

NEWSLETTER

AON

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AON Featured Professional

P.P AYYOOB

Managing Director

HAKTRANS GLOBAL LOGISTICS - DUBAI



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AON Featured Professional

Professional's Name

P.P Ayyoob

Title

Managing Director

Company

Haktrans Global Logistics LLC

LOCATION

Dubai, U.A.E.

P.P Ayyoob

How long have you been in the Freight Forwarding business?

It has been 30 Years in this industry. I started my journey in Logistics as a Customs Broker in Bombay where I worked for 4 Years & 26 years in Dubai in Freight Forwarding & Logistics.

How did you get into the industry?

After my studies, I was looking for a job in Bombay and by default my destiny brought me into the Logistics field and ended up as a Customs Broker in Bombay. After undergoing through some training I was later given the responsibility to handle the Customs Clearance and had an opportunity to interact with Customs, Seaport, Airport and other Trade related officials and slowly fell in love with this industry as it opened the door for me to connect with a lot of people and develop friendly relationships with some of them.

Hence when I had an opportunity to come to

Dubai for better prospects 26 years ago, I made up my mind to continue my professional career only in the Freight Forwarding & Logistics industry. During 26 years of my stay in Dubai, I worked for 15 years which includes 5 years with an Hong Kong based MNC Freight Forwarder M/s. Hecny Transportation and later with another Forwarder in Dubai for 10 years.

After working for about 20 years in Bombay & Dubai, I took a very bold and challenging decision in my life to start my own Company and set up M/s. HAKTRANS GLOBAL LOGISTICS LLC in Dubai which is running successfully now for the last 11 years.

What do you enjoy most about your work?

I am a workaholic person, a perfectionist and a go-getter and I like challenges. I always enjoy my work with passion & dedications and hence I never get tired even if I work continuously for long hours. I like to travel for networking to



meet with people and build relations as I strongly believe and respect relationship more than business.

Being a perfectionist in my work, I expect the same from others too and I always instill such qualities in my team by imparting and sharing my knowledge and experience with them and training them so that they can serve our customers and overseas partners by providing a world class, professional & personalized service.

Tell us something about yourself that you wish we all know but nobody does?

We all know at times, we come across a lot of factors like hardships and sufferings in our life and it is very important for us to face such challenges boldly and courageously and try to overcome and overturn

such situation through sheer hard work, dedications, patience and determination. There is a saying that WITHOUT PAIN THERE IS NO GAIN and one should never shy away or get shattered from any hard situations in our life. Instead train yourself to develop endurance and set the goal to be a go-getter, an achiever and to become a successful person in your life.

Further one should not have a selfish attitude wherein you always think of yourself and never think about others happiness. We should have a helping mentality and supportive attitude towards others.

I believe that life is not about taking and becoming a mean person, instead one should be a giver and kind enough to give more than you take. The other important point is we should always instill positivity in us, as some people develop negative approaches in them which will only ruin their life.

Our industry is as such we are always under tremendous pressure and challenges and in order to relieve the stress it is very important for us keep ourselves fit and I ensure that I do some work-out for one hour in the morning at least 4 days in a week which makes me feel physically and mentally young, energetic and dynamic.

What Shipment(s) are you most proud of and why?

We are proud to share our

experience of serving and handling event shipments for Consulate General of the Republic of Korea in Dubai with the support of our Korean Partner.

Recently, the Korean Consulate had organized "KOREA FESTIVAL IN UAE" back to back at three different venues in the UAE as under:

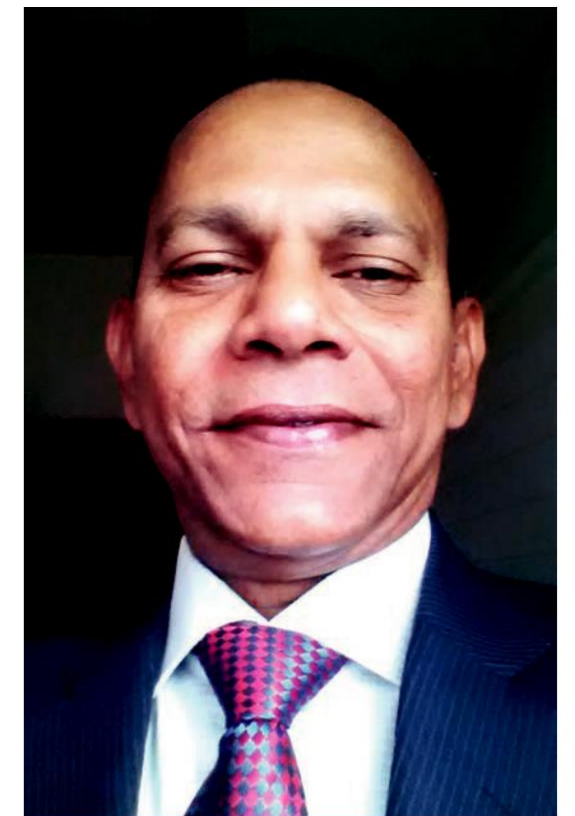
1st performance on 17th

November 2017, National Theater, Abu Dhabi

2nd performance on 20th November 2017, UAE university, Al Ai

3rd performance on 22nd November 2017, Madinat theater, Dubai

Our Korean Partner forwarded the shipment to us by Sea Freight to Jebel Ali Port and our task was to do the customs clearance and deliver the same shipment at the above performance site which was a traffic restricted area for heavy vehicles during the day time. Hence all deliveries & collections of the equipment were to be handled only during the nights and with special permission from the concerned authorities. In spite of all the complications Haktrans Operations Team planned and managed the deliveries & collections of the equipment professionally and precisely as per the requirement by delivering the shipment at the 1st performance site a night



Mr P.P Ayyoob, Managing Director of Haktrans Global Logistics LLC

before the event and subsequently to other venues.

