South Asia, Middle East and Africa Awards.

**T**he GAC Group walked away from the Lloyd's List South Asia, Middle East and Africa Awards 2017 with The Topaz Excellence in Logistics accolade.

The Award recognises the ability to provide a complete logistics service package with end-to-end supply chain management solutions across both land and sea within South Asia, Middle East and Africa and destinations outside the regions, and how services have benefited customers. By awarding it to GAC, the judges lauded the Group's commitment to the logistics sector, supported by its comprehensive range of services and continued investment in quality facilities and technology.

Fredrik Nyström, Group Vice President – Middle East, says: "This award is a strong vote of confidence to our end-to-end logistics capabilities and a timely addition to our growing industry accolades, ahead of the opening of our new Dubai South contract logistics warehouse." **GW**

## GAC recognised as Sri Lanka celebrates excellence in business

**G**AC Shipping Ltd Sri Lanka was among those recognised at the 14<sup>th</sup> National Business Excellence Awards, organised by the National Chamber of Commerce of Sri Lanka.

The company was named Runner-Up in the "Shipping & Shipping related Services Sector" and, for the first time, it also featured (as Second Runner-Up) in the overall "Medium Sized Companies" category, which is open to all industries.

### Best overall

More award success came when the company beat more than 30 companies to win the Managing Director's Award for the Overall Best Performing Company 2016/2017 at the McLaren's Holdings MD's Award 2017. The awards are staged every year by McLaren's Holdings Limited (GAC's partner in Sri Lanka) to acknowledge exceptional performance of companies and individuals over the past year. **GW**



# The Chain Gang



**Ronnie Knowles,**  
GAC Group Sales  
Director

**Whether you're shopping for groceries, stocking up on medicines, bringing your wardrobe up-to-date, or taking delivery of a vital spare part to get your business moving, you're at the end of a supply chain.**

Those chains are everywhere. They circle the globe and connect people, cities, countries, regions – the world itself. They're networks of companies that work together and coordinate their actions to deliver a product to market. Like traditional logistics, they cover storage, distribution, maintenance and inventory management. But there's more – value-added services like marketing, new product development, preparation for local market, and e-commerce support.

Increasingly, those supply chains are personal - shaped by people, not companies. The rise of online platforms like Amazon and Alibaba is in direct response to consumer demand for value-added services to meet individuals' wants and needs. So too is the growing number of people opting to have their groceries delivered to their door. The consumer is calling the shots and companies have to customise their supply chains accordingly.

When they work, the result is a seamless process to which buyers and sellers alike need give little thought. But their complexity has potential for chaos if the process breaks down.

## Big numbers

Supply chain logistics is big business. According to supply chain consultancy Armstrong and Associates, it was worth a staggering USD 802 billion in 2016, and is on track to top USD 1.1 trillion by 2022. Growth is being fed by globalisation,

urbanisation, online shopping, growing consumer spending, cross-border purchasing and growing expendable incomes.

Robotics, artificial intelligence and automation technologies are gearing up to meet demand. Delegates at last year's Supply Chain & Logistics Innovation Summit in Singapore heard that 1.5 million jobs in the sector are expected to be replaced by robots in Europe alone over the next decade, bringing a predicted 20-40% reduction in handling costs.

## The importance of Asia

The Asia Pacific region represents a huge market. The PwC Analysis 2014 said that by 2030, 12 of the world's top 15 trade lanes will involve Asian countries. The region – home to 60% of the world's population – is also the fastest growing business-to-consumer e-commerce market. Meanwhile, emerging economies like Vietnam, India, Indonesia and Thailand are positioning themselves as manufacturing hubs.

In 2016, Asia Pacific led the pack in terms of third party logistics revenue at USD 305 billion. That's over USD 100 billion more than North America's total (USD 199.6 billion) in second place, followed by Greater China (USD 175.3 billion), Europe (USD 172.3 billion), and the USA (USD 166.8 billion). Asia Pacific accounts for 39% of total global logistics costs and 38% of total global revenues.

