

Dubai's Swift rebrands to Barloworld

Swift Freight International LLC, a Dubai based company with operations in Dubai & Abu Dhabi acquired by Barloworld Logistics in 2008, has rebranded to Barloworld Logistics LLC in the Middle East.



In 2008, the group acquired several businesses in the Middle East and Far East to strategically position itself on the world's leading East-West trade flow. It is one of the leading supply chain management solutions players in Africa, the Middle East, Europe and the Far East offering end-to-end supply chain management services.

"Our strategic intent is to provide supply chain management solutions to medium and large corporate customers. We want to demonstrate our capabilities in the supply chain management through our freight forwarding, warehousing and distribution offerings that we have acquired from Swift. We want to give our existing and potential customers the confidence that we are capable of providing integrated supply chain solutions to meet any of their needs in the market," commented Sean Bradley, MD for the Barloworld Logistics Middle East operation.

For more information, go to www.barloworld-logistics.com.

For more, visit: <https://www.bizcommunity.com>