

Quantum leap in operational efficiencies at Jebel Ali Port

Press Release

New labour management system optimises workforce deployment

Dubai, United Arab Emirates, April 30, 2011: - The Middle East's premier marine terminal operator DP World, UAE Region, has successfully implemented a comprehensive manpower management system at its flagship Jebel Ali Port facility that marks a quantum leap in the drive for operational efficiency.

The ROSTIMA Labour Management System (LMS) aims to effectively manage time and significantly reduce costs. The system, which is fully integrated with the port's advanced electronic berth planning and Gate Automation systems, determines the best labour deployment based on a forecast of variables such as vessel arrivals and gate appointments. It allows for multiple what-if scenarios that can be analysed in terms of cost and labour utilisation.

It is interfaced with the HR Department's time attendance readers and assigns the manpower to points of work through mobile text message notification to individual employees, matching man to machine based on real time information, cutting time of



Mohammed Al Muallem, Senior Vice President and Managing Director, DP World UAE Region.

completing a single operation by as much as 30%.

Mohammed Al Muallem, Senior Vice President and Managing Director, DP World UAE Region, said:

"Jebel Ali is one of the world's first major container terminals to integrate such an all-inclusive manpower management system with the level of state-of-the-art technology that runs our operations. We expect the transition from a purely manual process to automated real time planning and control of manpower to be quantum leap in the UAE Region's drive for operational efficiency. We congratulate everyone who has made this possible."

ROSTIMA LMS is designed to achieve operational continuity around the clock and shorten shift change delays while safeguarding employees' interests, including optimum sleep cycles, rest periods, visibility over the roster, fair distribution of overtime and days off, meals and prayers, and even Ramadan timings.

Rashed Ali Al Qahtani, Chief Operating Officer, DP World UAE Region, said:

"While developing a system that would eliminate wasted time and needless cost, we always kept the well-being of our people in mind. ROSTIMAR LMS is a perfect fit with DP World UAE Region's goals of service excellence, efficiency and commitment to our people's safety and welfare. This project owes its successful completion to the collaboration and patience of the entire operational work force at Jebel Ali for well over a year. We thank them and congratulate them on a job well done."

The new system will be completely implemented in Jebel Ali terminals by the end of this year.

-Ends-

About DP World

DP World is one of the largest marine terminal operators in the world, with 49 terminals and 9 new developments and major expansions across 31 countries⁽¹⁾. Its dedicated, experienced and professional team of nearly 30,000 people serves customers in some of the most dynamic economies in the world.

DP World aims to enhance customers' supply chain efficiency by effectively managing container, bulk and other terminal cargo.

The company constantly invests in terminal infrastructure, facilities and people, working closely with customers and business partners to provide quality services today and tomorrow, when and where customers need them.

In taking this customer-centric approach, DP World is building on the established relationships and superior level of service demonstrated at its flagship Jebel Ali facility in Dubai, which has been voted "Best Seaport in the Middle East" for 16 consecutive years.

In 2010, DP World handled around 50 million TEU (twenty-foot equivalent container units) across its portfolio from the Americas to Asia. With a pipeline of expansion and development projects in key growth markets, including India, China and the Middle East, capacity is expected to rise to around 92 million TEU by 2020, in line with market demand.

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