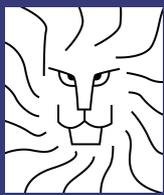


Special  **LOG
LEO** *Awards*

And the winner is...

It was a day worth waiting for, what with all the planning and preparations happening round-the-clock (literally) at our Media City office. From the get go, the planning and execution of the event was a team effort. So not only were we relieved that it was finally over, but the fact that it was a great success warmed us up at the prospects and plans for next year's event.

The day began with the LOG. Seminar entitled Pursuing Excellence. Our opening speaker for the seminar was Tom Craig, President, LTD Management, USA. He had flown in the day before the event and was brimming with innovative ideas for the region. One specific topic he mentioned in one of our many conversations was about a central Logistics Centre for the region. I requested him to write his thoughts down and we have the entire article for you in the LOG. Middle East Yearbook for 2011 which will be released on May 18, but we also have a summarised version in this issue in our Hot Topic section. Make sure you take a look, because Tom with his extensive experience in the global logistics and supply chain industry, is always one step ahead of the rest.

Coming back to the seminar we had Martin Palmer, Business Director, SICK Automation International, speak about the many uses of sensor technology spanning the length and breadth of the supply chain and logistics industry, from the time the product leaves the warehouse until it reaches the consumer.

His presentation was information packed and full ideas and solutions.

We then paused for lunch and the presentation of the LOG.LEO Awards. As you would all know by now the winners were: the Young Achiever award winner – Nourah Mehyar, CEO, Nafith Logistics, Jordan; Supply Chain Manager winner – Phil Showering, GM Logistics, GAC, Dubai; Sustainability Champion of the Year – Dilip Rahulan, CEO and Chairman, Pacific Controls, Dubai; Innovator of the Year – Karl W Feilder, Chairman, The Neutral Group, Dubai; and the Lifetime Achievement was awarded to Hamdi Osman, Senior Vice President, FedEx Express, Middle East, Indian Subcontinent and Africa.

After the awards, the seminar continued with Mahmood Al Bastaki, Director Dubai Trade who spoke about Green Logistics and the role of Dubai Trade in promoting and implementing a sustainable business model. Following Al Bastaki, Shahab Aljassmi, Senior Manager – Commercial, Dubai Trade, spoke for a few minutes about the Dubai Trade Certified Trade & Logistics Professional programme.

This was followed by the final presentation of the day by Tom Craig again. This time he spoke at length and in great detail about the Supply Chain Best Practices targeted at retailers, manufacturers, wholesalers and traders. The presentation focused on the key metrics and the major supply chain challenges that large companies recognize and are dealing with currently.



Dilip Rahulan of Pacific Controls says his acceptance speech after winning the Sustainability Champion Award

