



ECU Worldwide Middle East

Sea-Road for GCC

VISION & MISSION

VISION

Ingenuity in motion to serve stakeholders For market leadership, by far.

MISSION

Always be customer-centric and proactive. Create digitally-enabled, well-governed, Logistics magic, worldwide.

ECU Network

180 COUNTRIES

2400 TRADE LANES

INNOVATIVE SERVICES

THE LATEST IN TECHNOLOGIES

EXPERIENCE THE EASE OF DOING BUSINESS WITH A GLOBAL PARTNER



180 countries
300 work centres
2400 trade lanes



ECU360
Door to Door Services



Enabling ease of business.
Customer experience
redefined .



Enriching Lives and
the Environment

OUR REACH



- Head Office
- Regional Offices
- Transshipment Hubs

UAE - Overview

- UAE has emerged as **regional hub** for Middle East & Africa
- ECU has utilized Jebel Ali port as **transshipment hub for GCC, Africa & ISC**
- ECU Worldwide Middle East has developed products suited to customer needs across 2 decades+ expertise
- UAE has made huge investments into **infrastructure, resulting in modern ports, airports & inter-country transit**



EXPORT

- India, 11%
- Japan, 10%
- Saudi Arabia, 7%
- Switzerland, 6%
- China, 6%
- Iraq, 6%
- Others, 54%

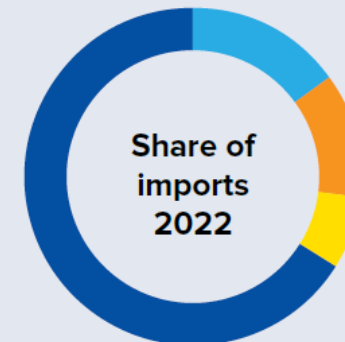


Key products:

- Crude oil
- Refined Petroleum
- Gold
- Jewelry
- Dates

IMPORT

- China, 15%
- India, 12%
- USA, 7%
- Others, 66%



Key products:

- Machinery
- Transport Equipment
- Chemicals
- Diamonds
- Food

MIDDLE EAST - OVERVIEW



Countries – UAE, Saudi Arabia, Oman, Qatar, Bahrain, Kuwait

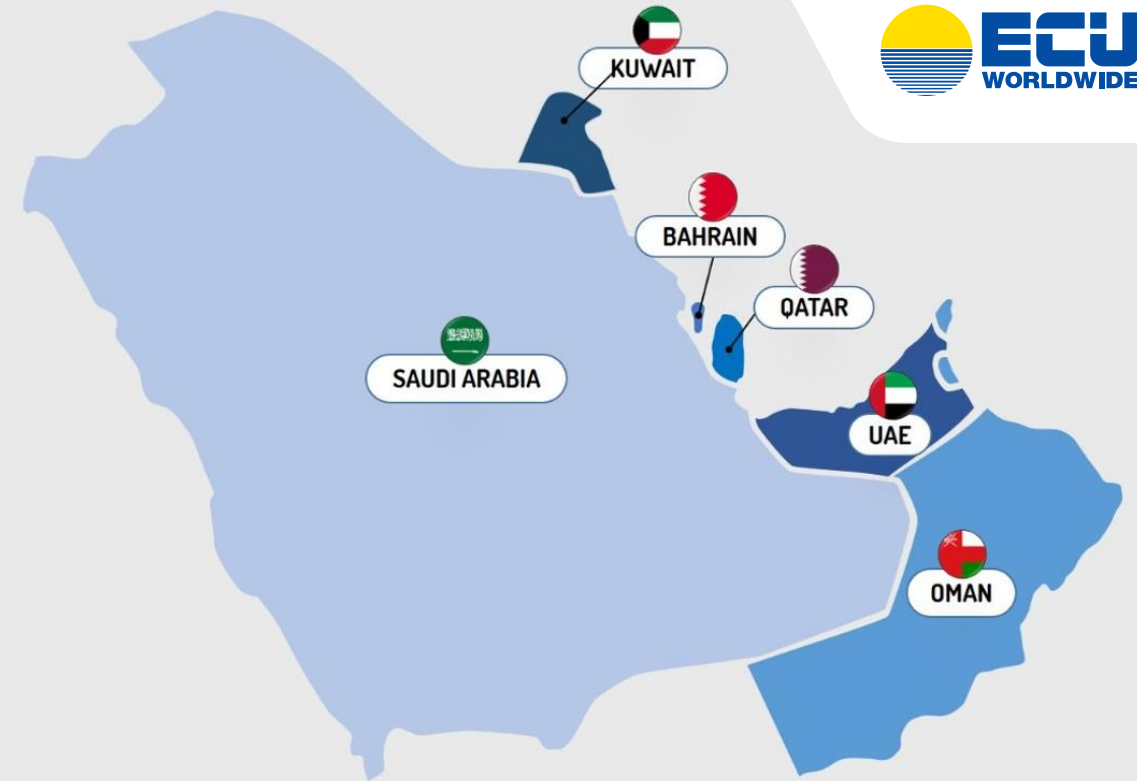
Strategic Location – The Middle East's geographic location makes it a critical crossroads between Asia, Europe, and Africa. It sits at the junction of major trade routes & has emerged as a major transshipment hub owing to location & infrastructure.



