

Major order for x|vise in Dubai

Two years ago, x|vise innovative logistics GmbH took the imposing step of becoming the first logistics consulting firm in Dubai. This trailblazing plunge for the Gebrüder Weiss subsidiary has certainly paid off: the company has just clinched one of the largest orders in its entire history in the economic hub.

The x|vise team at the United Arab Emirates branch just inked a major order with M. H. Enterprises LLC – a local food distributor. “The project involves reorganising their entire supply chain from goods procurement and receiving to their warehousing and distribution operations,” relates branch manager Andreas Dür. The undertaking entails revamping both administrative processes as well as the physical goods procedures.

This new order reflects the vast potential associated with the analysing and optimising of logistics processes. On Middle East customers, Andreas Dür observes: “Sales have traditionally been at the forefront. Yet even as business exploded, the structures remained virtually unchanged.” For example, no investments were ever made in optimising warehouse management, item pricing or electronic logging of goods.

Trend reversal

Yet Dubai is in flux. Exploding real estate prices and changing legal frameworks are now increasingly creating awareness for efficient logistics processes. With a keen grasp of the emerging market, x|vise established itself in Dubai back in 2005 as a forerunner amongst logistics consultants. Andreas Dür firmly believes that the demand for consulting services will only intensify throughout the Middle East region and that further business opportunities will become evident. “This project will give us the huge opportunity to show exactly what we are capable of and what benefits we can provide companies, from the process level to the technical side and, of course, monetary considerations,” affirms Dür.

x|vise innovative logistics GmbH

x|vise is a subsidiary of Gebrüder Weiss. A total of 13 people are employed in its Lauterach, Vienna, Graz and Dubai branch locations. The practice-oriented consulting firm is specialised in the analysis and optimisation of logistics processes.

Gebrüder Weiss

The Gebrüder Weiss organisation, headquartered in Lauterach (Vorarlberg, Austria), has more than 4,000 employees at 136 locations around the world. The logistics company recorded sales of 870 million Euro in fiscal year 2006.

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