



JEBEL ALI PORT'S TECHNOLOGY ADVANCEMENTS WIN PRAISE AT INTERNATIONAL EVENT

Dubai, United Arab Emirates, October 30, 2010: - The extensive automation systems, cost saving initiatives and other operational efficiencies implemented at Jebel Ali Port by DP World, UAE Region to provide customers with value added sustainable services, were the highlight of the recent 8th biennial Solutions World 2010 conference in San Francisco.

Representing DP World, UAE Region, Rashid Abdulla, Chief Operating Officer, and Pedro Caballero, Director of Terminal Performance & Planning, conducted a session on the port operator's achievements in adopting sophisticated operational technologies, and its success with tractor pooling. The session won widespread acclaim among participants.

The four-day gathering, a specialist event focused on technology advancements in marine terminals and supply chain logistics hosted by Zebra Enterprise Solutions (ZES), was attended by more than 300 top industry representatives.

The advanced gate automation system at Jebel Ali Port introduced this summer, and the earlier successful implementation of the Navis SPARCS PrimeRoute for tractor trailers at Terminal 1 are prime examples of the port's proven ability to improve efficiency and cut costs.

PrimeRoute, which enables real-time routing, dispatching and monitoring of internal transportation vehicles, has contributed to the terminal's reduction of overall fuel usage and carbon emissions by 30%. It has also increased the number of cranes that a single dispatcher can effectively manage. As a result, the terminal has been able to reduce its tractor fleet by 15 % while improving service levels to its customers.

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

"At DP World, UAE Region we are completely focused on adding sustainable value to our customers through a firm commitment to operational excellence and innovation, a responsible approach towards the safety and well being of our people, and a genuine concern towards reducing our environmental impact. Using the right technology helps us deliver on our promises to customers."

Rashid Abdulla, Chief Operating Officer, DP World, UAE Region, said:

“Initiatives like Prime Route have proved to be vital tools in our drive to improve both the efficiency and effectiveness of our operations by reducing waste and concentrating our resources on value-added activities. We are always looking at innovative ways to improve overall productivity”.

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