



Effective supply chain management in a complex and rapidly changing reality

*Ports and Shipping
Black and Caspian Sea
Istanbul 5th July 2023*



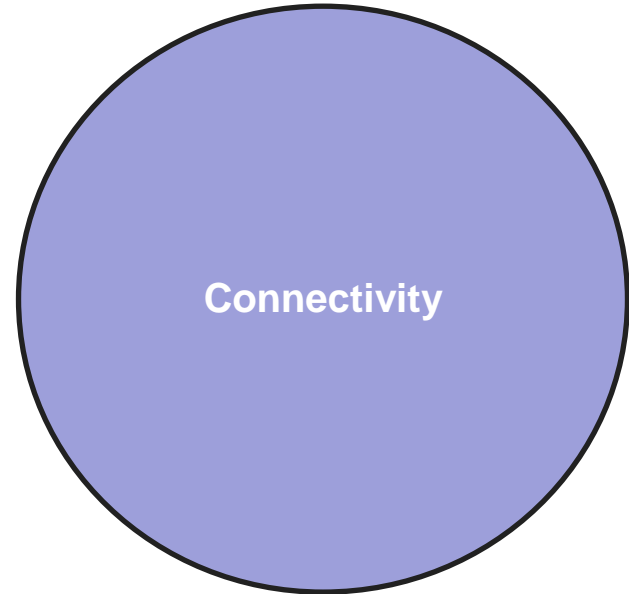
We start with the people, in creating customer focused
end to end bespoke logistics solutions

Caspian and Black Sea

- Highly complex area
- Land locked and even double landlocked countries
- Simple «Port to Port» is not an option
- Largely reliant on state monopolies
- Lack of efficient logistics is a considerable inhibitor for regional growth.
- Lack of IT and IoT in the region

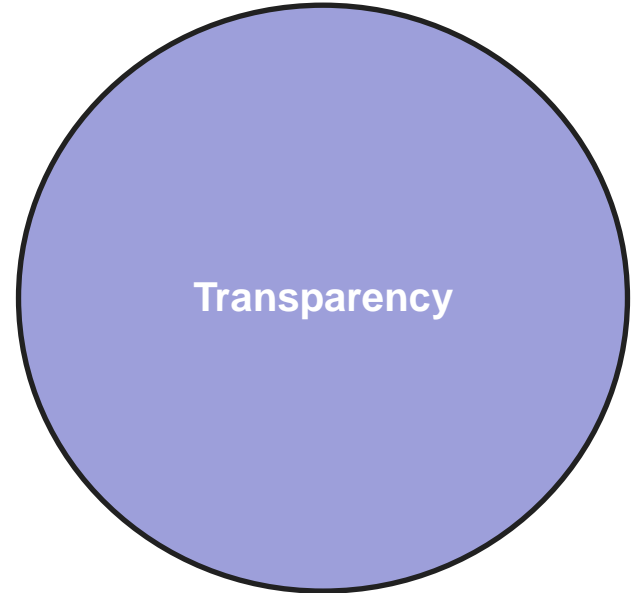
Achieving strategic advantage

- Hardware or assets is a must to even be in the game
- Soft connectivity is a must if you want to succeed at the game
- People is a must if you want to achieve a strategic advantage in the game



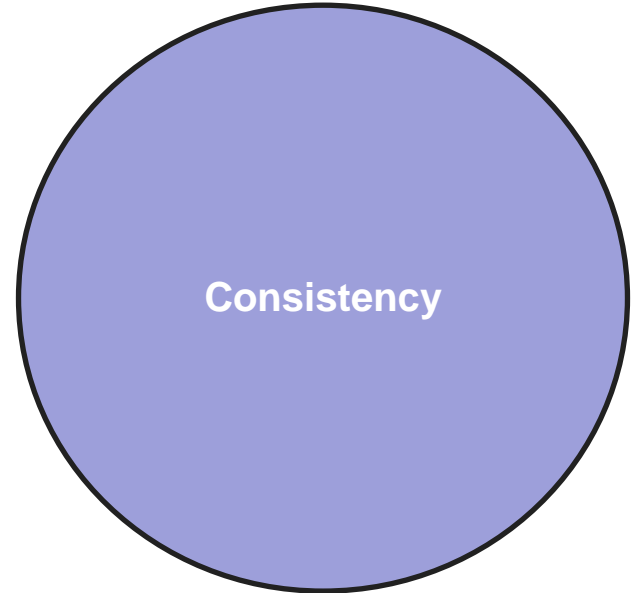
Achieving strategic advantage

- Transparency to increase efficiency
- To increase trust and goodwill
- Embracing the modern business paradigm of collaboration and openness



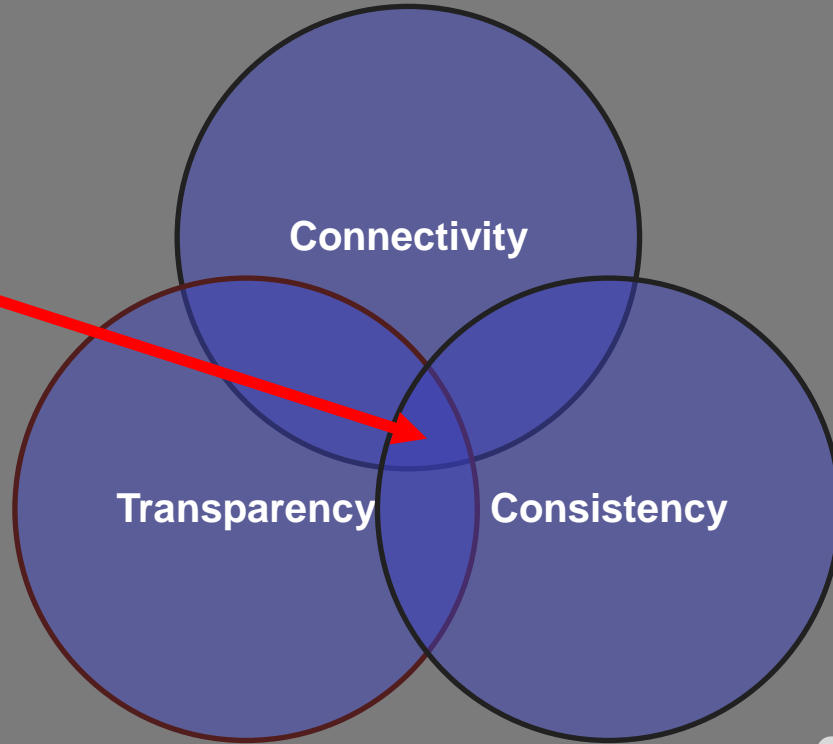
Achieving strategic advantage

- Just in time as a bible 😊
- Doing what you are saying
- Consistency as a booster for the Caspian and Black Sea



Achieving strategic advantage

Strategic sweet spot is “where it meets customer’s needs in a way that rivals can’t, given the context in which it competes” (Collis and Rukstad, 2008:7).



Actions

- It Solutions PoP
- State monopolies as service providers
- Cross regional IT solutions
- Electronic document flow
- Large organisations as driver for change



Locations

Istanbul

Hasanpaşa Kadıköy, Istanbul
Turkey

Ambarlı, Port office

Almaty

Panfilova 110, Almaty,
Kazakhstan

Aktau

Pos. Umirzak, Port Aktau
Kazakhstan

Baku

Babek 10e Rusel Plaza 6th
Floor, Baku,
Azerbaijan



