



Dear Friends, Partners and Family (my mom Sandy :))

Personally wanted to thank you all again for participating in the **5th MPL Conference** in October. It was a huge success and we have received many emails complimenting the Group for an excellent out come. Some of those can be seen herewith.

I would like to thank again Ms. Sandy McInnes for organizing everything so well. Every year she manages to coordinate with so many people at the same time without completely losing her mind.

Gratitude also to PGS - Mr. Nhiem & Mr. Helmut for hosting and making everything work out smoothly. You guys were fantastic (with a special thanks to Helmut for choosing a great club for the crazy MPL members to pass their nights).

Thank you to our new MPL "Master of Ceremony" (even the title sounds "posh") Mr. Robin Lander Brinkley,

who had the power to guide and take control of the Group. It was a great pleasure meeting you all and sincerely wish and hope to see you again next year in Cape Town, South Africa.

As this will be the last **MPL Newsletter** of 2012,

**I WOULD LIKE TO TAKE THIS OPPORTUNITY
TO WISH EVERYONE
A WONDERFUL, PROSPEROUS AND HEALTHY 2013**

Big hug to you all !

ROBERT P. DREELAN
MPL CHAIRMAN



MAIL BOX

Dear all,
it is a great meeting in hcm Vietnam, we enjoy the time.
we treasure the ideas of the mpl board of directors to
give better service to mpl members. we thank very much
to the great arrangement by Sandy, helmut & his team.
We would like to have more time with each of you to exchange
idea to build up new business and enhance personal
relationship.
We all went thousand miles for our common goal that is to
create business among mpl member, let us put
"MPL FIRST" for all our potential new business.
Cgl in Hkg and China are ready to join hand with all mpl
member to strengthen our capability to serve shipping public.
Let us make more communicate to create more business
before we see each other in South Africa in next year
conference .
All the best to all of you.
Best regards

Dr. Byron Lee
China Global Lines Ltd. Hong Kong
CGL Flying Fish Logistics (Shanghai) Ltd.

Hi Sandy,
How are you? Hope fine.
You are a great coordinator.
Very much appreciate to you for arranging and managing
this GROUP.
Especially thanks to you for arranged the last annual
conference successfully.
GREAT!!! GREAT!!! GREAT!!!
Thanks & Regards.
Kouser
CONTRANS (PVT) LTD.
CHITTAGONG, BANGLADESH.

Dear Chairman, Secretary, Co host, and All Lovely MPL
Members,
It was unforgettable meeting last week. Enjoyed lot ,lots of
business work, cooperation..everything.
Thanks to MPL board, co-host..and everybody for great
memory.
Salah Uddin
CONTRANS (PVT) LTD.
Chittagong , Bangladesh

Dear Robert,
Anika and myself were very excited to get to know you and all
the other unique MPL members. It was our first time seeing
you all, but felt very comfortable right from the beginning. We
have experienced kindness and family atmosphere, which is
nowadays not self-evident.

On the other hand we have seen professionalism and the
spirit to develop this group to a strong community. And thanks
to all the people involved in making this event so smooth and
enjoyable. We certainly will attend next year's conference
and we certainly will contribute to strengthen MarcoPoloLine!

With warmest regards,
Anika & Timo
Timo Berg EUROPEAN CARGO LOGISTICS GmbH
23554 Lübeck, Germany

Dear Friends, good day,
First of all, I would like to thank the Board of MPL, Sandy
and our host Parisi for organizing everything so perfect
in Vietnam.
I'm sure that we have all spent great time in Vietnam and
year by year, I have the feeling of a family reunion not a
business conference (although it is our second presence).
Secondly, we would like to thank you all members who
support us and vote us a second best member of the year.
It was indeed a huge surprise for us and I can ensure
you that this award will motive us to do more and more
efforts to increase the businesses inside our group and
offer our partners the bet services.
We are already looking forward to next reunion in SA and
we hope to see all of you in SA.
Best regards,
Ionut Maciucă
FAST FREIGHT
Constanta, Romania

Dear MPL friends ,
Thanks to all colleagues from MPL for great days in
Vietnam .We hope to have best MPL conference in South
Africa .
Thanks & Best Regards
Iulian Nedu
FAST FREIGHT Castellon, Spain