Trade Scenario

Exports – The market is majorly focused on oil & petroleum related products.

Imports – The region is a major importer for Machinery & Equipment, Vehicles, Food & Agri-commodities, Metals & Textiles



Ports	Annual Volumes
Jebel Ali Port, Dubai	15 Mn+
King Abdulaziz Port, Saudi Arabia	4 Mn+
Port of Salalah, Oman	4 Mn+
Port of Khalifa Bin Salman, Bahrain	2.5 Mn
Port of Doha, Qatar	1 Mn
Port of Sohar	1 Mn
Port of Sultan Qaboos, Oman	.8 Mn

CHALLENGES IN MIDDLE EAST

Connectivity

Jebel Ali port in UAE is the key port in the area, it's the **main transshipment hub** for other regional ports owing to the lack of Deepwater ports & infrastructure.

Other ports in Saudi, Oman, Kuwait, Bahrain & Qatar are serviced via Jebel Ali

Inter-country Movements

Unlike Europe, the countries in Middle East **have significant border restrictions & checks**. This has been a key reason for the Ocean freight being the main source of imports & exports for the GCCs.

TAT

GCC majorly focuses on ocean freight, which has resulted in **high TAT for exports & imports** from the region. The main TS hub – Dubai, has weekly/fortnightly sailings from & to all GCC countries.

Product – Sea Road



SEA ROAD



About the Product

A unique product made possible with combined capabilities of ECU's multiple offices in GCC. It's a unique offering currently not being executed by any competitor.



Legal Licenses

ECU has acquired all the legal licenses to cover the GCC segment & service them from the regional hub in Dubai



Savings on time

Sea-Road product offers customer a unique value proposition, by reducing the number of days from 10-12 to 3-4 across GCC



Local Expertise

ECU's regional & country offices across GCC have the legal know-how & expertise to execute the cross-border trades

Value Proposition – Sea Road in GCC



Improved Connectivity

ECU's Sea Road product offering empowers the customers to have hassle free end-to-end deliveries across the GCC



End to end Solution

ECU & it's network partner's capabilities at both end ensure door to door deliveries across the globe



Improved Cost & Time efficiency

ECU's Sea-Road product offers is cost effective by up to 50% & time effective by up to 70%



Priority Clearance

ECU uses bonded trucks for Sea-Road & the clearance is much quickly executed. Our local expertise ensures a hassle-free customs experience



