

GULF NEWS 

# MARITIME & LOGISTICS

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TUESDAY, JULY 30, 2024

UAE  
maritime  
sector aligns  
with global  
environmental  
goals



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# WINDS OF OPPORTUNITY

Experts from the UAE's shipping and logistics sectors discuss strategic future trends



**“We have committed to electrifying a portion of our fleet.”**

**TIM COFFIN**, CEO, Tristar Eships, the Maritime Logistics Division of Tristar Group

■ **Navigating regulatory requirements related to environmental sustainability can be complex. How does Tristar ensure compliance with global and regional regulations in shipping while balancing growth and operational efficiency?**

The increasingly robust regulatory environment applicable to the shipping industry – and indeed all carbon-intensive industries – requires a greater commitment to compliance than we have had previously. We approach this challenge as an opportunity to further improve our culture and our systems. For this reason, we have established an in-house technical management function. By mastering the current and upcoming regulation ourselves, we improve our business intelligence to determine the best strategic course. Looking ahead, aligned with our principles and those expressed in our regulatory environment, we continue to work towards improving the well-being of our seafarers, whose front-line decisions are crucial for our success. That is why we have established a function focused solely on seafarer happiness. So adherence to the principles behind regulatory compliance is not a separate administrative burden, but part of our business culture, which we believe is a meaningful competitive advantage.

■ **How do you foresee the shipping industry evolving over the next decade and what trends or developments are likely to drive growth and transformation within the industry?**

Our industry is facing three challenges which will fundamentally change how it functions. First, we are focused on reducing the quantity of harmful emissions from the fuel we burn. At Tristar, we have committed to electrifying a portion of our fleet and our first new build electrically-powered vessel is currently under construction. Second, we recognise that demographic and economic change reduces the number of potential seafarers from traditional sources. So by recruiting women to our crews, we have doubled the size of the pool from which we can draw talent. Finally, along with emissions reduction, it is critical to better analyse data. Communication gets cheaper and data science gets better, so we have an opportunity to be much smarter in how we operate our fleet.



**“Real-time information enables companies to make informed decisions.”**

**RAJESH NARAYANAN**,  
Business Head, Shahn

■ **What demand have you noticed for truck-on-demand services in the UAE and how is Shahn transforming the UAE's commercial transport segment?**

The demand for on-demand truck services in the UAE is rapidly increasing, driven by the growth of the e-commerce sector and the need for efficient last-mile delivery solutions. According to Statista, the UAE's road freight transport market is projected to grow by 4.72 per cent annually between 2023 and 2028. Shahn is transforming the UAE's commercial transport segment by providing a reliable and cost-effective alternative to traditional truck ownership or leasing. By leveraging technology and data-driven insights, Shahn enables businesses to optimise their logistics operations and adapt to dynamic market conditions.

■ **Supply chain companies often leverage the power of data analytics to make better decisions and optimise their business. How does Shahn's technology enable companies to gather accurate data and navigate through potential transit challenges swiftly?**

Shahn's technology empowers businesses to gather accurate data on truck locations, delivery times, and potential bottlenecks. This real-time information enables companies to make informed decisions, proactively address transit challenges, and achieve cost reductions. By fostering transparency and efficiency in the supply chain, Shahn contributes to the overall competitiveness of businesses operating in the UAE, aligning with the goals of the Dubai Industrial Strategy 2030.

**“DSV is actively using robotics to increase efficiency.”**

**RASMUS CLAUSEN**, Managing Director, Dubai and Iraq  
– Air & Sea, DSV Global Transport & Logistics



■ **Could you share a couple of recent examples of DSV's initiatives that have helped the maritime and logistics industry drive its sustainability agenda?**

Recently, DSV launched a green logistics programme to improve energy efficiency and reduce waste in our warehouses. In Dubai, we are implementing EV trucks for airfreight and ocean container trucking, offering sustainable fuel options, and providing detailed CO2 emission data per shipment. These steps support our ongoing efforts to promote energy efficiency and reduce emissions.