Dear MPL Family
It has been a great honor for me to be a part of this lovely
and successful MPL Group!!
Special thanks to Sandy, Rob, Robert, Paul, Luis, Robin
and of course to our perfect host of this year Nhiem, Tran
and Helmut!!!!
Best regards from Switzerland,
Dominik Walser
FEAG INT. FREIGHT FORWARDERS LTD.
St. Gallen, Switzerland

To all the member of MPL family ,
It was great to be together with you again.I'm very happy to
be a part of this family
And we had again unforgettable days together. (vodka ,
visky , tekila & music ... J)
Btw special thanks to Sandy , Rob , Robert , Paul , Luis and
to Lovely Robin.
And thanks to Nheim & Helmut for their hosting during
our meetings & nights .
And i wish to see all my friends at SA who also haven't
attended to Vietnam.
And this year by your support and votes second time KTT
elected as the " member of the year " , thanks all of you
and we will try to give our best support to MPL family.
Abdallah, thanks for your new MPL song.
Mr. Derya Gokcen
KTT CONTAINER TRANSPORT INC.
Istanbul, Turkey

Dear Sandy & Robert, Rob, Paul ,Luis
Thank you very much one more time great organization &
"Lovely " conference !
See you next year ...
All my best,
Ms. Deniz Camlibel KTT CONTAINER TRANSPORT INC.

Istanbul, Turkey

Dear All good day,

It was also my first time seeing you all face to face in such kind of an excellent organization . As my friends said we have spent great time together and hope all of us will increase our mutual coop. as well .

Once again special thanks to the Board of MPL, Sandy and PGS Vietnam for organizing everything so perfect in Vietnam. See you all next year in SA.

Best Regards ,
Kerem YEGIN

MIRA TASIMA HIZMETLERI LTD. STI.
Istanbul, Turkey

Dear MPL Family,

Our congratulations to Robert, Rob, Luis, Paul and Sandy especially to the "Lovely" Host Robin. It was indeed a fruitful conference we had experienced not only to promote business but friendship as well. Mabuhay to All the Members ! From Philippines

Our Warmest regards,

Olive Blanco-Isleta

PROTRANS LOGISTICS CORPORATION

Manila, Philippines

Dear Sandy,

Was really my pleasure to meet you in 5th MPL Annual Conference in Vietnam.

Hope you had a great flight back to home with lots of good memories as well.

Look forward to hear from your side and also a successful working relationship in the near future .

Well please take a good care of yourself and keep in touch.

Best regards,

Alireza Dabirmanesh

TEHRAN CO. LTD.

Tehran, Iran

Dear All,

Indeed was a fruit-full event

Warm Regards

Humayun

SEA NET SHIPPING & LOGISTICS

Karachi, Pakistan

Dear Sandy

I really appreciated all your kind support and managing perfectly as well, was really my pleasure

to meet to again and looking forward to see you next year in South Africa J

GRAZIE MILLE Ciao mia cara

Best regards,

Elmira Bamdad

TEHRAN CO. LTD

Tehran, Iran

Thanks Robert

Very nice once more. I am sincerely feeling pride as one of member of MPL.

Thanks Robert, Luis, Paul and Sandy.

It should be good chance for me to meet a lot of family who belong to MPL..

Hopefully, every member will be find everything for now and future.

On the other hand...lovely man as Robin...see you all next conference in South Africa..

Best regards,

C.B.IM(IM CHAN BIN)

SHINE LOGISTICS CO.,LTD

Seoul, South Korea

Dears

Congratulation for a new wonderful meeting. Despite I was not there, the pics are great and show perfectly the good level and the well organization. Found the pics very nice..so natural. Now, please can someone explain me something about those holes in the floor at the excursion, found them a little scaring, right ?

Hope to see you all in Africa!

Adriana Pisano

MYX INTERNACIONAL S.R.L.

Buenos Aires, Argentina

Dear All,

I would like to take this opportunity to thank Luis, Robert, Paul, Rob and Sandy for organising such a wonderful conference and giving us a chance to come and introduce our company to

MarcoPololine Group. I must say that it was a beautiful experience meeting all of you and the warmth shown. Even though it was the first time for me but I felt very much at ease. Even though I did not have scheduled meetings, I could interact with quite a few delegates in the free time and managed to exchange business cards and brochures.

