International Post Corporation

Asendia and Emirates Post Group sign a strategic partnership

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Asendia has signed a new Strategic Partnership with Emirates Post Group (EPG), the logistics market enabler of the United Arab Emirates (UAE). The partnership agreement has been signed by Marc Pontet, CEO of Asendia Group and by Mr Abdulla M. Alashram, Group CEO of Emirates Post Group.

The agreement will help e-tailers and consolidators expand their reach into the Middle East and covers the complete range of e-PAQ services (Standard, Plus and Select).

In addition, EPG will offer Asendia customers solutions tailored to the Middle East, through Emirates Post, its postal and courier business. The partnership is to launch in Q2, 2024 operationally.

The UAE plays a crucial role in the global supply chain, with Dubai having an essential part in international trade routes between Europe and Asia. Using Emirates Post's extensive network within the UAE, Asendia will expand its reach into the additional Gulf Cooperation Council members and other countries within the region.

This partnership will enable Asendia customers from 17 countries to take advantage of the opportunity presented by the GCC, with E-commerce revenue in the region predicted to show an annual growth rate (CAGR 2022-2025) of 14.5% and to rise to €28,53 billion in 2025, with more than €12 billion for the fashion industry (source: Statista).

Commenting on the partnership, Simon Batt, CEO of Asendia, said "We know e-tailers have been keen to seize the opportunity that the GCC presents with its many sophisticated and fashion-savvy shoppers. This partnership with Emirates Post Group makes serving these shoppers much easier for our customers. This is the latest in a series of announcements which allow retailers to use our solutions in regions where E-commerce is experiencing rapid and sustained growth."

"We are excited to announce our strategic partnership with Asendia, a significant step in expanding the UAE's e-commerce reach globally. This collaboration will leverage Emirates Post's extensive network to streamline the entry of global brands into the Middle East market and to open doors for

local and regional e-tailers into international markets. Through this partnership, we are committed to enhancing the UAE's role as a key player in the global supply chain and to driving the growth of e-commerce in the region. Our focus is to enable the logistics market, making e-commerce more seamless and efficient for both consumers and businesses in the UAE and beyond" said Mr Abdulla M. Alashram, Group CEO of Emirates Post Group.

Source: Asendia

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