It's also where the greatest growth is seen in e-commerce generated revenues. Customers spent USD 22 billion on 3PL services in 2016, and that's expected to jump to over USD 40 billion by 2020.

## Complexity and costs

But there are issues. GAC Group Sales Director Ronnie Knowles says lack of infrastructure and complex regulations and customs procedures can add inefficiency and extra costs to supply chains.

"Logistics is often considered the biggest bottleneck to e-commerce growth in south-east Asia," he adds. "To overcome that, and other obstacles, companies must invest in developing talent and improving facilities and connectivity. Investment has been ploughed into last-mile and on-demand delivery startups such as Ninja Van, Ascend Group's Sendit and Skootar. Even



cab and bike hailing apps like Go-Jek and Grab have tapped into delivery services as an additional revenue stream.”

Companies can access alternative multimodal transport options for more cost-effective movement of goods. It's a strategy that promises reduced costs and transit times, better transportation quality and – when working with the right logistics provider – it enables businesses to focus on delivering better service for less.

### Omni channels

Consumers are spending more, but they also expect more for their money. Response times are shrinking to meet the promise of same-day delivery for local orders.

Many retailers now employ a multichannel approach focused on delivering a seamless shopping experience online, on the phone or in store. The use of these omni channels, as they are known, doesn't eliminate the challenges. In some cases, it can amplify them.

Reduced inventory visibility can put businesses in a tight spot when faced with fluctuations in demand. The need to better track stock and predicted demand will lead to an exponential increase in the size and complexity of supply chains for omni-channels.

### End-to-end

Strong logistics providers like GAC offer end-to-end solutions and give retailers the option to outsource their supply chain operations without surrendering control, thanks to management and control functions.

Ash Asia saw the tangible results of such an arrangement in Thailand. It reduced the time it takes to get the products it distributes to consumers by almost one-third after appointing GAC Thailand to provide end-to-end solutions for its supply chain activities.

Ronnie Knowles says: “The supply chain market will continue to expand as economies become more affluent and consumers' buying power increases, particularly in Asia. GAC is well placed with facilities and capabilities in the Middle East, Indian Sub-Continent and Asia to ride that wave.

“Our ambition is to provide suitable business platforms to cater to different needs. Customer A may want to outsource their entire suite of supply chain requirements from setting up the e-commerce platform, demand planning and manufacturing to last mile delivery to the end user. Customer B may need storage and distribution services. Customer C may need value-added services and distribution.” **GW**

## GAC's Contract Logistics Hot Spots

### MIDDLE EAST

More than 220,000 pallet positions are available throughout the Region, spread across more than 436,000m<sup>2</sup> of storage space.



#### Dubai

In 1993, the GAC Group launched its first contract logistics operation in Dubai. Then, it was a new concept for the region. Today, GAC's flagship multi-user distribution centre in Jebel Ali Free Zone – GAC Logistics Park – is also the regional hub. GAC Dubai now has five facilities, including the new Dubai South centre, offering a total of 116,000m<sup>2</sup> of storage space. For more about GAC's largest contract logistics operation on page 12.

#### Bahrain

GAC Bahrain is one of the largest shipping and forwarding agencies in the Kingdom of Bahrain. It operates three warehouse facilities, one of which has 3,000m<sup>2</sup> dedicated to Third Party Logistics activities.

#### Qatar

GAC Qatar has 26,000m<sup>2</sup> devoted to its contract logistics activities, supported by an open yard.

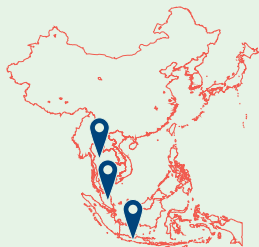
### INDIAN SUBCONTINENT



#### Sri Lanka

GAC Sri Lanka and Hemas Transportation entered into a joint venture and are building a modern integrated logistics facility in the Muthurajawela Industrial Zone, with a state-of-the-art distribution centre, container yard and a warehouse facility that spreads across 15 acres (approx. 60,000m<sup>2</sup>).