I am sincerely looking forward for a long term relationship with all of you.

Once again, a big thank you to all of you !!

Best Regards,

Rajeev Sikka

SIKKAS KWICK HANDLING SERVICE PVT LTD.

New Delhi, India

Dear Sandy,
Thank you for sending the photographs which show that it was an excellent 5th MPL Conference.
Congratulations to the Board of Directors; to you and all the persons that took part in organizing the event.
Best regards,
Raul C. Osuna Bergstrom
PRO-SHIPPING INTERNATIONAL, S.A. de C.V.
Mexico City, Mexico



CONFERENCE ATTENDEES

MASTER OF CEREMONIES

Mr. Robin Lander Brinkley

3L-Leemark Logistics Ltd. - China

Name: Mr. Gavin Tong
Name: Mr. Carlos Chen

MPL Member

ACA International (Hong Kong) Ltd. - China

Name: Mr. Ricky Shon

MPL Member

AIF Global Logistics Co., Ltd. - Taiwan

Name: Ms. Candy Chiang
Name: Mr. James Yang

MPL Member

Alfons Freriks Logistics - Holland

Name: Mr. Rob Spittel
MPL Director

MPL Member

Allcargo Logistics Services Ltd. - Israel

Name: Mr. Doobie Fleisher

MPL Member

Anshin Logistics PTE Ltd. - Singapore

Name: Ms. Angela Goh

MPL Member

APT Showfreight (Thailand) Ltd. - Thailand

Name Mr. Chinda Siri-aree
Mr. Sim Kian Kiat
Miss. Narumon Naraprasit

MPL Member

Arabian Cargo Group - Syria

Name: Mr. Abdalla Naboulssy

MPL Member

Atlas Shipping Services Ltd. - India

Name: Mr. S. Natraj

MPL Member

Bamdadan Bar International Transport Co. - Iran

Name: Mr. Ahmad Chamani
Name: Ms. Masoomah Azimi

MPL Member

Base International Freight Srl - Italy

Name: Mr. Filippo Cimellaro
Name: Ms. Emanuela Colciaco
Name: Mr. Tiziano Brambilla

MPL Member

Bogo CNS Co. Ltd. - South Korea

Name: Mr. Jin Young Choi

Non- Member

CBI Uluslararası İthalat İhracat Ve - Turkey

Name: Ms. Olzem Diken
Name: Mr. Mehmet Borga Es

MPL Member

Celtic Forwarding Ltd. - Southern Ireland (Eire)

Name: Mr. Finbarr Cleary

MPL Member

China Global Lines Ltd. - Hong Kong - China

Name: Mr. Byron Lee
Name: Mr. Samson Lee

Collyer Logistics South China Ltd. - China

Name: Mr. Andy Russell

Non Member

Continental Worldwide Logistics sl - Spain

Name: Mr. Luis Gimeno
MPL Director & Golf Tournament Organizer
Name: Mrs. Amparo Gimenez

