

## **Global coalition plans to tackle the rising cost of logistics**

by Robeel Haq on Feb 2, 2009

**Logistics**  
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### **Non-profit organisation will visit the Middle East in March 2009 as part of a global tour to launch its cost-cutting Humawealth programme**

A development strategy to reduce the cost of supply chain operations in the Middle East will be launched by the Global Coalition for Efficient Logistics (GCEL) later this year, the non-profit organisation has confirmed.

Speaking at last month's Arab Economic, Social and Development Summit in Kuwait, GCEL's founder Captain Samuel Salloum announced an international tour to launch its Humawealth programme, starting in the Middle East next month and followed by similar events in the Asia Pacific, European and North American regions. "Humawealth has been launched to tackle the rising cost of logistics throughout the world.

This initiative could save the Middle East and North Africa economies as much as US\$115 billion by helping to change the way logistics is managed," Salloum revealed to Logistics Middle East.

"The ability to control logistics costs is more difficult now, because of the lack of physical infrastructure, inherent inefficiencies and a multitude of IT systems that can't communicate with each other. However, addressing these issues is not a luxury; it is a necessity if we are to succeed in securing a sustainable interdependent global economy," he added.

The strategy has been designed to connect the various parties involved in logistics and transportation, starting from the point-of-origin to the final destination. This will be achieved with GCEL's soft infrastructure technology, which has already been piloted throughout the world. "What our industry lacks is a horizontal information system to connect its different parts, which is the reason we are launching our soft infrastructure technology. It is a single platform that is operated by 12 of the largest technology deployers in the world," said Salloum.

"Three of these deployers will have headquarters in the Middle East and North Africa region, and then another three in each remaining region - Asia Pacific, Europe and North America."

GCEL has flagged the Middle East as an important market for the programme, with Salloum visiting a number of figureheads from the logistics industry in Saudi Arabia, Bahrain and the UAE. "We are building momentum in the region and will hold the Middle East launch in Jordan next month. GCEL will also have a physical presence here in the future, possibly in Dubai, although the exact location is currently undecided."



Captain Samuel Salloum from the Global Coalition for Efficient Logistics