### ASIA PACIFIC



#### Indonesia

More than 90,000 pallet positions at facilities in Cikarang, Bekasi, Medan and Surabaya; the biggest being the pharmaceutical grade facility at Cikarang with 36,000m<sup>2</sup> of storage space.

#### Malaysia

3,700m<sup>2</sup> of storage space dedicated to FMCG, construction, minerals and electronics clients in Bukit Raja, Selangor.

#### Thailand

More than 25,000m<sup>2</sup> at facilities in the Amata Nakorn Industrial Estate and Bangpa In.

GAC also has warehousing operations at numerous locations worldwide including Australia, Singapore, South Africa and the United States.



# Supply chain pioneer marks 25<sup>th</sup> anniversary with continued expansion

**W**hen GAC opened its distribution centre in Dubai in 1993, it was the first of its kind in the Middle East. Today, the Emirate is home to the GAC Group's biggest contract logistics operation, which remains one of the largest and most advanced in the region.

Over the past quarter of a century, GAC has added to that first centre in the Jebel Ali Free Zone (JAFZA), now known as the GAC Logistics Park. It also has warehouses at JAFZA North, JAFZA South, Dubai Industrial Park, and a purpose-built facility at Dubai South with 72,900 temperature-controlled pallet positions and 3,600 square metres devoted to Value Added Services (VAS), opened in early 2018.

## Efficient and agile

GAC Dubai's award-winning end-to-end contract logistics portfolio covers an extensive range of customisable services to meet the needs of clients in sectors including food & beverages, fast moving consumer goods, pharmaceuticals, retail, electronics and e-commerce. All operations have ISO 9001:2015 quality accreditation.

Contract Logistics General Manager Neil McMaster says: "Our goal is to provide an efficient, agile supply chain for every customer and support them with continuous improvements and investments in quality infrastructure and IT.

"Whether you are an e-commerce business requiring 24/7 turnaround on stock, a global FMCG manufacturer or a retailer looking for an experienced operator with global reach to manage your supply chain, we have the resources and experience to meet your needs."

## Investment

As supply chain logistics operations have become more sophisticated, customers have become more demanding.

Value Added Services (VAS) go beyond simple storage and distribution by preparing products for market and adding efficiency to supply chains. To that end, GAC Dubai invested approximately US\$750,000 in 2016 including the purchase of a dedicated VAS facility and an automated bagging machine to meet the needs of a major confectionary brand. All of GAC's VAS services are accredited by Dubai Municipality for compliance with regulatory requirements.

Investment has also been ploughed into IT solutions to ensure smooth functionality of the complex supply chain. GAC's in-house designed and developed Warehouse Management System, GACWare, manages all contract logistics supply chain functionalities.

## Insight and expertise

But it takes more than technology to deliver. It also takes human insight and expertise to meet the unique logistics needs of the diverse sectors GAC serves.

The pharmaceutical sector demands highly specialised expertise and strict compliance with regulations to ensure the security and integrity of the supply chain. GAC has been providing a pharmaceutical giant a full range of services for more than 12 years, from temperature-controlled storage, distribution and assistance with the release of controlled drugs to reconciliation of controlled drugs inventory with the Ministry of Health. It is fully compliant with the World Health Organisation's Good Storage and Good Distribution Practices. Last year, the company appointed a qualified pharmacist to its team as its Pharmaceutical Quality Analyst to maintain standards and enforce protocols in pharmaceutical warehousing and related transport operations.

In recognition of its demonstrated commitment to quality and food safety, GAC has ISO 22000:2005 food safety management accreditation which covers Hazard Analysis & Critical Control Point measures covering the storage and distribution of perishable foodstuffs.

## Supporting the digital economy

With e-commerce becoming increasingly important to Dubai, GAC is among those seeking ways to smooth the process and make the Emirate attractive as a hub for high volume international e-commerce retailers.