MPL Member

Contrans (PVT) Limited - Bangladesh

Name: Mr. Salah Uddin
Name: Mr. Kouser Hossain

MPL Member

Destination Freight New Zealand Ltd. - New Zealand

Name: Mr. Gavin Nell

MPL Member

Elite Clearing and Forwarding - South Africa

Name: Mr. Fred Redelinghuys

MPL Member

European Cargo Logistics Gmbh - Germany

Name: Mr. Timo Berg
Name: Ms. Anika Thiem

MPL Member

Fast Freight - Romania

Name: Mr. Ionut Maciuca

MPL Member

Fast Freight - Spain

Name: Mr. Ilulian Ilie Nedu

MPL Member

FEAG International Freight Forwarders - Switzerland

Name: Mr. Dominik Walser

MPL Member

FMG Shipping and Forwarding Ltd. - Russia

Name: Ms. Victoria Vau

MPL Member

Frontier United Pty Ltd. - Australia

Name: Ms. Anny Liang

MPL Member

Full Union Logistics Ltd. - China

Name: Mr. Andy Zhuang

MPL Member

Gal Logistics Ltd. - Cambodia

Name: Mr. Peter Pal Pheaktra

MPL Member

GN Logistics Worldwide Sdn Bhd - Malaysia

Name: Mr. Kenny Lim

MPL Member

ITL International Transport Logistics Co. Ltd. - Vietnam

Name: Mr. William Trieu

MPL Member

Jet Global Cargo Ltd. (JGC) - China

Name: Mr. Thomas Liu
Name: Mr. Best Kang

Non Member

KTT Container Transport Inc. - Turkey

Name: Ms. Deniz Camlibel
Name: Captain Derya Gokcen

MPL Member

Logistics Multimodal - Logimodal CA - Venezuela

Name: Mr. Jorge Pareja

MPL Member

Luders & Stange - Germany

Name: Mr. Pay-Andres Luders

MPL Member



Mercator Cargo Systems Ltd. - United Kingdom

Name: Mr. Paul Goehlert
MPL Director & Treasurer
Name: Mrs. Julie Goehlert

MPL Member

Mira Tasima Hizmetleri Ltd. Str - Turkey

Name: Mr. Kerem Yegin

MPL Member

**Parisi Grand Smooth Logistics Ltd.
(Hong Kong/China/Vietnam)**

Name: Mr. Helmut Horvath

MPL Member

Path Transport - Morocco

Name: Ms. Hanane Atik

MPL Member

PGS Vietnam Logistics Ltd. - Vietnam

Name: Mr. Ngo Thoi Nhiem
Name: Mr. Tran Viet Anh Tuan

MPL Member

Prime Transport - USA

Name: Mr. Sam Fischel

MPL Member

Protrans Logistics Corporation - Philippines

Name: Ms. Olive Blanco-Isleta
Name: Ms. Anne Mercado

MPL Member

PT Gap Logistics - Indonesia

Name: Mr. Stefanus Sinyo Sulimiro

MPL Member

Real Logistics - Poland

Name: Mr. Pawel Moskala

MPL Member

Sea Net Shipping & Logistics - Pakistan

Name: Mr. Humayan Qamar Alam
Name: Mr. Syed Hassan Mubarak

MPL Member

Sea Trade Services (PVT) Ltd. - Sri Lanka

Name: Capt. A.V. Rajendram
Name: Mrs. Sheron Rajendram
Name: Mr. Thilina Sirwardane
Name: Mr. Mankik Hewagama

MPL Member

Shanghai Jet Global Corporation (SJGS) - China

Name: Ms. Angelina Sun
Name: Ms. Minnie Chen

MPL Member

Shine Logistics Co. Ltd. - South Korea

Name: Mr. IM Chan Bin
Name: Mr. Kim Han Jun

MPL Member

Sikkas Kwick Handling Service PVT Ltd. - India

Name: Mr. Rajeev Sikka

Non Member

Speditions-Partner GMBH Schneider & Peklar - Austria

Speditions-Partner ks - Slovakia
Name: Mr. Valentin Peklar

MPL Member

**Temoore Freight Agents- South Africa
(T/A DN Freight)**

Name: Mr. Olin Frederiksen

MPL Member

Tehran Co. Ltd. - Iran

Name: Mr. Alireza Dabirmanesh
Name: Mr. Alireza Yavarian
Name: Ms. Elmira Bamdad

MPL Member

The MarcoPoloLine Group - Worldwide

Name: Ms. Sandy McInnes
MPL Secretary & Administrator
Name: Mr. Luis Gimeno Jr.
Membership Development

Tokyo Freight Services W.L.L. - Qatar

Name: Mr. Abdul Moldeen

MPL Member

Trans Business International - France

Name: Mr. Mickael Boura

MPL Member

Transcon Shipping Co. Inc. - U.S.A.

Name: Mr. Terry Lynch
Name: Mr. Chris Cervana

MPL Member

Transpole Logistics Pvt. Ltd. - India

Name: Ms. Indu Sahn
Name: Ms. Rashi Gangwani

MPL Member

Trevomar-Navegaçã e Transistos Ida. - Portugal

Name: Mr. Amadeu Sousa
Name: Mr. Pedro Ribeiro

MPL Member

Trinity Logistics (Pvt) Ltd - Sri Lanka

Name: Mr. Kolitha Wickremasinghe

MPL Member

Triple Crown Shipping and Logistics LLC - U.A.E.