■ **What are the key trends in digitalisation within logistics, and how is DSV adapting?**

Digitalisation in logistics is growing with trends like blockchain for transparent transactions, automated warehouses, and advanced analytics for forecasting. DSV is actively using robotics to increase efficiency and reduce manual labour, and AI tools for precise customs clearances. Our focus on digital transformation helps us stay flexible and responsive in a constantly evolving market.



PARTNER CONTENT

# Sixth Safety at Sea conference to be held on November 7

Tristar Group's conference will focus on promoting the health and safety culture on vessels



Tristar Group CEO Eugene Mayne opening the 5th Safety at Sea conference in November 2023

The 6th edition of the Tristar Safety at Sea Conference will be held on November 7 in Dubai, with the theme Taking Action to Save Lives. In attendance will be prominent ship owners, managers, insurers, government representatives and other industry leaders. As per previous editions, the event will be livestreamed around the world. In the 2023 event, participants livestreamed-in from vessel mess rooms and gatherings in India, the Philippines and Myanmar.

The conference will focus on implementing safety culture on vessels and specifically promote a set of clear guidelines for casualty prevention, known as the Golden Safety Rules.

Dr Grahaeme Henderson OBE, President of the Safety at Sea Conference, said, "Safety programmes suffer from a lack of focus on clear and uniform guidance on best practices, which this year's Safety at Sea conference will address through leadership, well-being and care, and incident prevention with the Golden Safety Rules. Together we are taking action to save lives."

"We are privileged to have Dr Henderson take leadership of the conference, our sixth consecutive annual gathering of maritime leaders and decision makers. His presence will further promote our advocacy to raise awareness of the importance of seafarer well-being," said Eugene Mayne, CEO of the Tristar Group.

The Tristar Group owns and operates about 30 ocean-going and coastal vessels and has been the sole sponsor of the Safety at Sea conference since inception in 2019.

Following the inaugural conference, the group's Maritime Logistics division conducted a series of town hall-style workshops focused on psychological first aid (PFA) for vessel masters and senior officers in Mumbai, India. During the Covid-19 pandemic, the PFA workshops were conducted through video conferencing. Tristar also established a dedicated helpline that is handled by the Sailors' Society in the UK.

"The annual Safety at Sea event is Tristar's contribution to seafarers around the globe, a robust platform to discuss and implement an ecosystem that will enable



Dr Grahaeme Henderson OBE, President of the 6th Tristar Safety at Sea conference

all seafarers to stay healthy and alive and for them to identify with symptoms of depression and encourage them to seek care or counselling, or simply talk to a colleague," explained the Tristar head.

Tristar was awarded by the Arabia CSR Network for its Safety at Sea initiatives at the 13th Arabia CSR Awards 2020 held

in Dubai. The company also received the CSR Award at the Maritime Standard Awards 2020. In December 2021, the initiative was awarded at the Maritime Industry in the Middle East, Indian sub-continent and Africa during the Seatrade Maritime Awards.

Tristar is a global business, headquartered in Dubai, which offers end-to-end fuel logistics solutions to blue-chip clients including international and national oil companies and intergovernmental organisations. Its integrated energy logistics platform spans road and maritime transportation, specialised warehousing, fuel farms, commercial aviation refuelling and fuel supply operations.

It operates in more than 30 countries and territories across five continents and has 25 years of proven legacy of operational quality making it a partner of choice for its customers, with a track record of profitable growth. The company operates to the highest international health, safety, environmental and compliance standards and receives awards for its exemplary record of operational and safety excellence, as well as sustainability initiatives. ■

# Sustainability in focus

The maritime industry in the UAE is committed to align with the global regulatory demands and environmental goals

**By Paolo Carlomagno**  
Partner, Arthur D.  
Little Middle East



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**T**he maritime industry is a key pillar of the UAE economy, serving as a gateway for global trade and a catalyst for economic diversification. The sector faces increasing pressure to align with stringent regulatory demands and ambitious environmental goals. As a key player on the international stage, the UAE is committed to ensuring that its maritime industry not only complies with global standards but also pioneers sustainable practices.

