

# CASE STUDY

## Ocean Savings to Customers



### QUICK FACTS:

- Port-to-Port Service
- Door-to-Door Service
- Covers over 140 destinations globally
- Moves over 50,000 containers per year
- Fastest and reliable transit times
- Strong partnerships with 20 global ocean carriers



RAK Logistics, famous for its strong presence in the sea freight sector, was awarded the Platinum Award for being Maersk Freight Forwarder in 2011.

*“We are delighted to be nominated by Maersk shipping line as one of their key partners. This award is a testimonial of the close cooperation and coordination both Maersk and RAK have developed over the years leading to better service and more reliable deliveries to end users.”*

— CEO RAK Logistics

## RAK Logistics provides real savings in Ocean exports for Customers

RAK Logistics is the leading Ocean freight forwarder in the UAE and Middle East with quick access to the Jebel Ali Port. We average 50,000 TEU's per year and use carriers Maersk, Hapag Lloyd, MSC and CMA providing cost effective solutions for customers.

Jebel Ali is a deep port located in Jebel Ali, Dubai, United Arab Emirates. Jebel Ali is the world's largest man-made harbour and the biggest and by far the busiest port in the Middle East. Port Jebel Ali was constructed in the late 1970's to supplement the facilities at Port Rashid.

### the **RAK** CHALLENGE

How does RAK Logistics provide ocean solutions for customers that are cost effective, reliable and sustainable in today's market?

### the **RAK** SOLUTION

- Leverage large customer volumes combined to build foundation of buying leverage
- Add additional business to volumes to create diversity in volume mix
- Nurture trade relations, geared for growth with premier gateway support of the largest marine terminal in the Middle East connecting 140 ports worldwide, Jebel Ali Port.

### the **RAK** RESULT

RAK Logistics is globally expanding export and other trade lanes for expansion with a focus on the huge inbound market of Asia to UAE. Our volumes and commitment allow RAK to negotiate rates that would not be available to customers on their own volumes. Cost effective and sustainable rates ultimately provide customer satisfaction.

*simply at your service™*