Name: Mr. Ishwar Jodha

MPL Member

United Cargo Management - USA

Name: Ms. Jessica Bazaco
Name: Mr. Hunter Bazaco

MPL Member

Vision Log Consultoria Aduaneira - Brazil

Name: Ms. Alessandra Lopasso

MPL Member

Worldwide Logistic Solutions Srl - Italy

Name: Mr. Robert P. Dreelan
MPL Chairman

MPL Member

Xterra Transport Corporation - Canada

Name: Mr. Jack Randisi

MPL Member



WELCOME TO THE FIFTH ANNUAL CONFERENCE

14TH - 18TH OCTOBER, 2012

BEING HELD AT

THE LEGEND HOTEL

Ho Chi Minh City (Saigon) Vietnam

ITINERARY

SUNDAY, 14TH OCTOBER, 2012 - The Legend Hotel

	MPL Golf Tournament
h. 19.00 - 20.00	Welcome Pre-dinner drinks - Pool Side
h. 20.00 - 23.00	Welcome dinner and drinks - Pool Side

MONDAY, 15TH OCTOBER, 2012

h. 08.30	Presentations
h. 10.30	GROUP PHOTO followed by Coffee Break
h. 11.00	Presentations continue
h. 12.30	Lunch
h. 14.00	Appointments between attendees begin
h. 15.20	Coffee/Tea Break
h. 15.40	Appointments between attendees continue
h. 17.00	Close of day's meetings
h. 19.30	Pick-up from Hotel
h. 20.30	Vietnamese water Puppets with Orchestra and dinner
h. 23.00	Return to Hotel

TUESDAY, 16TH OCTOBER, 2012

h. 09.00	Appointments between attendees begin
h. 10.40	Coffee/Tea Break
h. 11.00	Appointments between attendees continue
h. 12.40	Lunch
h. 14.00	Appointments between attendees continue
h. 16.00	Meetings officially close
h. 16.45	Meet Hotel Reception for MPL Football (Soccer) Match
h. 19.30	Pick-up from Hotel
	Cruise/Bufferet dinner with traditional folk entertainment
h. 23.00	Return to Hotel

WEDNESDAY, 17TH OCTOBER, 2012

h. 08.00

Pick-up from Hotel

Cu Chi Tunnels

Lunch in a local Vietnamese restaurant

Ho Chi Minh City's most famous landmarks

h. 17.00

Return to Hotel

HARD ROCK CAFÉ

Within a short walking distance of The Legend Hotel

h. 20.00 - 21.00

Farewell Drinks with light snacks

h. 21.00

Farewell Dinner

until 02.00 a.m.

MPL PARTY with live band

www.marcopololine.com



MPL GIFT TO ALL ATTENDEES



**DRAGON FRUIT FREQUENTLY FOUND
IN SOUTH EAST ASIA, WHICH IS
DELICIOUS, NUTRITIOUS AND LOW IN
CALORIES!!**



WELCOME TO THE FIFTH ANNUAL CONFERENCE

14TH - 18TH OCTOBER, 2012

BEING HELD AT

THE LEGEND HOTEL

Ho Chi Minh City (Saigon) Vietnam

AGENDA

MONDAY, 15TH OCTOBER, 2012 – The Legend Hotel

h. 08.30	Master Of Ceremonies PGS/Vietnam CGL/China	Mr. Robin Lander-Brinkley Mr. Helmut Horvath Mr. Byron Lee
h. 10.30	Group photo followed by Coffee/Tea Break	
h. 11.00	Elite Clearing South Africa Teemore Freight Agents CC t/a DN Freight /South Africa MPL Directors	Mr. Fred Redelinghuys Mr. Olin Frederiksen
h. 12.30	Lunch	
h. 14.00	Appointments between attendees begin	
h. 15.20	Coffee/Tea Break	
h. 15.40	Appointments between attendees continue	
h. 17.00	Close of day's meetings	