## Regulatory demands

At the international level, the maritime sector's regulatory framework is governed by the International Maritime Organisation (IMO), a specialised agency of the United Nations responsible for regulating shipping. The IMO sets forth comprehensive guidelines and regulations aimed at enhancing maritime safety, security, and environmental performance. Key among these are the MARPOL (International Convention for the Prevention of Pollution from Ships) regulations, addressing issues from oil pollution to the control of harmful emissions.

At the federal level, the UAE's Ministry of Energy and Infrastructure (MOEI) and the Ministry of Climate Change and Environment act as the custodians of these regulatory demands, ensuring their implementation and compliance within the nation's maritime sector by working with various stakeholders.

## Pioneering sustainability

In alignment with international standards, the UAE's maritime industry has undertaken initiatives to bolster its environmental performance. One prominent example is the implementation of green port strategies across major UAE ports. These strategies encompass a range of measures, such as shore-to-ship power supply, and the adoption of ballast water management systems, being led by AD Ports Group (ADPG) and DP World (DPW).

ADPG integrates sustainability into their operations through their Health, Safety, and Environment Management system. According to ADPG Sustainability Report 2022, its waste management strategy, implemented in 2011, has led to the recycling of 57 per cent of solid waste in 2022 and 64 per cent hazardous waste.

In energy and greenhouse gas (GHG) management, AD Ports Group has achieved significant milestones. Their energy management system resulted in 18 per cent decrease in electricity consumption intensity for container terminals, a 17 per cent decrease in GHG emissions intensity per TEU, and a 13 per cent decrease in fuel consumption intensity per TEU.

ADPG is also exploring alternative energy sources, such as hybrid vessels using dual fuel, hydrogen or methanol fuel systems and conversion of existing fleet to greener fuels.

DPW's Environmental Management Sys-

tem includes monitoring and reducing emissions, managing waste, and conserving water and energy. As per DPW Sustainability Report 2023, DPW achieved 61 per cent renewable energy share, 49 per cent reclaimed waste from total waste generated and achieved 13 per cent emission reduction vs. base year in 2023. DPW, committed to positively contribute to 100 water-stressed basins by 2030, committed 5 per cent of marine power coming from zero-emission fuels by 2030. DPW successfully listed a \$1.5 billion 10-year green bond on LSE and Nasdaq Dubai.

The success of these initiatives hinges on collaborative efforts among various stakeholders. The UAE Maritime Cluster, launched by the MoEI in 2021, is an alliance of industry players, government bodies, and academic institutions that fosters innovation and sustainability within the sector.

## Future outlook

By aligning with global standards and pioneering innovative solutions, the UAE is safeguarding its maritime legacy and contributing to the global effort to combat climate change and protect our oceans. The key players are aligning operations with the UAE Net Zero 2050 national initiative, which aims to achieve net-zero emissions by 2050. The UAE stands poised to lead by example, charting a course towards a sustainable and resilient maritime future. ■

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PARTNER CONTENT

# DSV GLOBAL TRANSPORT AND LOGISTICS

## Providing world-class logistics solutions across industries



DSV's success in the Middle East lies in its ability to offer customised solutions and meet the unique challenges of the region

**D**SV Global Transport and Logistics is a leading provider of transport and logistics services, with a vast global network spanning over 90 countries. Committed to delivering exceptional solutions, DSV caters to the diverse needs of clients across various industries. The comprehensive services include road, air, and sea transport, as well as warehousing and supply chain management, ensuring seamless and efficient operations.