It already has a proven track record in meeting the complex demands of e-commerce, offering 24/7 operational support to customers for faster turnaround of stock. GAC's team assigned to the e-commerce operations for an online luxury couture retailer deliver goods to Dubai-based customers within just four hours of receiving their orders. Orders to London arrive within 24 hours and New York within 48 hours. **GW**





**5**

warehouses



offering

**40,000**

pallet storage positions  
for food & beverages



offering

**90,000**

pallet storage positions for  
pharmaceuticals, retails and  
fast moving consumer goods



**450**

local deliveries  
every day



**140,000m<sup>3</sup>**

throughput every month



**80 million**

units benefit from Value Added  
Services every year – scalable  
business model to accommodate  
customers' increased requirements



**1250**

full truck loads (equivalent  
to 18,000 tonnes)  
delivered every month



fleet of

**81**

3PL transport trucks  
and trailers



**605**

warehouse personnel



**155**

Value Added Services staff



## Services provided

- Warehousing & Distribution
- Land Transportation
- Freight Services
- Value Added Services
- Customs and other government-related business support
- Warehouse and transport management system



## Winner of the FMCG Supply Chain Management

category in the Logistics Middle  
East Awards 2017

# GAC Abu Dhabi celebrates 50 years with an optimistic eye on the future

**A**s GAC Abu Dhabi marks five decades of operations, it has signaled continued support for the important oil & gas sector which established the Emirate as a major energy hub in the 1960s.

The company played a key role in infrastructure projects for the Emirate after the discovery and early exploration of fossil fuels within its borders. Optimism was in the air when it marked its 50<sup>th</sup> anniversary at a reception at the Beach Rotana attended by customers, partners and colleagues from across the GAC Group.

Fredrik Nyström, Group Vice President – Middle East, says: “Throughout the ups and downs of the past 50 years, GAC Abu Dhabi has supported the Emirate’s oil & gas sector. It continues to invest and innovate in solutions to improve efficiency and add value, and will keep a finger on the pulse of the market to respond to changing conditions.”

## Major player

Half a century after the first GAC office opened in Abu Dhabi with just a handful of staff, it has grown to a major player with more than 120 employees dedicated to providing an integrated range of shipping and logistics services. Its facilities now include: two yards and a warehouse in Mina Zayed serving the oil & gas sector; a dedicated warehouse and yard in Mussafah for a drilling company; a fleet of trucks with access to Oil Security Zones; and a shipping team supporting rigs and OSVs (Offshore Support Vessels) in Mina Zayed’s Free Port as well as Mussafah Port. Offices at the airport, Sila and Ruwais ensure smooth customs clearance and coverage, and Ship Supply Services extend to the Emirate’s western region. **GW**



GAC Group and GAC Abu Dhabi management and staff at the 50<sup>th</sup> anniversary celebrations.



# GAC Abu Dhabi and RB Logistics team up for talc shipments

**E**uropean bulk logistics provider RB Logistics (RB) has appointed GAC Abu Dhabi for a second time to provide a complete logistics service package. The two-year contract covers freight services, transportation, warehousing and handling of talcum powder from Italy to Ruwais for a client of IMI FABI.

GAC arranges for collection of talc from IMI FABI’s mine in Italy and sends it by sea to Abu Dhabi, where it handles the customs clearance before transporting to GAC’s Mina Zayed warehouse. There, the talc is loaded into RB’s 40-foot silo containers using a specialised RB Transloading machine for the road trip to the production plant in Ruwais. After unloading, empty containers return to the warehouse.

GAC staff have been trained in the operation and maintenance of the RB machine, and the GACWare Warehouse Management System has been incorporated into the supply chain to ensure transparency, accurate stock records and inventory control.

Ben Reijers, RB’s CEO, says: “By combining RB’s and GAC’s expertise and experience, we are able to offer a unique and niche solution to IMI FABI and their customer.” **GW**



## Cussons picks GAC Samudera Logistics as third party logistics partner



A simple ceremony was held at GSL's Surabaya warehouse to celebrate the commencement of the Cussons project.