TUESDAY, 16TH OCTOBER, 2012 – The Legend Hotel

h. 09.00	Appointments between attendees begin
h. 10.40	Coffee/Tea Break
h. 11.00	Appointments between attendees continue
h. 12.40	Lunch in the Hotel
h. 14.00	Appointments between attendees continue
h. 16.00	Meetings officially close

**SUNDAY,
14TH OCTOBER, 2012**

2012 MPL GOLF TOURNAMENT

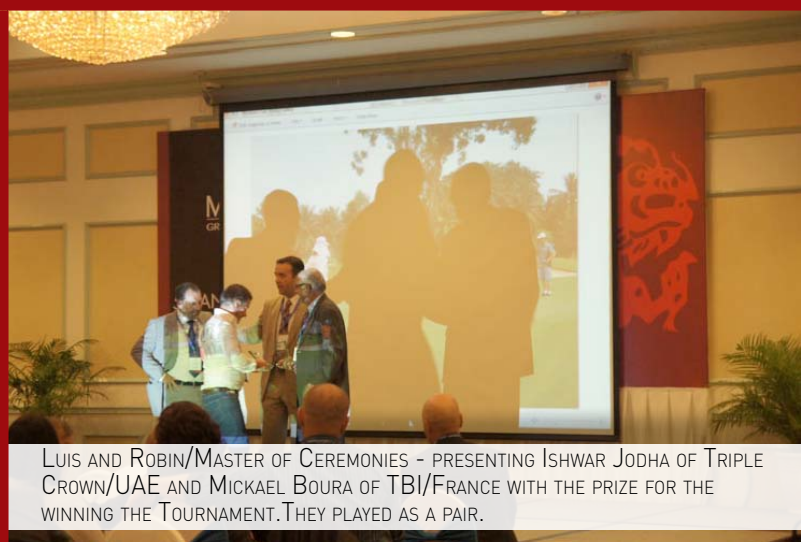
THE BELOW PHOTOGRAPHS WERE KINDLY SUBMITTED BY CHINDA SIRI-AREE OF ATP SHOWFRIEGHT (THAILAND) LTD.



THE BELOW PHOTOGRAPHS #7 TO #9 WERE KINDLY SUBMITTED BY PAUL GOEHLERT OF MERCATOR CARGO SYSTEMS LTD. UK AND MPL TREASURER/DIRECTOR



MR. LUIS GIMENO OF CONTINENTAL SPAIN AND **MPL DIRECTOR** AND **MPL GOLF TOURNAMENT ORGANIZER**



LUIS AND ROBIN/MASTER OF CEREMONIES - PRESENTING ISHWAR JODHA OF TRIPLE CROWN/UAE AND MICKAEL BOURA OF TBI/FRANCE WITH THE PRIZE FOR THE WINNING THE TOURNAMENT. THEY PLAYED AS A PAIR.