In the Middle East, DSV has established a strong presence, driven by the region's strategic importance as a global trade hub. Operations in the Middle East focus on providing customised logistics solutions that meet the unique challenges of the region, such as extreme weather conditions and complex regulatory environments. The region's growing economy and strategic location make it a critical area for global logistics, and DSV is dedicated to ensuring its clients can capitalise on these opportunities.

A key element of DSV's success in the Middle East is the investment in advanced technologies. State-of-the-art systems for real-time tracking, predictive analytics, and IoT-enabled devices enhance visibility and security throughout the supply chain. By adopting new technologies, DSV streamlines operations, reduces manual labour, and increases efficiency. This commitment to innovation ensures that clients receive reliable, timely, and cost-effective logistics solutions. For example, predictive maintenance helps foresee potential equipment failures before they happen, minimising downtime and keeping operations smooth.

Sustainability is a core value at DSV, and the Middle East operations are no exception. Several green initiatives have been implemented, including the use of electric vehicles for airfreight and ocean container trucking, and sustainable fuel options. Additionally, detailed CO2 emission data for each shipment helps



clients make informed decisions and reduce their environmental impact. DSV's Dubai operations include the implementation of electric trucks for last-mile deliveries, significantly reducing the carbon footprint. The integration of sustainable fuel sources for ocean transport not only helps in reducing emissions but also sets a benchmark for eco-friendly practices in the industry.

The team of experts in the Middle East is dedicated to understanding and addressing the specific needs of clients. Through the Customer Success Programme, continuous feedback is gathered to refine services and exceed customer expectations. This programme has enabled DSV to fine-tune its offerings based on direct customer input, ensuring that the services provided are not only meeting but exceeding industry standards.

Moreover, DSV's commitment to digitalisation is evident in its adoption of blockchain technology for transparent transactions and advanced analytics for demand forecasting. These technologies ensure that DSV remains at the cutting edge of the logistics industry, providing clients with the tools and insights needed to navigate a complex global marketplace. The use of robotics in warehousing operations helps in increasing efficiency and reducing human error, while document reading tools assist in precise customs clearances, ensuring that shipments are



handled swiftly and accurately.

DSV's role in the Middle East also extends to its active participation in community and industry initiatives. By engaging with local regulatory bodies and participating in regional logistics forums, DSV not only contributes to the industry's growth but also stays abreast of the latest trends and regulatory changes. This proactive approach allows DSV to adapt quickly to any new requirements and continue providing top-tier services to its clients.

DSV Global Transport and Logistics supports the growth of the Middle East by providing world-class logistics solutions. The focus on innovation, sustainability, and customer satisfaction sets DSV apart as a leader in the industry. By leveraging advanced technologies, committing to sustainable practices, and continuously improving based on customer feedback, DSV ensures that its clients in the Middle East receive unparalleled service and support. ■

# CRUISE TO EFFICIENCY

Amid a fast-changing business landscape and various challenges, maritime and logistics companies are increasingly adopting digital solutions and technological advancements to streamline their operations and boost productivity

**By Chiranti Sengupta**  
Senior Editor

**T**he shipping and logistics industry – vital to the world economy – is currently experiencing significant investments in technology and innovation aimed at elevating efficiency and service standards.

Despite facing various challenges – typical for any global trade hub – such as rising transport costs, global supply chain disruptions, and regulatory and compliance changes, the maritime and freight forwarding sector in the UAE has consistently stepped up by implementing strategies that build resilience and adaptability.

Over the years, the shipping and logistics industry has not only navigated these issues but also demonstrated a strong growth trajectory. According to Mordor Intelligence, the nation's freight and logistics market is projected to grow from \$20.11 billion

(Dh73.85 billion) in 2024 to \$30.19 billion by 2030, at a rate of 7.01 per cent.

This robust growth forecast underscores the sector's willingness to invest in and embrace innovation, digitisation, and technological advancements, securing its competitive edge among other global trade hubs and ensuring ongoing expansion.

