



LF Logistics Expands into the Middle East with New Regional Hub in Dubai

This fall, LF Logistics broke new ground with the opening of its regional hub in Dubai. Operated in partnership with Mohebi Logistics, the hub is LF Logistics' first operation in the Middle East and will support a fashion brand based in the UK, with consolidation of products, inventory management and distribution of its products throughout the Middle East.

We have been partnering with the brand since 2010, when our team helped the brand open its first Asia-based hub in Hong Kong, an integral part of the brand's successful expansion within the Asian and Russian markets. With over 1,000 stores globally, our customer has a significant international presence. When the brand sought to continue its international growth with expansion into the Middle East, LF Logistics was the partner of choice.

"We succeed when our customers succeed and that means finding the means support them in with their strategic plans," said John Parkes, Executive Vice President and Head of LF Logistics in Hong Kong. "When the brand approached us with their plans to expand their business in the Middle East, even though we didn't have a presence there, we were thrilled to partner with them to ensure this initiative is successful."

The Dubai hub will focus on consolidating products from the brand's sourcing countries such as China and India in the warehouse in Dubai, manage the inventory and then facilitate the product distribution to stores throughout the Middle East. Strategically located in the Dubai Free Trade Zone, LF Logistics' Dubai hub is initially serving more than 150 stores in nine Middle Eastern countries with an aim to expand into six more countries in 2015. LF Logistics is offering full service vendor management and will receive products from our customer's sourcing origin directly, perform piece pick, pack and ship to its distributors throughout the region. LF Logistics believes that this seamless solution will continue to help them to maximize its supply chain efficiency and enable them to respond faster to the ever-changing market demands in today's economy.

"For LF Logistics, the development of the our first regional hub in the Middle East opens up fantastic opportunities to provide hubbing and consolidation services to our existing customers, as well as new customers throughout the Middle East and Africa," added John. "It's an exciting time for our team and our business, and we look forward to continue to grow with our customers in 2015."