**SUNDAY NIGHT,
14TH OCTOBER, 2012**

WELCOME COCKTAILS



**SUNDAY NIGHT,
14TH OCTOBER, 2012**

WELCOME DINNER



**MONDAY MORNING,
15TH OCTOBER, 2012**

PRESENTATIONS



ROBIN/MASTER OF CEREMONIES



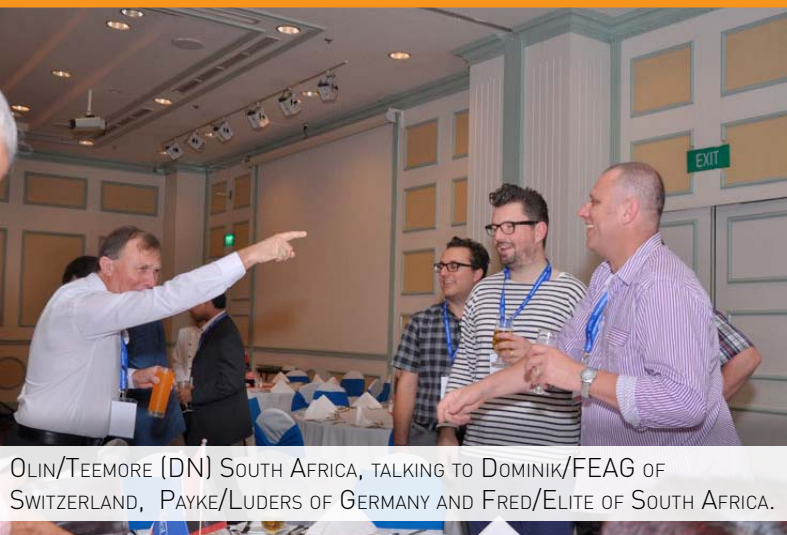
HELMUT/PGS/VIETNAM



BYRON/CGL/CHINA



FRED/ELITE/SOUTH AFRICA



OLIN/TEEMORE (DN) SOUTH AFRICA, TALKING TO DOMINIK/FEAG OF SWITZERLAND, PAYKE/LUDERS OF GERMANY AND FRED/ELITE OF SOUTH AFRICA.



LUIS SR./MPL DIRECTOR SPEAKING ABOUT A NEW **MPL INCENTIVE BONUS CALCULATIONS**

**MONDAY MORNING,
15TH OCTOBER, 2012**

PAYMENT PROTECTION PLAN PRESENTATION AND DISCUSSION



ROBERT AND PAUL



ABDALLA/ARABIAN CARGO/SYRIA



SAM/PRIME TRANSPORTAT/USA



PAWEL/REAL LOGISTICS/POLAND



GAVIN/DESTINATION FREIGHT/NEW ZEALAND



RASHI/TRANSPOLE/INDIA

**MONDAY AFTERNOON,
15TH OCTOBER, 2012**

ONE TO ONE



**MONDAY NIGHT,
15TH OCTOBER, 2012**

PUPPET SHOW AND DINNER



**TUESDAY,
16TH OCTOBER, 2012**



ONE TO ONE



TUESDAY 16TH OCTOBER, 2012
FIRST EVER MPL FOOTBALL
MATCH.
ONE OF MANY TO COME.



PAYKE OF LUDERS/GERMANY WITH RICKY OF ACA/CHINA

PAYKE AND RICKY PREPARING FOR THE BIG MATCH



THE TEAMS AND THEIR SUPPORTERS

THE WINNING TEAM

REFEREE PAUL GOEHLERT/MPL
TREASURER AND DIRECTOR
FROM MERCATOR/UK

**TUESDAY NIGHT
16TH OCTOBER, 2012**

DINNER AND CRUISE



**WEDNESDAY
17TH OCTOBER, 2012
EXCURSION**



**WEDNESDAY
17TH OCTOBER, 2012
EXCURSION**



HARD ROCK CAFÉ

**LAST OFFICIAL NIGHT OF THE 5TH MPL
CONFERENCE WHICH STARTED WITH PRE-
DINNER DRINKS FOLLOWED BY BUFFET
AND THE MPL PARTY WITH A LIVE BAND**



HARD ROCK CAFÉ



MEMBERS WORK TOGETHER AND NOT ONLY IN FREIGHT FORWARDING

THANKS TO THE HOSPITALITY AND KINDNESS OF MY HOST, PETER PAL OF GAL LOGISTICS AN MPL MEMBER IN CAMBODIA. IT ENABLED ME TO VISIT THE UNESCO WORLD HERITAGE SITE IN ANKOR WAT, CAMBODIA AND A NEARBY FLOATING VILLAGE.



SAM FISCHER
PRIME TRANSPORT
USA



FOREWORD

by **H.E Abdul Baset Al Janahi**

Chief Executive Officer, Dubai SME

Small and Medium Enterprises (SMEs) serve as the backbone of the Dubai economy, contributing 42 per cent of total annual value add. It supports all the major corporates in the key sectors of trade, services, logistics and tourism. There are unlimited opportunities for SMEs at whatever stage of development to improve their capabilities. One fundamental capability gap that requires constant improvement is corporate governance.

Hence in 2011, Dubai SME launched the SME corporate governance initiative in an attempt to inform and educate Dubai's SMEs of the need for robust business and financial processes that will aid future expansion. To support the initiative, Dubai SME launched the Code of Corporate Governance with its nine pillars; and held capability development sessions for SME owners and decision makers. This was highly received by SMEs, and it piqued further interest to know more about corporate governance, particularly in executing the nine Pillars.