Key technologies such as AI, robotics, remote monitoring, SaaS solutions, blockchain and drones are driving transformative changes in the industry. By streamlining operations, enhancing inspections, and strengthening cybersecurity compliances, these advanced systems are reshaping traditional practices and paving the way for a more efficient future.

## Smart tech steers the sector forward

"Technologies like AI and IoT are revolutionising the logistics sector by making operations more efficient and accurate,"

**According to Mordor Intelligence, the nation's freight and logistics market is projected to grow from \$20.11 billion (Dh73.85 billion) in 2024 to \$30.19 billion by 2030, at 7.01 per cent**

says Rasmus Clausen, Managing Director, Dubai & Iraq - Air & Sea, DSV Global Transport & Logistics.

"Predictive analytics help plan better routes and manage inventory, saving costs and improving delivery times. Real-time tracking devices provide enhanced visibility and security for shipments throughout the supply chain," explains Clausen.

Meanwhile, big data analytics has emerged as a crucial force in the sector, helping companies predict potential problems and avoid costly maintenance issues. Ships and logistics companies generate vast amounts of data, including information about weather conditions, speed, vessel performance, fuel usage, and cyber threats. By analysing data, companies can identify patterns and trends and make informed decisions to enhance overall operations.

Simultaneously, the implementation of advanced digital technology across operations has spurred growth of on-demand







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services in the freight delivery and logistics sector. This expansion is driven by optimised route planning, real-time tracking, automated dispatching, and data analytics – all of which improve efficiency and lower operational costs.

Shahn's app-based on-demand truck booking platform has markedly improved efficiency across the UAE's supply chain. "By optimising supply chain management and reducing empty kilometres, Shahn contributes to a more efficient and sustainable transportation sector, which is projected to grow by 7.4 per cent between 2022 and 2026. This directly supports the UAE's economic diversification goals," says Rajesh Narayanan, Business Head, Shahn.

Shahn's cutting-edge technology helps businesses in several sectors, including construction, manufacturing, and retail, tackle the challenges of fluctuating demand and fragmented supply chains with efficiency and precision.

"Our technology directly addresses these

challenges by providing instant access to a network of trucks, ensuring these industries have the right resources at the right time. This results in significant reductions in wait times, allowing businesses to focus on their core operations and contribute to the UAE's ambitious growth targets," explains Narayanan.

**Aligning with environmental goals**

Shipping and freight forwarding companies are also adopting advanced technological solutions to expedite their net-zero transition and create more sustainable supply chains. By leveraging a range of innovations in route planning, cargo management, fuel savings, and emissions reductions, these companies are reducing their carbon footprint.

"Integrating technology is key to achieving sustainability in shipping and logistics. Smart systems optimise fuel use and route planning, while sensors monitor emissions and energy



**Rasmus Clausen**  
DSV Global Transport & Logistics



**Rajesh Narayanan**  
Shahn



**Tim Coffin**  
Tristar Group

consumption. These advancements help reduce the carbon footprint and support eco-friendly practices in the industry. Moreover, blockchain technology ensures transparency and traceability in the supply chain, promoting sustainable sourcing and reducing waste," explains Clausen.

In Dubai, DSV has introduced electric vehicles for airfreight and ocean container trucking, offering sustainable fuel options and providing detailed CO2 emission data per shipment to help clients make informed decisions.

Prioritising sustainability has always been a strategic imperative for Tristar Group, a fully integrated energy logistics leader. The company is now at the forefront of industry transformation with its groundbreaking electro-hybrid coastal tanker, redefining the future of energy logistics.

"We conducted research on the available fuel-saving technologies and devices in the market. Unfortunately, none of these technologies, used independently or together, generated an acceptable emissions reduction," says Tim Coffin, CEO of Tristar Eships, the Maritime Logistics Division of Tristar Group.

