

Dubai prepares for a quantum leap

x|vise innovative logistics presents itself

x|vise innovative logistics GmbH, a subsidiary company of the Austrian logistics service provider Gebrüder Weiss, has wisely chosen the moment for founding its Dubai branch. About a year ago, the consulting company decided to add a further string to its bow in the booming Emirate. A location with real economic growth in the two-digit area seemed to be absolutely ideal for this purpose.

x|vise offers logistics consulting for all sectors - from the concept to the implementation. Its methodology and experience are fuelled by the century-old tradition of the Weiss organisation. It is exactly this European know-how, which x|vise offers to the aspiring companies in the commercial and trading centre Dubai.

Following years of incredible growth in the coastal city Andreas Dür, the consultant on-site, believes that a new phase is about to begin. "Until now, things were simply done without considering external factors" clarifies Mr Dür and continues to explain that exactly this is changing at the moment. On the one hand, space is getting scarce and the costs for staff and external services are rising, thus, reducing the profit increase rates. On the other hand, the requirements of the customers are growing and efficiency is what is really needed now – a word, which did not exactly play a crucial role formerly.

After his arrival in Dubai, last August, Andreas Dür first of all focused on German and Austrian companies who are resident in Dubai. He explains that contacts are made really fast in Dubai. The reason for this is that the majority of Dubai's inhabitants comes from foreign countries and, therefore, the willingness for exchanging information and for networking is particularly high. However, also the local companies are open-minded and show an interest in Mr Dür's know-how.

x|vise is already in close contact with numerous companies on-site. "The world works differently here and nobody is interested in short-term business" remarks Austrian-born Mr Dür. Even though it is easy to get talking to people, what really matters is mutual trust in order to build up long-term relationships with a company and its decision-makers.

The new target group, which the consultant is now focusing on, is large international logistics service providers on-site, who have planned incredibly large warehouses of up to 100.000 square metres. Mr Dür, who has gathered extensive experience in planning, building and starting-up large warehouses in Europe, explains as follows: "Facilities from 20.000 square metres usually accommodate over 100 different customers. The simultaneous and efficient fulfilment of the individual customer's requirements makes things highly complex and cannot be handled satisfactorily without controlling systems". In this context he speaks of the industrialisation of logistics and that in this dimension the goods are being controlled by information.

x|vise: Dubai will soon make a quantum leap towards industrialising complex processes

In the course of his market analysis the consultant discovered that the already existing warehouses in Dubai are still exclusively operated with staff. According to his opinion the quantum leap towards mechanisation is just around the corner. x|vise sees a great challenge in this industrialisation of processes.

However, the business manager experiences a certain reluctance of local companies towards external consulting, which he explains as follows: "Even, if the companies are obviously very interested in what we do, it is still an entirely new concept for the locals to hire a consulting company to work for them and they have no experience in this area. The businessmen in Dubai just see that they have to invest in consulting without knowing what the results will be and that is no easy step for them". Although Andreas Dür can understand this reluctance it is still a decisive obstacle for his success. He is working on virgin soil in Dubai and has to do a lot of convincing, because until now x|vise is the only special logistics consulting company which operates on the Dubai market.

Dubai is permanently on the move. The city grows as fast as its economic power and the requirements towards the companies. Mr Dür sums the current situation up as follows: "On the one hand, customers are getting more and more demanding and depending on the business different delivery times are requested, which affects the logistic processes. On the other hand, there are uncertainties such as a sudden price increase for example, which could knock over the costing". Some things simply cannot be planned in Dubai.

Information about x|vise:

X|VISE – the name stands for implementation-oriented logistics consulting across branches, for the development of concepts and for reliable guidance during the implementation. We combine theoretical and methodical know-how with down-to-earth experience. Our focus lies on the areas warehousing, procurement and distribution and our customers are commercial and industrial enterprises, for example, who want to establish their saving potentials in the logistics chain or who plan to adapt the value added chain to the growth. Moreover, x|vise advises logistic service providers who plan to build up handling centres or warehouses in the region.

x|vise is member of the “Supply Chain und Logistics Group” (SCLG) logistics federation in Dubai.

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