A year later, we found many SMEs adopting the nine pillars as their operational framework. The nine pillars in the official corporate governance code for SMEs have indeed provided an outline for understanding and introducing best management practices among SMEs.

This year, we continue with the second phase – the launch of a comprehensive guide book that will help SMEs implement corporate governance effectively. Supplementing the guide is a compilation of 10 SME case studies that have successfully started executing aspects of the nine pillars. These are model SMEs that have created a structured path of practices that will enhance the efficiency of operations and strategic decisions to further advance growth and development. Hopefully, by highlighting the cases of execution by these 10 SMEs, it will spur other SMEs into action.

We hope you will find these cases an interesting read.

Triple Crown Shipping & Logistics L.L.C.

Ishwar Jodha
Managing Director



In the beginning, corporate governance, for us, simply meant controls, process implementations and stakeholders' needs being met. But after being involved with the Dubai SME100 team and the various sessions conducted by them, we got a deeper understanding of the subject, and now can say it involves a more structured path with effective management practices, which lead a small company like ours towards growth, improved performance and also an important aspect of exit strategy.

We had embarked on this right from our days as a start-up, maybe not in its entirety and extent that one has understood it now, but enough to be recognised as a well-run enterprise. Why? I would say, having come from the background of running an MNC as the managing director, I recognised and understood the advantages of best practices and processes. As an entrepreneur starting up, there was definitely a need to be cautious and ensure all checks and balances that could be put in place were present.

Interestingly, I did not face many challenges because I was very clear in my mind that these best practices are important enough to ensure that the



company moves forward in the manner I hoped it to. So every new employee was also told about the importance of the idea, although the difficulty was to ensure we do not focus overly on that and lose sight of day to day sales and commercial activities.

There are gaps of external costs associated with putting some processes and checks in place; there are difficulties with a small enterprise like ours meeting the growing cost of operations and there are issues with market conditions. Also, there are gaps with training staff without impacting the day to day work: smaller companies do not have the luxury of back up, so one has to manage those issues, as upgrading our staff's skills is an important part of our goal. All these difficulties have been overcome thus far.

Coming to the nine pillars as defined by Dubai SME's Code of Corporate Governance, Code 6, namely creditable books and auditing practices have always been in place; setting up an advisory board is accomplished and I am already seeing the benefits. I am an entrepreneur and every so often one needs to bounce ideas with someone who is objective and often has a different view. Also in critical issues I have always approached them and have had different views and feedback from the board. It has helped me in getting a



As an entrepreneur starting up, there was definitely a need to be cautious and ensure all checks and balances that could be put in place were present.

different perspective to matters.

After attending the focus group meeting on financing for growth, I was convinced for the need to bring on board a CFO. It was a long and hard search and if things work out, all should be in place soon and we should be ready to go all guns blazing to achieve all our targets, to put every single code of conduct in place and reap the benefits of growth and opportunity. For a small company it is a financial strain to start with, but one has to look at the long term benefits of having the right team at the helm.

MarcoPoloLine GROUP





Algeria
Angola
Argentina
Australia
Austria
Bangladesh
Belgium
Bolivia
Brazil
Bulgaria
Cambodia
Canada
Chile
China
Colombia
Costa Rica
Cyprus
Czech Republic
Denmark
Dominican Republic
Ecuador
Egypt
El Salvador

Finland
France
Georgia
Germany
Ghana
Greece
Guatemala
Honduras
Hungary
India
Indonesia
Iran (Islamic Republic Of)
Iraq
Ireland
Israel
Italy
Japan
Jordan
Kenya
Korea, Republic Of
Kuwait
Latvia
Lebanon

Libya
Madagascar
Malaysia
Maldives
Mauritius
Mexico
Montenegro
Morocco
Mozambique
Nepal
Netherlands
New Zealand
Nigeria
Norway
Oman
Pakistan
Panama
Paraguay
Peru
Philippines
Poland
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Qatar

Romania
Russia
Saudi Arabia
Singapore
Slovakia
South Africa
Spain
Sri Lanka
Sweden
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WARM WISHES TO ALL MPL MEMBERS FOR
A HAPPY AND FULLFILLING 2013

