



## JEBEL ALI PORT ENTERS THE SMARTPHONE ERA

- DP World showcases new mobile applications at GITEX Technology Week
- Jebel Ali offers 100% electronic transaction facility through the port's community portal

**Dubai, United Arab Emirates, October 20, 2013:-** In line with Dubai's overarching policy of using technology to improve efficiency, DP World, UAE Region today (Oct 20) officially rolled out a new initiative that uses smartphone mobile applications to integrate its entire range of customer services at Jebel Ali Port.

The smart new approach to boost productivity and enhance operational efficiencies for imports and exports passing through the DP World flagship facility was unveiled on the opening day of the GITEX Technology Week in Dubai.

DP World, UAE Region, the region's premier port operator, is showcasing its state of the art technological and automation initiatives that had earned it a place among the top ten container ports of the world.

**Mohammed Al Muallem, Senior Vice President and Managing Director, DP World, UAE Region,** said:

"DP World is led by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, and his futuristic outlook with the objective of an advanced system working round the clock. We believe in adopting the latest technologies to boost efficiency and enhance our services with smart processes. Our aim is to increase our customers' competitiveness and lower supply chain costs."

**Mohammed Ali Ahmed, Chief Operations Officer, DP World, UAE Region,** said:

"The GITEX Technology Week is an excellent platform to showcase our strengths and network with technology developers from around the world and exchange views. We invite all visitors and participants to visit DP World's stand and get to know the wonderful technologies at Jebel Ali Port that keep the wheels of the supply chain industry moving. Our IT team will be displaying the sophisticated Vessel Tracking System, as well as the Interactive Port Simulation system."

Jebel Ali is the only port in the Middle East and the wider region to offer smart mobile applications, with 100% electronic transaction facility through the port's community portal. Currently more than 200 services of the port are provided seamlessly online, 24x7, 365 days a year. Importers and exporters can clear cargo, pay the related cargo charges, book transport online at their convenience, round the clock.

-ENDS-

**Photo Caption:** His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, talks with Mohammed Al Muallem, Senior Vice President and Managing Director, DP World, UAE Region, at DP World's stand at the GITEX Technology Week in Dubai.

### **Media inquiries:**

#### **Khoder Makki**

Media Communications

DP World, UAE Region

Tel: +971 (0) 48040202

Mob: +971 (0) 505592268

[Khoder.makki@dpworld.com](mailto:Khoder.makki@dpworld.com)

### **About DP World**

DP World has a portfolio of more than 65 marine terminals across six continents<sup>(1)</sup>, including new developments underway in India, Africa, Europe, South America and the Middle East.

Container handling is the company's core business and generates more than three quarters of its revenue. In 2012, DP World handled more than 56 million TEU (twenty-foot equivalent container units). With its committed pipeline of developments and expansions, capacity is expected to rise to more than 100 million TEU by 2020, in line with market demand.

DP World has a dedicated, experienced and professional team of 28,000 people serving its customers around the world, and the company constantly invests in terminal infrastructure, facilities and people to provide quality services today and tomorrow, when and where customers need them.

In taking this customer-centric approach, DP World is building on the established relationships and superior level of service demonstrated at its flagship Jebel Ali facility in Dubai, which has been voted "Best Seaport in the Middle East" for 19 consecutive years.

[www.dpworld.com](http://www.dpworld.com)

(1) As of August 2013.