

## Editorial



**If your dreams don't scare you, they are too small!**

Very famous saying, I can attribute to our MD BP Nassar, who dreams, and we will be the one to get scared! Example: As

the world is running for cover with huge crisis created due to Covid 19, Frontline Academy is all set to be inaugurated at Eramangala Village at Kerala, India, as soon the Government restrictions allow, with a cherished vision of giving the youngsters in around the village an opportunity to become Logisticians and be ready to be part of Frontline Logistics offices in around 21 offices, spread around 10 countries or giving them an opportunity in the international Logistics employment Market. The scary dream as I call, is for our MD, Nassar to give the youngsters from his village, endless opportunities in the world of Logistics. That's not all. More is yet to come which I will share in the next print.

As reported, world is passing the worst crisis in the history and we as part of the world need to take precautions as is announced by the Government in our own counties. As a result business has suffered causing unemployment.

We too are part of the same scenario. However with abundant caution, taking right steps at first opportunity has helped us to minimise the damage and be ready for the boom which is expected post Covid 19. In this edition I am sharing activities though limited, that has happened in the second quarter of 2020. Enjoy reading.

Vivian Castelino  
Regional Director

## Frontline Logistics, World Environment Day at BEO, 5th June 2020.



The environment that we live in, is especially important not only for our health but for our survival. So there is a huge need for us to protect it. We would not be able to survive if we do not have clean air and water and land to live on. World Environment Day is the most renowned day for environmental action. Since

1974, it has been celebrated every year on 5th June; engaging governments, businesses, celebrities, and citizens to focus their efforts on a pressing environmental issue. We at Frontline Logistics Group care for the environment not once in a year, but every day, and for us it is a practise. Our Back-End Office is fully surrounded by trees as well as organic farming. Even then, we at BEO celebrated on 5th June, by planting 100 additional trees.



## Frontline Logistics Holding their Q1 Regional Conference online.



As the situation of Covid 19 made travel impossible, Management of Frontline Logistics decided to have their Q1 conference online using Zoom, which was held on 10th, 11th and 13th of June. It's a unique experience to all who attended, including branch heads of each of our offices from Kuwait, UAE, KSA, Iraq, Bahrain, Oman, Qatar, Lebanon and India. Conference started on 10th at 11:00 hours IST with a silent prayer followed by RD - Vivian Castelino welcoming all the delegates who was also the moderator for entire 3 days. MD - BP Nassar in his opening remarks stressed the importance of survival and revival plan to emerge back as winners post Covid 19. Thereafter each of the offices, including Executive Board and BEO gave presentation highlighting performance of first 4 months of 2020. Almost 8 hours were spent in discussing various matters connected as a Group and how to adapt to the new challenging situation. As a concluding part, Winner for the first Q was announced, which was won by founding office, Kuwait. Director and Branch Head - Musthafa Kari was the proud recipient of well deserving prestigious trophy.



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## 12th JC Trans online conference, A virtual platform that defied COVID-19 challenges to meet business goals.



Frontline Logistics is a member of the JC Trans Logistics Network (A global logistics network estd. in 2003 to provide global networking services for freight forwarders and other logistical service

providers); was invited to attend their annual conference in Pattaya, Thailand. The actual conference was supposed to be a three-day event with the expected participation of 1500+ delegates from over 100 countries. The said conference had to be canceled due to COVID 19 situation which was at its peak and the network management nor the members would risk holding a business conference of such magnitude with due consideration to the health and safety of all respected delegates and sponsors. Originally scheduled the conference was in March 2020 which was to be attended by our Managing Director BP Nassar and Regional Director Vivian Castelino.

But as the saying goes "Necessity is the mother of Invention", and we logistics providers never give in to problems or challenges that easy. Network conferences were essential elements for member associates to grow their businesses through one to one meetings exchanging information and company presentations and having strategic discussions to become global partners and to establish long term cooperation. When JC Trans, Regional Manager - Ms. Rainnie expressed the concept of the



virtual conference and extended an invitation to Mr. Vivian Castelino Regional Director and Mr. BP Nassar Managing Director to participate in the Global Freight Forwarders Cloud.

