



DHL GLOBAL FORWARDING SUB SAHARAN AFRICA

ALWAYS MOVING FORWARD



ALWAYS MOVING FORWARD

CEO of DHL Global Forwarding – Sub Saharan Africa, Roger Olsson, discusses the wealth of opportunities Africa has to offer and how the business is striving to become the first choice solutions provider for its customers

WRITTEN BY: **WILL DAYNES**
RESEARCH BY: **PAUL BRADLEY**



Headquartered in Bonn, Germany, and today employing in excess of 470,000 people in over 220 countries and territories worldwide, Deutsche Post DHL has become a name synonymous with couriers and logistics. The world's leading mail and logistics group, it generated revenues of €55.5 billion during 2012, representing an increase of 5.1 percent comparing to previous year. This increase mainly reflects the exceptional market position that DHL maintains in the world's growth regions, such as Asia and Africa

When it comes to Global Forwarding, DHL is the world leader in air freight services and one of the biggest providers of ocean freight services. Through the work of its 30,000 employees, DHL Global Forwarding (DGF) helps ensure the transport of all manner of goods by air or sea on a daily basis.

“At the beginning of 2012,” states Roger Olsson, CEO of DHL Global Forwarding – Sub Saharan Africa, “DGF merged three previously separate regions, Europe, the Middle East and Africa into a single EMEA region. This consolidation allowed DGF to better coordinate its commercial activities and improve operational efficiencies between countries.”

Meanwhile, this event also brought about the establishment of some sub-regional offices, one of which would open in Johannesburg, South Africa. “From this office,” Olsson continues, “we have a regional team committed to improving the group's activities in the Sub-Saharan Africa region. It also means that for the very first





Versatile enough to grow any business.

Volkswagen Commercial Vehicles has developed a range of superior panel vans to help you grow your business. No matter what the job, from the Caddy to the Crafter there is a panel van guaranteed to carry out the task at hand:

	Maximum Load Volume (m ³)	Maximum Payload Rating (kg)
Caddy	3.2	741
Caddy Maxi	4.2	813
Transporter	9.3	987
Crafter	17	2533

Contact us today for a test-drive and find out which panel van best suits your business needs.

- Includes Volkswagen's 2-year / unlimited km warranty and 12-year anti-corrosion warranty.
- Contact us for further details on our peace-of-mind AutoMotion service and maintenance plans.



Commercial Vehicles

Hatfield VW Commercial

1177 Pretorius Street, Cnr Jan Shoba Street (Duncan), Hatfield, Pretoria.

Tel 012 431 6400

www.hatfieldcommercialvehicles.co.za

time, DHL is now running its African operations from within the continent itself."

Sub-Saharan Africa is made up of no fewer than 48 different countries, with DHL today boasting offices and capabilities in 41 of these. The remaining seven are covered through the groups' work with credible local partners.

"When it comes to DGF's operation in Africa," Olsson explains, "having the biggest overall coverage of any other logistics provider is understandably



DHL support global volunteer day

vital. In addition, we are also able to leverage our global presence to cater for the vast number of businesses that

HATFIELD VW

At Hatfield VW Commercial, there are no middlemen. Your service consultant is also your auto technician. Having recently achieved the highest customer satisfaction index in the country, we at Hatfield VW Commercial continue to strive for service excellence. With supreme customer service being top of mind and a partnership that has thrived for over nine years, it is no wonder that Hatfield VW Commercial and DHL Express have jointly been associated as the leaders in customer service in all aspects of their respective businesses. Operating from a brand new showroom facility in Hatfield Pretoria, Hatfield VW Commercial and the highly versatile and dependable Volkswagen Commercial Vehicles fleet continue to proudly satisfy the needs of DHL nationally. In addition, the Hatfield

service workshop has received International Recognition for its high customer service levels, thus it is inevitable that the market leader in logistics are affiliated to a dealership that is consistently rated number one in service. The success of this partnership is based on an open, honest and frank relationship and having an understanding of each other's business and its needs. Together, Hatfield VW Commercial and DHL Express continue to set the benchmark in supreme customer service.

www.hatfieldcommercialvehicles.co.za



Commercial Vehicles



CARGO WITH CARE

With our 777-200F, 757-260F and MD-11 mixed fleet freighters, Ethiopian Airlines Cargo takes the lead as Africa's premier cargo operator. We take your goods safer, faster, further and more economically to more destinations.