"Rather than focusing on various opportunities with negligible impact, we chose to direct our capital and efforts towards identifying and developing the technology with the greatest impact. After a multi-year project involving battery suppliers, shipbuilders, the Port of Fujairah, our Class Society, and – most importantly – our customers, we are now constructing an electro-hybrid coastal tanker that will achieve near-zero operational emissions, something no combination of existing energy-saving technologies can match," explains Coffin. ■

SHAHN

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# The truck-on-demand solution gains strong traction in the UAE

Shahn, a leading provider of on-demand truck booking solutions, is capitalising on the rapid growth of the UAE's logistics sector. The UAE's economy, poised for a 4 per cent GDP growth according to the IMF, is driving demand for efficient and reliable transportation services.

As the nation strives to achieve its ambitious Dubai Vision 2030 goals, the logistics sector emerges as a key growth engine. With a projected GDP of \$3 trillion by 2031 and a target of attracting over \$150 billion in FDI, the UAE is positioning itself as a global logistics hub.

The transport and storage sector, expanding at an impressive 11 per cent in 2023, underscores the industry's vitality. The government's focus on developing logistics corridors and multimodal hubs is further accelerating growth.

Shahn's on-demand platform directly addresses the challenges faced by businesses in this dynamic landscape. Traditional models of truck ownership or long-term leasing are



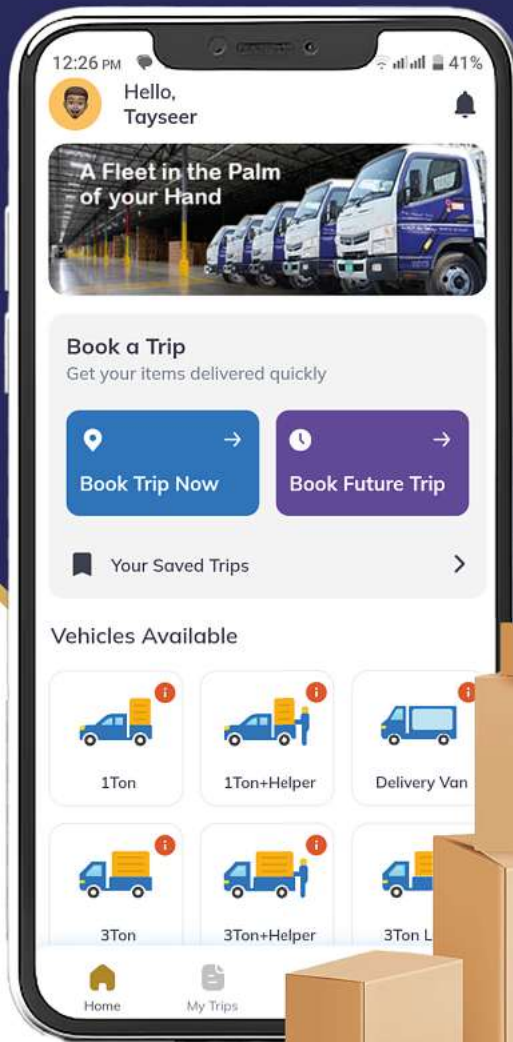
often capital-intensive, operationally complex, and inflexible. Shahn offers a more efficient and cost-effective solution by providing on-demand access to a fleet of trucks.

By eliminating the need for upfront investments, maintenance costs, and manpower challenges, Shahn

empowers businesses to scale their operations seamlessly. With accurate reporting and real-time visibility, customers can make informed decisions, optimise resource allocation, and potentially reduce costs by up to 40 per cent.

As the UAE's population becomes

increasingly diverse and urbanised, the demand for on-demand services continues to rise. Shahn's platform is well-positioned to meet the growing needs of both businesses and individuals, contributing to the overall efficiency and sustainability of the logistics ecosystem.



The **Power of a Fleet**  
in the **Palm of your Hand**



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