Conference 2020 as an online conference under the COVID-19 scenario, there was no valid reason not to accept. The conference intended to rely on internet technology and global logistics resources, to develop online customer channels and by way build a smart and efficient cooperation platform among logistics partners and this would prove a step in the right direction for the industry development and recovery. The conference consisted of Peak Forum,

Distinguished Guest Speech, One-to-One Meeting, Specialist Project Meeting, and Free Talk Area

## Frontline Logistics build up to the pre-conference preparation:

The online conference was to be held from May 11th to May 22nd, 2020 under a grand cloud ceremony. Although the concept was well accepted, the sudden announcement of the Global Freight Forwarders Cloud Conference 2020 poised a lot of challenges as expected especially in organizing the video presentation, documents, and promotional materials that had to be uploaded online. But under the leadership of Mr. Vivian Castelino with his vast experience of having attended umpteen conferences over the years made this complex situation seem as a cake walk. The expert advice and contributions from the executive Board members Mr. Rajeev Sharma (Head of Commercial Dept), Mr. Ginto Paul (Internal Auditor) as well as Mr. Sriram Deena (Country Head, Frontline Logistics UAE) deserves special mentioning as things were never looking easy with the Lockdown situation prevalent in many of Frontline Logistics locations. It took some close coordination and team work to finally have final video and draft presentations ready given that the deadline for submission was April end and it was just a week's notice.

## Making the best of global online conference 2020:

The conference team had very clear agenda on the expected deliverance of its participants and we in Frontline Logistics wanted to make the best of this opportunity as this was the first conference that we were taking part with JC Trans network having taken membership last year. We had the privilege of being called to make the first speech and presentation on 12th May – a day after the conference inauguration. The video presentation was a detailed introduction of Frontline Logistics to its partner members highlighting our service advantages and strong business presence in the region.

## Key Note Speech:



**Nassar BP**  
Managing Director

Frontline Logistics were honoured by giving an opportunity in providing Key note Speech. MD – BP Nassar, addressed this speech online on 15th of May watched by 1200 participants. 40 minutes speech highlighted about the present situation, Logistics Challenges and how the industry need to gear up for the boom that is expected post Covid 19. There was also a question and answer session which was presided by BP Nassar.

## Conference attendees:

In order to get best results from the conference, Frontline Logistics decided to avail six tickets and the attendees were carefully chosen to represent our 21 offices from 10 countries with professionals from prime departments to meet member delegates One to One by way of video conference.



**Abbas Pookatte –**  
Manager Operations.  
Doha, Qatar

**Dinker Bhaskaran -**  
Marketing Manager  
BEO india



**Safer -**  
Sr. Manager -  
Customer Support &  
Operations  
BEO india

**Elisha Almeida -**  
Assistant Manager  
– Customer Care &  
Sales Support ,  
Iraq



**Arjun -**  
Senior Customer  
Support – Freight  
Forwarding  
BEO india

**Praveen V S -**  
Sr. Executive – Pricing  
Freight Forwarding  
BEO india



**Hathim Mahamood**  
- Customer Service  
Executive- Marketing  
BEO india

## One-one meeting scheduler (27th April– 08th May 2020):

With IT support the Fast meeting software was installed and all necessary registration formalities with JCTrans had been completed in a timely manner. The Meeting scheduler window opened on April 27th. And by the evening of 08th May when the window closed, there were potential business meetings fixed for all member attendees with respected delegates from various countries.

## Invitation to specialist project meeting (22nd May 2020):



A very important aspect of the online conference was the special invitation that we had received to be part of the Specialist Project meeting scheduled on 22nd May which was also the last day of the conference, where Frontline Logistics had the privilege to be shortlisted amongst the ten selected attendees from Asia to showcase their regional strengths and to explain Business Opportunities, Port situation, Customs policies and Country regulations amongst other important matters. This came as a surprise and we felt overwhelmed to be part of that meeting. Moreover, it was an honor to do the first speech of the day. Mr. Dinker Bhaskaran, our Marketing Manager represented Frontline Logistics to give an excellent presentation of our service capabilities which won praise from the network management and the meeting delegates alike.

## Positives from the online conference:

Due to the pandemic it would never have been possible to hold a big conference. However especially in this hard time, we need to find new partners and clients to support each other and go through these difficult times. The online conference had no region limitation, which helped in adding more attendees. Besides, a traditional conference usually lasts for 3 days, however the online conference lasted for 10 days, and this helped attendees to have enough time to communicate with each other as much as possible. It is learnt that there were 900+ enterprises and about 20,000 one-to-one meetings were officially conducted.

## Meeting summary:

Self has compiled the summary of all the meetings and am glad that we could gain a lot from this conference in getting to know many members from all round the globe and with lot of positive energy in developing new tie ups to open up new channels of procurement and partnership. It is fair to conclude that the 12th JC Trans Online Conference was a great success!! So many colleagues and team members have contributed in so many ways to turn this event into a well-organized meeting platform and with many interesting presentations and a truly worthwhile experience of virtual networking! We should not be surprised if we see many more of such events and online conferences in the near future. COVID 19 has definitely taken its toll on people and resources. But it certainly has got the network partners closer in new ways to overcome challenges and achieve their business goals, and thanks to technology for that!

**Safer K.V**

**Sr. Manager - Customer Support & Operation**