

Keeping Pace

Offering value-added solutions and services beyond the realm of freight forwarding operations

Focus on human resources capabilities, training and technology to excel in a highly competitive and challenging domain

In a recent exclusive interview, **Warren Jacob**, the CEO, Executive Director and Founder, Pace Spedition, affirms that he does not merely see his 3PL services provider company as a link in the supply chain, but an integral and reliable manager of the critical first and last mile in a seamless and efficiently-run supply chain mechanism.



Mumbai-native Warren Jacob first came to the UAE in 1997.

He worked in C-Suite jobs at key companies—Freight Systems, the Transworld Group and Allport which has since been rebranded to EV Cargo.

He has had extensive overseas experience having worked in Singapore, Malaysia, Hongkong and China when he headed operations across APAC based out of Singapore.

Warren is a qualified trainer in soft skills and a guest speaker and some of the B-Schools in UAE.

He is currently domiciled in the UAE with his wife. His daughter Joanna lives in the UK and is pursuing her MBA in Logistics & Supply Chain.

Warren holds a Master's in Business Administration with specialisation in Advertising.



Pace Spedition-Pratt & Whitney PW4056 Aircraft Engine moved from USA to UAE.

There appears to be no slowing down and Pace Spedition is progressing at a fast pace. Located in the DMCC Free Zone, the 2016-established 3PL company comes with professional expertise, experience and proven performance credentials. The company founded by logistics veteran Warren Jacob presently serves customers across the region and the continents.

He affirms that his vision to build a successful company comes from the passion he has for the business and the commitment and zeal to serve his customers with uncompromising standards of service, competence and capability.

Pace Spedition's network of partners are carefully hand-picked, and its employees are trained to work with a service mindset, delivering a top-class service consistently, he asserted. Warren explained that technology is an important tool for the company, and it harnesses that strength well as it is only too well aware that if they are to keep their customers happy, they need to give

them visibility on every single shipment moving through their systems, notably PACE-TRACK which is one prominent such initiative.

PACE-TRACK

PACE-TRACK offers a full suite of services and advantages including access to shipment history and monitoring, shipment status report, download reports, customized reports and accounting data.

Pace Spedition prides in offering solutions that go far beyond just freight. This also constitutes their corporate motto.

Pace Spedition offers comprehensive 3PL Logistics solutions for general cargo and hazardous or dangerous goods. The range of services includes but is not restricted to flexible storage options; ambient and temperature-controlled storage; value-added services like kitting, pick and pack, labelling; cross-docking; fully automated Warehouse Management System and scheduling of standard reports and ability to create reports as required by our customers.

*Global Supply Chain conducted an exclusive interview with **Warren Jacob**, CEO & Executive Director and Founder Pace Spedition where he spoke expansively on a broad spectrum of subjects.*

Global Supply Chain (GSC): For the uninitiated, give our readers the one-minute spiel on Pace Spedition.

Warren Jacob (WJ): At Pace Spedition, we aim to bring solutions to our customers within the legal framework of doing ethical business. We saw a big vacuum in the Critical Logistics segment in the UAE as there are not many serious players here who focus on this end of the business.

To offer solutions on critical logistics, you need to have the support props in place and a working, 24-7 hotline so customers can reach you on and a sharp ERP system to offer online visibility to the customer to reduce anxiety and grief.

Whilst we also do general cargo and manage some top e-commerce B2B businesses, our strength is in the Enforcement, Aerospace and Defense Logistics segment. This is the niche sector we are currently focused on whilst

continuing to offer a range of other multiple services for a diverse client range.

GSC: Why did you set up Pace Spedition?

WJ: After spending more than twenty years in the UAE holding C-Suite positions, I realized it was time for me to break-out and build something of value which would be recognized as a great company to do business with and Pace Spedition was set up in May of 2016.

GSC: How has Pace Spedition performed thus far?

WJ: For any start-up, the initial few years are always challenging, and we were no different. As customers began to know us and valued what we do, business grew, and we have performed very well in the last three years.

GSC: What industrial sectors and verticals does Pace Spedition cover for its clientele?

