

Asyad Group acquires global freight forwarder

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Asyad Group, Oman's end-to-end global logistics provider, has acquired Skybridge Freight Solutions (SFS), a global freight forwarding company.

This move is the group's first international acquisition in core logistics activities and marks a strategic move to significantly expand Asyad's footprint through active operations in key trade hubs and the major economies of China, India, the United States and the Gulf Cooperation Council (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates), supported by unhindered access to SFS' network that covers over 90 geographies across six continents.

Now acquired by Asyad Group, SFS is a premier freight solutions provider offering freight forwarding services across air, sea and land in addition to warehousing and distribution.

The company serves over 1,400 customers, including Fortune 500 and blue-chip companies, leveraging its relationships with global freight forwarding networks, government bodies, shipping lines and airlines to carve a substantial competitive edge and open multiple avenues for growth.

With this acquisition, Asyad aims to boost its competitiveness in the global marketplace by enhancing its end-to-end capabilities in providing multimodal logistics services to meet evolving customer needs.

By integrating the capabilities and market access of SFS, Asyad's flag will make its way into prime global markets, opening new avenues for exponential growth. With SFS now part of Asyad Group, the

integrated logistics provider said it will take its bullish approach to global expansion forward with future plans focused on long-term financial returns and an enhanced offering of globally competitive logistics solutions to trade communities around the world.

Both Asyad and SFS customers will be the first to experience the returns of this integration through improved reach and heightened service excellence, exemplified by multimodal freight forwarding solutions. Asyad will equip players in GCC markets with stronger connectivity to major cargo origin markets through SFS' network of associate offices that covers key trade location around the world from China and India in the east to the United States and Europe in the west.