Consumer goods company PT PZ Cussons Indonesia has appointed GAC Samudera Logistics (GSL) as its third party logistics partner. Under the three-year contract, GSL takes care of the storage and distribution of Cussons' products from its 12,000 sqm ambient facility in Surabaya.

Steve Fello, Managing Director of Cussons, says GSL's established track record in Indonesia is one of the reasons it was chosen: "We know that our products and the entire supply chain are in good hands with the various checks and controls that GSL has in place."

The company will handle Cussons' various ranges including body and facial care products, detergents, as well as food items such as baby food. **GW**

## GAC named global Official Logistics Partner for *Fast & Furious Live*

Fast Live Productions has announced their partnership with GAC as official logistics partner to *Fast & Furious Live* – the global arena tour where fans can experience the adrenaline-fuelled thrills of the blockbuster film franchise built on speed.

GAC has been a critical partner since the early stages of production, providing round-the-clock support delivering bespoke show cars and parts to the UK from all over the world. The Group's range of integrated shipping and logistics services and worldwide scope continues to be crucial now that *Fast & Furious Live* has embarked on its global tour.

"GAC are already an important extension of our team, just as *Fast & Furious Live* is an exciting extension of the *Fast & Furious* franchise," said James Cooke-Priest, CEO, Fast Live Productions. "The show can't go on without their logistics expertise, and we wouldn't entrust our multi-million-pound cargo to anyone else."

### Spectacular

The scale of the logistics task is as breath-taking as the spectacular live-arena action show itself, with thousands of tons of freight circling the globe, all controlled and moved by GAC.

Herman Jorgensen, GAC UK's Managing Director, says: "Our appointment as Official Logistics Partner for this supercharged, high profile tour perfectly showcases our talent for time-critical, precise movement of extremely valuable cargo."

The adrenaline-fueled, two-hour *Fast & Furious Live* show features precision performance driving and newly created physics-defying stunts. **GW**

For tickets and further details, go to [www.fastandfuriouslive.com](http://www.fastandfuriouslive.com)

*"Fast & Furious™ & ©Universal Studios. Dodge is a registered trademark of FCA US LLC and used under license by Universal Studios"*

To celebrate the partnership, *Fast & Furious Live* and GAC collaborated on a fast, loud and fun video



Among the items GAC is handling is the iconic *Fast & Furious* Dodge Charger which was taken to a secret GAC location upon arrival in the UK.

# GAC On The Ground recruits local youngsters to create a splash and deliver the #cleanseas message

Artwork adds colour to GAC's Volvo Ocean Race on-site office

The iconic Volvo Ocean Race is a powerful vehicle to spread the word about the importance of preserving the seas. And as the race's official logistics provider, GAC Pindar is working to bring stakeholders and host city community groups together to build a lasting legacy and promote awareness of ocean pollution and sustainability.

During the Lisbon stopover, they connected with a local school and CRID (Centro de Reabilitação e Integração de Deficientes). The result: 40 CRID guests and schoolchildren turned up to learn about ocean pollution and paint sustainability-themed tiles to adorn GAC Pindar's on-site office.

Water-based paints for the artistic endeavours were donated by AkzoNobel, race sponsor, sustainability partner and supplier of paint for all the boats in the VO65 fleet. Official supplier of sailing apparel and footwear, Musto, provided Volvo Ocean Race Fast Dry caps for all the guests and helpers. **GW**



## Ingela takes on key role for Volvo Ocean Race Swedish stopover



GAC Sweden's Ingela Berntson has something to smile about. In addition to her duties as a Key Account Manager – Shipping, she has been appointed Harbour Master for the Gothenburg stopover of the Volvo Ocean Race this coming June.

She is no stranger to the port. Before joining GAC, she served as a Commander in the Swedish Coast Guard for 22 years, working in and around the Gothenburg Archipelago. Add eight years as a ship agent, and you get someone who is known, trusted and popular with the port authorities and users. In fact, it was thanks to her excellent long-standing working relationship with the port that they recommended her for the role.

