

First-mover advantage enables trade expansion with mainland

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Vijay Vikram, managing director of Able Logistics Group, understands that the mainland's role as the world's manufacturing hub will increasingly impact the economy of the Middle East. Armed with this insight, he positioned Able as a pioneer in the Middle East-North Africa (MENA)-Asia trade route, ahead of local competitors.

As one of the logistics subcontractors for the 2008 Beijing Olympics, Able offers the highest calibre of freight forwarding, land transport and warehousing services. Able is also experienced in servicing conflict areas such as Afghanistan, Iraq and Africa.

Providing exceptional customer service since 2001, Able has earned the trust of some of the world's biggest multinational companies. The company is the logistics distributor of a big electronics company for the entire Commonwealth of Independent States and MENA regions.

"Many companies engage in freight forwarding but taking a different approach attracts more customers. We are dedicated to personalised service levels to ensure we exceed customers' expectations," Vikram says.

Able is the biggest forwarder in Sharjah International Airport in terms of volume. Due to its big cargo volumes and ability to foster lasting relationships, Able can negotiate better pricing with airlines and shipping lines, translating to cost savings for clients.

Able has a reliable network of partners to help serve customers worldwide. The company has offices in Saudi Arabia, Oman and Hong Kong. It also has representative offices in Shenzhen and Guangzhou. Hong Kong is central to Able's operations as the free port serves as a gateway where Able consolidates its cargo before shipping to Dubai.

"We want to expand further on the mainland, possibly in Shanghai and Ningbo," Vikram says. "We want to be in close proximity to our clients to better serve their needs. This will also help us attract strategic alliances with freight forwarders and agents from the mainland to provide more comprehensive services."

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