



# THE ROAD AHEAD

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Logistics News ME conducted a round table with industry experts to discuss the various trends that are taking place in the trucking industry.

The transportation industry continues to evolve, entering every new year with renewed vigour and better products, including tyre and driver systems. Factors like sustainability, safety, and technology are constantly pushing manufacturers to put their best foot forward—or else they risk being

left behind. Today's clients are well aware of the market conditions as well as their own expectations from the products they purchase. It is vital for the manufacturers to meet these expectations. In fact, trucking businesses are famously said to rely on the brand loyalty factor.

## ROUNDTABLE PARTICIPANTS



**Hans Wising**  
Regional Sales Director,  
Scania Middle East



**Harish Krishnan**  
Regional Sales Head –  
GCC, FarEye



**Juan Uruburu**  
Head of Sales Middle  
East, Continental



**Marcus Schmidt**  
Area Sales Manager, MAN  
Truck & Bus Middle East



**Martin Roberts**  
Transport Manager,  
Momentum Logistics



**Pervaz Moosakutty**  
General Manager,  
Premier Logistics

## TYRE & TRUCK SAFETY



### JUAN URIBURU

We want to make mobility safer, smarter, and more sustainable. For example, tyres consist of different raw materials and one of these elements is natural rubber. Between 10 and 30 percent of a car tyre includes natural rubber, while truck tyres can include proportionally higher amounts. Today, natural rubber is still obtained almost exclusively from the rubber tree (*Hevea brasiliensis*) which can only be cultivated in what is referred to as the "rubber belt" around the equator, a fraction of the world's land surface. Continental in 2016 revealed a new compound as an alternative to natural rubber. It comes from the dandelion root. This particular dandelion can thrive in a large part of the world. The growth cycle for the Russian dandelion is approximately one year. Conversely, the rubber tree has a long-life cycle, where the first harvest could start seven years after planting. Also of note, the dandelions Continental are working with were optimized without the use of genetic engineering.

### HANS WISING

I very much believe in sustainability and driver safety and this pushes truck and tyre manufacturers to do better. From Scania

point of view, I think we have always taken pride in providing a safe vehicle for the driver. We believe that the driver from a transport operator's point of view is very important in terms of safety and also the productivity and efficiency of transport operations. Having a good vehicle will increase the driver's happiness. As for sustainability we do see it as an important part of our future. At Scania we don't want to be part of the problem, we want to be a part of the solution. In Scania, we believe in three pillars when it comes to sustainability. First is energy efficiency, second is to do the most efficient logistics as possible and thirdly we believe in alternative fuels.

### MARCUS SCHMIDT

Driver safety has always been a focus for MAN Trucks & Bus. This is why we have partnered with Dubai Police and RoadSafe-UAE with dedicated safety campaigns. It is important for us to educate and train the drivers and also build awareness. This region has a lot of trucking business and we believe as a truck manufacturer it is our responsibility to introduce the latest technology and develop road safety measures.



## IDEAL TRUCK

### PERVAZ MOOSAKUTTY

For lot of our clients there are certain standards and expectations in what they look for in a truck. The current market shows that a lot of the buyers are price conscious, as people seek to buy lower priced trucks. But at the same time when we do negotiate the type of price with our customers they also do look at the type of vehicle that you are operating. This always depends on the type of materials that you are being asked to transport. There are certain materials that cannot be transported by any trucks. So clients are becoming more knowledgeable about the type of truck you are operating. Clients also look at health and safety, cleanliness, type of vehicle and quality of the vehicle. There have been times where we have not loaded certain materials because of the quality of the truck.

### MARTIN ROBERTS

We want to be the truck manufacturers and we put together questions for what we were looking for. We were looking at the fuel efficiency, driver safety, maintenance cost, driver training. We also are looking at the residual value of the truck especially after five years' time. Our vehicle replace program is based on a five year cycle so essentially we will never have a vehicle for over five years old. We operate Scania trucks and with them we have a reasonable buyback program where we can also sell these trucks back to the market if we want to. The point here is that we are given that guarantee with our truck manufacturing partners. That guarantee and the value speaks volume about the confidence that the truck manufacturers have in their own product. We also only buy trucks that have automatic transmission, even a bad driver as well could achieve reasonable fuel efficiency in an automatic transmission truck compared to a manual transmission truck.

### HARISH KRISHNAN

From FarEye's perspective we are a digital technological platform that moves goods from one side to the other. When it comes



to the ideal truck we focus on the total customer experience. If we have on-time deliveries, safety of goods, and the customer is getting the best rates. Essentially these trucks need to take an innovative approach so that they could take the customers experience to

the next level. Smart trucks too is important as this is essential when it comes to delivery service system. For example, if you have already gone to a customer's address and if you need to type in that customer's same address again then it becomes redundant.