It was very important to plan and arrange the logistics and deliveries very carefully at all 3 places as the same shipment needed to be picked and delivered after each performance as per the schedule and any delay would have been resulted in the abandonment of the event and that would have been very embarrassing for the consulate, as they had invited big dignitaries to showcase their Culture.

As we managed to complete the job successfully, consulate officials were very satisfied with our professional way of rendering our services.

Being in the logistics trade for more than 2 decades, we have handled many such assignments successfully on regular basis. However getting appreciation from diplomatic authority is very special and encouraging for our whole team and we are very proud of it.

If you could change anything about the commercial forwarding industry what would it be?

Like any other industries, the Freight Forwarding & Logistics industry is currently going through immense changes and it is very important to adopt the advanced technology enabling the forwarders to survive and stand out in the market to provide faster, cheaper, more reliable and sustainable delivery. The future of logistics is paved with innovation and Information technology and it is playing a vital role in reducing the logistics costs and it is replacing the traditional logistics processes. It will improve efficiencies and accuracy and Forwarders need to digitize the Freight Forwarding process as it will add value to the supply chain thereby relieving the immense pressure on costs, time, quality of service and profitability. The Freight Forwarder must remain one step ahead of their competitors by quoting to the customer faster and by providing the necessary information related to their

shipments. Being able to get a quote to potential customers first matters. The lazy, slow days of quoting in a day or more are gone. Customers expect quotes fast and are usually looking to make decisions quickly. It's important to always make sure you understand the client's timeframe for making a decision and then respond sooner. It's often the first to quote that wins the business, even if yours is not the lowest. Customers often appreciate the effort and will give you a chance to "sharpen your pencil" with a new quote to match other quotes they receive later.

The Freight Forwarder should ensure that they present new ideas to customers which will build trust in you and customers come to look at you as an expert. Make an effort to show yourself as an expert by helping your customers and by sharing your experience and expertise with them.

What do you like best about your AON partners?

We have been members of the AON Network for the last 5 years and attended all of the conferences and I have found that the AON Members are very aggressive, potential, sales oriented and with a friendly attitude.

Attending the AON conference regularly enabled me to make some friends who trusted us and we

started working together and through this media, I express my gratitude and thanks to AON partners who has been supporting us with their business and look forward to further strengthening our relationship on lifelong basis for our mutual benefit.

What advice would you give to a young person who is considering a career in freight forward-ing?

We all believe that one of the keys to happiness is earning a good living by doing something you love. If youngsters like to pursue their career, then I would suggest them that Freight Forwarding & Logistics industry a good choice as they can gain vast knowledge from it and get an opportunity to interact and make friendships and relations with a lot of people in our industry not only locally but also internationally. In this industry, on a daily basis you keep learning something or other as every day you come across new adventures, challenges and new people. When you have challenges, your brain never gets rusted as your brain keeps working all the time in planning strategies, achieving targets and managing troubleshooting which will make the person always young and active.

What is something you would like us to know about your company?

HAKTRANS-Dubai provide all



sorts of logistics solutions to our valued customers and overseas partners and we are now celebrating our 11th successful year. I am proud to say that despite of tough competition in Dubai, we are moving ahead very safely, strongly and confidently. I take this opportunity to express my sincere thanks and gratitude to our customers & overseas partners for their continued business support and the trust and confidence endowed in us and we look forward to work together for many more years to come.

HAKTRANS is a Sales & Service oriented company and we do get lots of sales leads from our overseas partners which our strong sales team convert into business. I am thankful

to my wonderful team who are very dynamic, hard-working and go-getters. They are the pillar and backbone of our organization who provide personalized service to our partners. Due to their diligent and tireless efforts & dedications in serving our overseas partners, HAKTRANS has received the Service Excellence Awards for the Best Middle East Agent for the last 5 years and twice as the worldwide top agent from one of our other networks in which we are the member.

Who in AON, either a company or a person, do you look up to and why?

I am very much privileged to be associated with the AON Network and it's wonderful

team and I thank them for giving HAKTRANS-DUBAI an opportunity to be part of this Network.

A special thanks to Mr. Rob & Ms. Nadia of AON who are very kind and helpful with their prompt responses as and when I need any help from them.

As mentioned above, AON Network has really provided a good platform with potential and aggressive partners who are like family members.

I wish the AON Team and it's Members a very Happy New Year-2018 filled with World of Happiness, Peace, Good Health and a Great Success ahead with lots of business growth to all of us!