Her appointment adds yet another GAC element to the ultimate sailing challenge, for

which it is the official logistics provider as it races around the world.

### Daunting task

Ingela has an exciting but daunting task ahead of her, as part of the local organisers' efforts to prepare for the arrival of all the equipment and infrastructure for the Race Village to ensure that everything is in place for the race organisers and the seven yachts competing in the round-the-world race.

Her duties put her at the heart of the Gothenburg organisation's preparation for a successful stopover. That means meetings both with the city and the water security team, liaison with organisers to plan and set up the Race Village, and - above all - planning berth accessibility. She will also be involved in coordinating spectator vessels, VIP ships and press boats and daily liaison with Gothenburg's Vessel Traffic Service.

"Knowing the port inside-out and having good contacts with all the authorities involved will be a big help," she says. "There is a lot of work ahead of in preparation for the arrival of the Volvo Ocean Race, but I am looking forward to working with the port, the race organisers and - of course - GAC to make it a stopover to remember." **GW**



GAC Group Chairman Björn Engblom and brand ambassador George Coetzee seal the renewed sponsorship agreement with smiles and a handshake.

## Golf pros renew sponsorship deals with GAC

South African golfers George Coetzee and Richard Sterne have renewed their agreements as brand ambassadors for the GAC Group.

GAC first signed its sponsorship agreement with 36-year-old Richard in 2005 and with George (31) in 2012. Since then, both players have enjoyed considerable success, winning and coming close in numerous events.

Stuart Bowie, GAC's Group Vice President Commercial, says: "Both George and Richard are fantastic ambassadors for the GAC brand, and we look forward to seeing more success from them on the tour."

The Group's roster of golfing ambassadors also includes rising stars on the ladies' circuit Nicole Broch Larsen from Denmark and Amy Boulden from Wales. **GW**



Bengt Ekstrand, GAC's Group President, with Richard Sterne after the renewal of the golfer's sponsorship deal.

## Commitment to lifesavers renewed



After a successful first year in which GAC UK staff and management raised almost £5,000 for the Royal National Lifeboat Institution (RNLI), it has named the voluntary lifeboat organisation its designated charity again for 2018.

In doing so, it renews its commitment to raising awareness and funds for the Institution which has been saving lives off the coast Britain for almost 200 years. In 2016 alone, RNLI volunteer lifeboats crews rescued 23 people every day and saved more than 550 lives.

To support that work, GAC UK will continue in 2018 to raise funds through a series of charity events and challenges, and will support and encourage staff members who sign up as RNLI volunteers. **GW**

## APPOINTMENTS



*GAC North America - Logistics*

**Patrik Ziegler**

Managing Director

Previously: Area Vice President for Agility



# Regeneration project takes the top prize in Chairman's Awards for HSSE Excellence

**T**he programme to regenerate and prolong the life of the batteries that keep **GAC Dubai's** forklifts, trucks and other material handling equipment running has won the company the top spot in the 2017 Chairman's Awards for HSSE Excellence.

A battery regeneration machine was purchased and installed as part of the Distribution Centre facility workshop. During the monitoring period, the equipment made it possible to avoid a total of 15,769 charging cycles.

Having fewer cycles between charges reduced the need to handling and replace batteries which can be associated with following risks:

- Batteries are very heavy. Handling heavy batteries can lead to musculoskeletal or other injuries if dropped or mishandled.
- They contain corrosive sulfuric acid that can splash on personnel during charging.
- Toward the end of the battery charging process, batteries can give off explosive hydrogen fumes - a fire hazard.
- Electrocutation hazards while connecting/disconnecting batteries to the charging units.

By using regeneration technology, battery life is extended, productivity and efficiency is improved and GAC Dubai's carbon footprint is reduced.

## LED lights the way

The second (runner-up) prize went to the initiative to replace High Intensity Discharge lightbulbs with Light-Emitting Diodes (LED) and around **GAC Thoresen Logistics'** warehouse in Thailand.

