

## WHAT WE DID

# COVID-19: ADAPTING TRADE TO THE 'NEW NORMAL'

## WHAT WAS THE IMPACT?

The global pandemic has undoubtedly had a seismic effect on the way we live our lives. Like many crises, however, it also became a catalyst for lateral thinking in our industry; an incubator of digital solutions to maintain the flow of trade.

### The impact

With the closure of traditional customer-facing outlets, the pressure intensified on supply chains and logistics to deliver goods efficiently. At DP World, we duly innovated to help our customers to keep cargo flowing in a number of ways.

- We launched a B2C online marketplace, called Manasah in the UAE, that enabled local businesses to take their trade online in a relatively short space of time. No longer did traders need footfall – we created a presence for them online, complete with last-mile logistics capability.
- DUBUY's ambition is to become an integrated B2B e-commerce platform for cargo owners looking to break into, and trade beyond, borders across Africa with trusted partners.
- CARGOES is our hero brand, housing digital and IT solutions to help large-scale organisations and governments tackle inefficiencies in the supply chain. From tracking and visibility to ERP, regulatory, infrastructure management and financial service products, these solutions allow our customers to take make better, more informed decisions about their business across the supply chain.

Another adjustment by traders was the rising trend in nearshoring, as companies sought to move production centres closer to markets, or to find alternative and closer suppliers. With our combination of physical global assets and technologies, we brought to our customers a new dimension of agility to manage their supply chains.

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