

WHAT WE DID

THE SPIRIT OF SPORT



WHAT WAS THE IMPACT?

One of our strategic objectives has been to bring innovative logistics to the automotive sector.

The impact

Early in 2020, we announced an exciting agreement that takes us into the world of Formula 1. We teamed up with Renault as their Global Logistics and Title Partner, to create the Renault DP World F1 Team.

This partnership is a first step in exploring how to make the global automotive supply chain more efficient by lowering costs, increasing speed and transparency, and mitigating the environmental impact.

We followed this with our entry into cricket. In September, we became Global Logistics Partner to the Royal Challengers Bangalore (RCB), leading contenders in the pulsating India Premier League (IPL). The fit is a natural one: DP World is one of the largest logistics players in India, handling a quarter of the country's total container trade volumes. With an overall viewership of 462 million, the IPL's T20 tournament is one of the largest sporting stages in the world, allowing us to boost brand awareness across the Indian subcontinent and indeed globally.

These new partnerships complement our existing sporting relationship with golf and the European Tour. We are proud of our ten-year flagship association with the DP World Tour Championship, a world-class tournament that has played a significant part in putting Dubai at the centre of the international sporting world. In 2019, we announced our first global ambassador from sport: Ian Poulter, an inspirational figure and Ryder Cup hero. Our relationship with him has helped us engage with our partners and stakeholders, and work with the Emirates Golf Federation (EGF) to coach young stars as we help to raise the profile of the game in the region.

Behind the scenes, we already support the business of sport. We provide smart logistics solutions that help move the equipment and infrastructure needed for major sporting events and ensure that consumer sporting goods are traded across global markets. With these powerful global partnerships, we share a winning mindset and a bold, collaborative approach with the goal of reshaping the future of our businesses, disrupting our industries and leading in our respective fields.