Our heavy lift capability opens up more business opportunities to you.

www.ethiopianairlines.com



Airfreight

are working to bring cargo into and out of the continent.”

Olsson also shares the belief held throughout DHL that the people that make up its workforce are just as vital a component to its success as its global coverage. “We have dedicated people throughout the business who know better than anyone else how to expertly deliver the type of services we provide. At the end of the day you can have the largest network in the world, but without the right people on hand to make it work you will never get very far.”

With its GDP growth outlook estimated to remain around 5.5 percent over the next three years, Sub-Saharan Africa is expected to remain the region with the second highest growth rates worldwide, after Asia for the foreseeable future. Some of the more tangible opportunities for a multinational logistics player like DHL are the recent oil & gas discoveries in Eastern Africa, and the immense natural and mining resources found throughout the region. It is however important not to ignore the more

.....

**€55.5
BILLION**

.....

Revenue generated
by Deutsche Post
DHL in 2012

.....

traditional logistics sectors that DHL serves, namely engineering, automotive and the consumer-sector.

“The oil and gas industry,” Olsson reveals, “accounts for roughly half of our entire business today in the Sub-Saharan space. It is for this very reason alone that we continue to invest more and more in this area of our operations as the opportunities available to us are simply unbelievable, particularly as major oil and gas undertakings further help put countries like Kenya, Mozambique, Tanzania and Uganda on the map. Following just behind in terms of importance is the mining sector where we also have a special focus, leveraging our global expertise when it comes to the industry to assist in the development of business across Sub-Saharan Africa.”

As an organisation, the work of DHL goes beyond simply doing business with its customers. One of the achievements it is most proud of has been the development of a comprehensive strategy to fulfil its Corporate Social Responsibility requirements. In Africa it has helped spearhead the “Go Teach” programme. Sustained through an existing partnership with SOS Children’s Villages, the programme aims to provide disadvantaged youths with the confidence,



Warehouse office in Gabon

knowledge and skills needed to enter the world of employment. Furthermore, DHL supports Global Volunteers Day, an annual event that sees thousands of its employees volunteer to carry out environmental and community related activities.

As DGF makes plans for the future its focus looks set to revolve around increasing its service offerings and capabilities in such a way that it will be able to deliver the same kind of door-to-door service in Africa that it currently does elsewhere in the world.

“Achieving this goal,” Olsson concludes, “will no doubt bring with it challenges of its own. Nevertheless we see it as absolutely fundamental to our business that we are able to deliver ever-improving service levels and product offerings that allow us to service the entire logistics chain here in Africa, from origin to final destination. What we benefit

from is having a clear strategy and vision for the future, one that we hope will result in DGF being the first choice solutions provider for its customers in Sub-Saharan Africa, growing up our market share in the process. This will be accomplished by expanding into sectors with a seamless end-to-end service offering and a broad product portfolio, by developing best-in-class operational capabilities.” **BE**

“DGF PLANS TO DELIVER THE SAME KIND OF DOOR-TO-DOOR SERVICE IN AFRICA THAT IT CURRENTLY DOES ELSEWHERE IN THE WORLD”

For more information about DHL Global Forwarding - Sub Saharan Africa visit: www.dhl.co.za



DHL GLOBAL FORWARDING – SUB SAHARAN AFRICA

www.dhl.co.za

Produced by:

ACHIEVING BUSINESS EXCELLENCE ONLINE

BE Business Excellence

www.bus-ex.com