WJ: Our current range of services comprises Aerospace and Defense, Fine Arts Logistics and e-commerce Business-to-Business is the backbone of our business verticals. Being a prominent freight forwarder, we have to offer the complete mix of services ranging from Air, Ocean and Land which integrate into the business verticals we serve.

GSC: What opportunities and challenges do you foresee for Pace Spedition going forward?

WJ: We see opportunities in strong markets like Saudi Arabia, Egypt and in countries like Syria and Yemen, once the imposed sanctions are removed and the geo-political situation stabilizes.

Also, of great significance and potential rich pickings for both nations is CEPA, the historic India-UAE Comprehensive Economic Partnership Agreement, the new mega trade agreement between UAE and India is very promising, signed in February 2022. CEPA is expected to increase the total value of bilateral trade in goods to over US\$ 100bn and trade in services to over US\$ 15bn within five years.

GSC: Describe your partnership with Compass Forwarding Inc. and particularly with its Saudi Arabian operations?

WJ: We represent Compass Forwarding Inc in the UAE and our partnership with them has been since the very beginning. US-based Compass Forwarding is a boutique international logistics company and is a great company to partner and are a leading name in the Aerospace and Defense Logistics segment. Their Saudi Arabian set-up is very active, and we have been able to build good business between our two companies.

CEPA is expected to increase the total value of bilateral trade in goods to over US\$ 100bn and trade in services to over US\$ 15bn within five years.

Pace Spedition-Bell 412 helicopter fuselage moved from Canada to UAE





We are a people's company and our key employees have been with us since the beginning. We value the hard-work every single employee has put into this company.

GSC: Are you planning overseas expansion or JVs or partnerships?

WJ: Overseas expansions will only be through any strategic partnership which I think will benefit the company and people who work for us.

GSC: Pace Spedition is presently privately owned. Do you plan for the company to go public in the foreseeable future?

WJ: We are a zero-debt company with no external debt and I prefer to keep it privately owned which gives me greater freedom in moulding the company the way I would like to see it grow.

GSC: What is your vision for Pace Spedition on your watch? Where do you hope to steer the company?

WJ: We are a people's company and our key employees have been with us since the beginning. We value the hard-work every single employee has put into this company and would like to reward them with great career prospects working for us.

We have strengthened our Aerospace team and have inducted Alistair Louis, Business Head Aerospace and Aamir Khan, an aerospace specialist who is an AOG-Aircraft on Ground expert handler, and this will bring greater value to our customers who entrust us with their critical AOG shipments.

For now, it will only be value, value and greater value being delivered through our efficient, involved and highly dedicated people.

Alistair Louis, Business Head Aerospace and Aamir Khan, Aerospace specialist.

GSC: How did Pace Spedition perform in 2021 and what is the outlook for 2022?

WJ: In 2021 our top-line grew by 20% over the previous year and that was very heartening as our bottom line was also strong. The hard work and team-effort we all put in was productive and eventually delivered good results.

GSC: How did the pandemic impact your operations and revenues, if at all?

WJ: The pandemic did hurt us for the first three months in 2020 but later in the year and in 2021 global logistics had a V-shape recovery and we also benefitted from this. Business was stable during this period, and we were able to sustain ourselves as trade and commerce was still ongoing.

GSC: What general concerns / challenges confront the generic freight sector in the UAE / GCC light of the current economic situation?

WJ: The geo-political situation is always a concern for any business, and we need to be prepared for this with strong resilient plans and forward thinking to mitigate its impact. The UAE is a country where logistics is serious business, and the administration is always looking to

create new opportunities to strengthen this industry.

We have world class infrastructure in airports and seaports and with the railway network being built the UAE will be a great place for companies to set-up offices and do business as logistics forms an integral part of any successful business plan. The UAE Government is also investing heavily in further developing transport infrastructure and introducing and initiating policies that foster growth.

GSC: What are your growth and additional expansion plans for the short- and long-term futures?

WJ: We would like to consolidate our position in 2022-23 and look for strong global players and partners who would like to participate in our success and set an imprint in the UAE. I am contemplating growth through consolidation.

GSC: Why did you decide on DMCC for registering the company?

WJ: We wanted to have 100% ownership of the business we do and the DMCC Freezone has supported us very well in this endeavor.