

QUICK TAKES

BALtrans signs deal with Premier Logistics Group

MUSCAT — BALtrans Holdings Limited, a leading freight forwarding and logistics group in the Asia Pacific region, has signed a Master Licensee Sales and Services Agreement with Premier Logistics Group (PLG), one of the largest logistics companies in Oman.

The agreement, signed by Dr Mohammed Musa al Yousef, Chairman of PLG and Jeff Khoury, CEO of BALtrans Logistics (UAE) LLC, gives PLG the exclusive franchise rights of all BALtrans Group logistics products and freight forwarding services for the entire Middle East region.

Combining the local contacts and network of PLG and the international network and experience of BALtrans, this partnership promises total logistics solutions to Middle East customers, BALtrans said in a press statement.

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Anthony Lau, Executive Chairman of BALtrans, said: "The partnership represents the strengthening of economic and business relations between the Middle East and Asia, which already have solid trade ties.

After carefully reviewing all options in the Middle East and North Africa, we selected PLG to be our partner for its wealth of experience in the industry and in serving the region.

We believe it will bring the most value to the network and our customers, both internationally and locally."

PLG, which started operations as TruckOman LLC in 1978, provides services including specialist logistics, primary distribution, general cargo haulage, cargo consolidation, rig moving and support, well test unit moves, equipment and plant hire, material handling, clearing and forwarding, warehousing, and heavy lift.

It has an extensive network throughout the Arabian Gulf region, and subsidiaries in the UAE and Saudi Arabia.

BALtrans' range of services includes airfreight forwarding, sea freight forwarding, sea-air combination services, air chartering, international household removal, maritime insurance brokerage, project shipping and logistics. Based in Hong Kong, the company has operations in over 58 countries worldwide.