

# SITL Dubai's Steering Committee holds first planning meeting

*- Reed's role in supporting the logistics market commended by industry –*

Dubai, 1 June, 2008: The first steering committee meeting of the inaugural edition of SITL Dubai, (the International Week of Transport and Logistics) was held recently at the



**Dubai World Trade Centre (DWTC)** and attended by important stakeholders from the region's logistics industry.

The planning meeting was called to kick-off preparations for SITL Dubai which will take place 1 - 3 November 2009 under the patronage of His Highness Sheikh Ahmed Bin Saeed Al Maktoum, Chairman and Chief Executive, Emirates Airline and Group.

SITL Dubai 2009 will be a major networking and business platform for the world's leading transport and logistics industry players. Organizers say the exhibition and conference will be an ideal meeting point for the industry and will provide business opportunities, information and training to all segments that make up the Transport and Logistics sector.

Organized by Reed Exhibitions Middle East, the event is expected to attract 10,000 trade visitors and 250 exhibitors, including providers of international transport and logistics services, information systems, infrastructure, real estate and logistics equipment.

The steering committee meeting was attended by Mansoor Ghafoor, President NAFL (National Association of Freight & Logistics), Abdulla Mohammed Bin Khediya, Senior General Manager, Dubai Cargo Village, Prakash Nair, Manager Network Cargo Sales Development, Emirates Cargo, Nawfal Al-Jourani, Chief Marketing Officer, Dubai Maritime City, Mohammed Al Mansoori, Director of New Customs Centre, Dubai Customs, Laurent Noel, Event Director, SITL Europe, Frederic Theux, President, Reed Exhibitions Middle East, Alain Bagnaud, Managing Director, SITL Europe, Ara Fernezian, Group Exhibition Director, Reed Exhibitions Middle East, Ludovica Sarram, Conference Manager, Reed Exhibitions Middle East and Jeanine Kounjian, Conferences and Seminars Coordinator, Reed Exhibitions Middle East.

"The first organizing committee meeting was a very useful starting point for our preparations for this landmark logistics industry event. SITL Dubai 2009 will give Reed the opportunity to contribute to Dubai's growing stature as a world renowned logistics hub. In the conduct of this large show, the support of the industry is critical and I am very pleased at the response from our partners and would like to thank each and every member of the organizing committee for attending this meeting and contributing their valuable inputs," said Frederic Theux, President of Reed Exhibitions Middle East.

Besides the exhibition, SITL Dubai will include an extensive program of conferences and the creation of related events such as 'SITL Educational Seminar' to provide training and information, The Global Shippers' Forum that will attract 150 - 200 international participants; the SITL Business & Investment Forum, to discuss key industry issues; and a Hosted Buyer Program that will bring together the world's decision-makers from the transport and logistics sector.

According to Mansoor Ghafoor, President of NAFL, "SITL Dubai is a very exciting event for the logistics industry in the region. The industry has felt the need for an event of this nature for quite some time, and Reed's

commitment to addressing issues in this market is commendable. This annual congress in Dubai and the related initiatives planned will provide a boost for the industry".

"Events that reflect the needs of the market that they are targeted at, become very successful and I am glad that Reed is involving the key stakeholders from the industry right from the very beginning in planning this event," said Mohammed Al Mansoori, Director of New Customs Centre, Dubai Customs.

Alain Bagnaud, Managing Director, SITL Europe, said, "By the very nature of the industry, logistics requires a strong network of relationships between a variety of players. It is fitting that the planning for a show of this kind has kicked-off with robust interaction with key stakeholders in the industry. I would like to acknowledge specifically the role of NAFL, Dubai Logistics City, DP World, Dubai Cargo Village, Emirates Cargo, Dubai Maritime City and Dubai Customs to SITL Dubai," he added.

Abdulla Mohammed Bin Khediya, Senior General Manager, Dubai Cargo Village said: "Mega developments such as expansion of the Terminal 3, Concourse 2 and Dubai Cargo Village Mega Terminal at the Dubai International airport, the Dubai World Central project, Logistics City and Al Maktoum Airport City will depend strongly on integrating global best practices into the functioning of these projects. With its emphasis on knowledge-sharing, SITL Dubai will benefit the entire MENA and sub-continental region which is currently seeing sustained investment flows into trade and commerce."

According to Prakash Nair, Manager Network Cargo Sales Development, Emirates Cargo, "Given the phenomenal pace at which Dubai's transport and logistics industry is growing, the city is perfectly placed to host a large-scale event focussing on multiple transportation options such as SITL. The entire Middle East logistics sector is set to benefit from SITL coming to the region."

Laurent Noel, Event Director, SITL Europe, noted that SITL Dubai would be able to leverage the learning that Reed has developed over the 25 years that SITL Europe has been in existence. "SITL has become the most important meeting place for the industry and there is tremendous equity for the SITL brand which we will use to bring the industry to Dubai in November next year."

Nawfal Al Jourani, Chief Marketing Officer, Dubai Maritime City, said that it was important for the industry in the region to learn from international best practices in order to develop effectively. "As one of the fastest growing industries, attracting and developing talent in the logistics sector is a crucial issue," he said.

"Our events are market driven and the successful conduct of the very first SITL Steering Committee meeting has helped us to understand from key industry stakeholders from the region the latest industry trends in order to shape the organization of this major show," said Ara Fernezian, Group Exhibition Director, Reed Exhibitions Middle East.

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