Dedicated Team

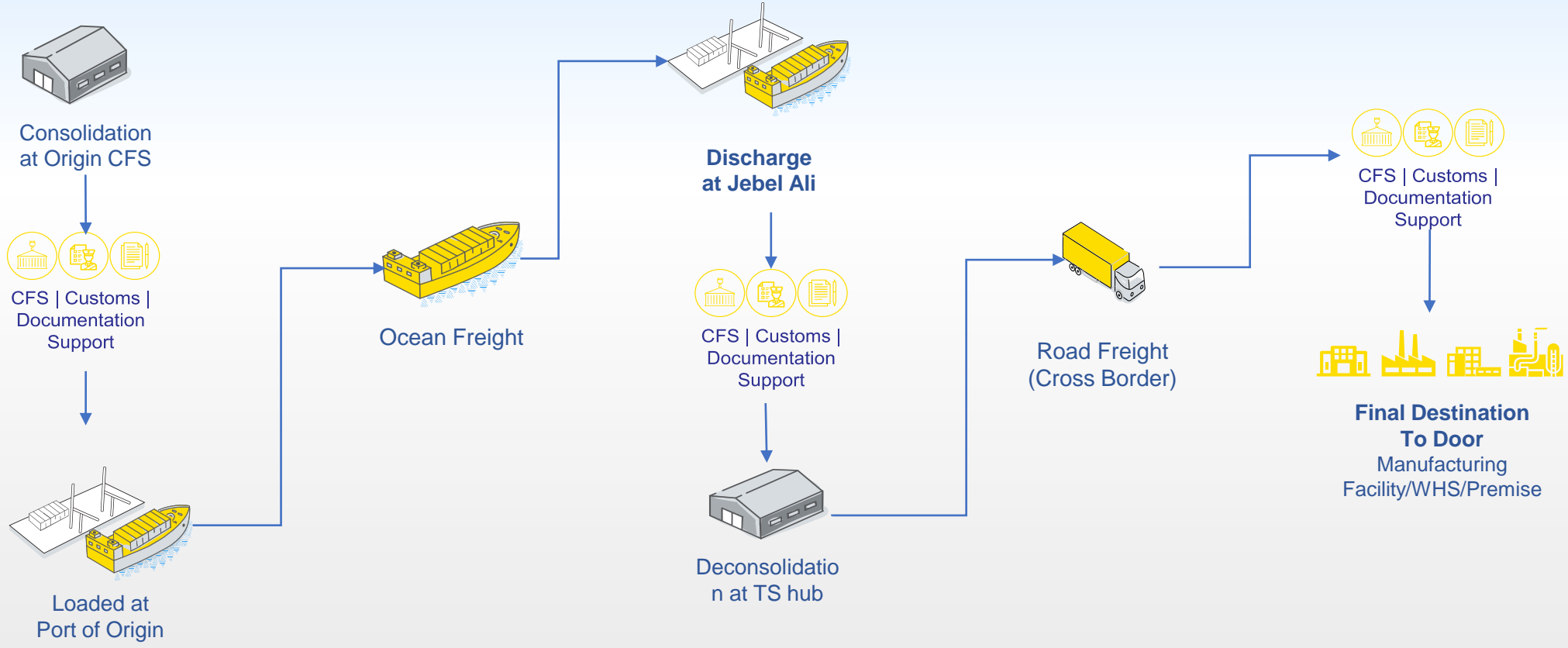
Sea-Road product is lead by a dedicated team with local expertise & is supported by 24*7 customer service



Online Tracking

ECU's digital platform empowers the customers to have complete visibility over their cargo at real time

ECU Worldwide's end-to-end multi-modal delivery

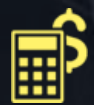


ONE INTEGRATED PLATFORM FOR ALL YOUR SHIPPING NEEDS

ECU360

SHIP WITH A CLICK

RELIABLE | SCALABLE | SECURE



24x7 instant quotes for LCL shipments



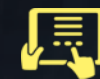
Fast and convenient online bookings



Real-time sailing schedule



Easy cargo tracking



Reusable personalised dashboards



Online submission of shipping instructions



Business analytics and insights

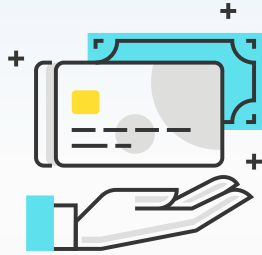


Door-to-door booking in 50 countries



API and EDI Integration with shipping lines and customers

CONNECT WITH US FOR



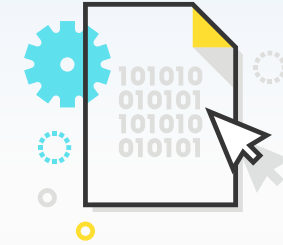
Reducing cost

Reduce transshipment cost
leveraging our Global
network serving trade lanes



Customized solutions

Tailor-made solutions
catering to end-to-end
supply chain requirement



Technology

World class tech solutions
for large FFs and white
labeled product for start-ups

GREAT PEOPLE TO MOVE WITH

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