Not only is LED lighting more energy efficient and produces less hazardous waste, it boosts lighting levels in the warehouse reduced the risk of slips, trips and collisions, and lowers temperatures reducing the dangers of fires. LED bulbs even have a longer life, so they do not have to be replaced so often, reducing risks associated with maintenance work.

## Healthy attitude

**GAC Sri Lanka** has introduced a programme of medical screening, nutritional assessment and fitness activities for its staff. The judges felt that this healthy approach was worthy of the third prize (second runner-up) place in the awards.

The initiative aims to monitor the physical wellbeing of staff, identify those at risk of health issues and provide them with guidance to overcome the problems with changes to their lifestyle. For most of the more than 100 employees, it was the first time they had been tested for blood glucose levels and lipid profiles and had an ECG, followed up with a review of the results with a doctor.

In parallel, over a period of three months, six teams of ten employees each underwent a fitness programme. At the end of the period, they were tested for their results and those showing the greatest improvement were recognised.

## Honourary mentions

Other entries singled out by the judges for honourary mentions were:

- **GAC Qatar's** introduction of defensive driving and medical checks for all drivers and operators, as well as a Lone Worker Alarm System;
- **GAC UK's** implementation of a centralised HSSE induction for new staff using the Docusign software;
- **GAC Saudi Arabia's** fitting of communication systems on GAC launches for easy HSSE Reporting.

## Robust HSSE culture

In all, there were 33 entries for the Awards from 23 companies around the GAC world, reflecting a wide range of practical measures taken.

The founder of the Awards, Group Executive Chairman Björn Engblom, says such initiatives bear witness to the robust HSSE culture throughout the Group, and encourages more companies to take action.

"Once again, we see that it does not always take a huge investment to improve our health, safety, security and environment," he says. "It takes willingness to make a change, smart application of resources and focused investment. In many cases, costs incurred are soon recouped through reduced energy consumption, lower risks of accidents and fewer working days lost."

Charity donations of USD 10,000, USD 5,000 and USD 2,500 will be made in the name of the winning companies. **GW**



# Fire!

## Hands-on lessons in emergency response

They've been playing with fire in Greece. But there's no need to be alarmed - it was all part of a firefighting exercise conducted at GAC's Piraeus office.

As Assistant General Manager Socrates Zorbas explains, when the time came for the local fire department to inspect the building to renew its permit, Management asked them to give the Fire & Evacuation Team a demonstration of how to tackle a blaze. Not only did the GAC team see first-hand how the professionals do it, they also put the lessons learned to work by putting out some controlled fires under the guidance of the fire officer.

"It's all part of our drive to ensure that we are prepared for any eventuality," says Socrates. "We all hope we shall never have to tackle a real fire, and every measure is taken to prevent such an occurrence. Hands-on experience of using fire extinguishers quickly and effectively has given our team a greater understanding of how to respond in an emergency and the confidence that they will know how to react if the need ever arises." **GW**



*Team Britannia's 'Excalibur' – seen here under construction – has a dual mission: to break the round-the-world powerboat record; and to step up the fight against marine pollution.*

## GAC UK extends support for Team Britannia round-the-world record attempt

As part of preparations for Team Britannia's attempt to smash the round-the-world sea voyage record, GAC UK has been appointed to support the 80ft powerboat and its 12-strong crew with their environmental programme and land-based activities. This is an extension to the bunkering and storage services deal originally signed in 2016.

GAC now takes on everything from clearing immigration along the route to managing the water samples and other environmental data to be collected on the 23,000NM voyage.

"This world record attempt is as much won on the land as it is the sea," says Fergus Poole, GAC's Superyacht Services Manager. "We shall be ensuring that the boat is provisioned quickly, all crew are in the right place at the right time, all the paperwork is complete and the project's land-based activities are delivered on time, on budget."

GAC will also support Team Britannia's environmental programme to raise awareness of the damage being caused to the world's oceans by plastics.

The Team Britannia RIB boat 'Excalibur' will set off on its world record attempt from Gibraltar's Europa Point in October. **GW**

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