



**SUPER STAR FORWARDERS CO. LTD**

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*Project Progress Report*





## BRIEF BACKGROUND

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Super Star Forwarders Co. Limited (SSF) is one of the widely renowned company in Tanzania as well as in the East African Region for its legendary experience and enormous economic contribution in Transport and Logistics Industry of the Region.

The Company has been intensively participating in the Region's logistics and haulage sector for over 4 decades growing from relatively small operation in the country to one of the leading logistics service provider and ultra-modern fleet operator in the Region.

One of the key aspects, which has made SSF one of the most successful company in East African in the field of Logistics and Haulage is its commitment to invest on high end equipment and to comply with high quality international operating standards across broad spectrum of its operational structure covering important aspects such safety in transportation business, capacity building of its operating staff, skills development and specialized training and most importantly engaging multinational corporations as main part of its client base into long term mutually beneficial contacts.

During all these decades of dynamic market presence in the region, SSF has proudly accomplished successfully number of Mega-Projects, which has earned the Company strong reputation, unique experience and special expertise in handling complex logistics projects at high efficiency and safety levels. The company has undergone multiple phases of growth and development in the last three decades during which, massive amount of investment on high-end equipment coupled with ultra-modern state of the art technology has been done.

Owing to its commitment and adherence to high standard levels of operations which are geared towards maximizing benefits to customers, today SSF have grown to be recognized as one of the major transport logistics solution provider and among the leading haulers of fuel, heavy

cargo, containers and general cargo in the East and Central African regions. The most important aspect of SSF success in business is Trust. It is the goal of the Company to have 100% customer satisfaction with regards to quality, trust, and commitment and to discover new ways to exceed the expectations of our clients.

## INVESTMENT PROFILE

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Since its inception, SSF has invested gradually but massively over the last four decades on high-end equipment and ultra modern operational facilities, which is estimated to be over US Dollars 150 million. In the last recent years before Covid - 19 hit the business world a, SSF have invested a total of US Dollars 26 million to acquire ultra modern trucks and trailers in order to provide additional capacity for the increased business opportunities.

The vision of SSF to be best logistics providers in the region is clearly supported by its philosophy in investing on high-tech innovative equipment which are capable of delivering their contractual obligations at highest level of efficiency but most importantly by substantially mitigating all major risks and uncertainties which are commonly associated with logistics business such fuel contamination, loss on transit cargo, reckless accidents, etc.





## ECONOMIC CHALLENGES THAT IMPACTED INVESTMENT PROGRAM

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As part of its continuous investment endeavor, SSF was set to make significant investment few years prior to the onset of Covid - 19 pandemic, and duly applied for Investment Incentives to TIC which was subsequently approved for implementation. However, implementation of the Project could not proceed as planned due to unforeseen adverse economic situation mainly attributed and intensified by the **“Coalition of the Will”** by some of the EAC partner states (i.e., Uganda, Kenya and Rwanda) which impacted transport industry of Tanzania adversely and directly.

In addition to that, the situation was further aggravated by massive global commodity price drop-down coupled with the impact of global Covid – 19 pandemic that made investment climate not economically viable. Consequently, this situation compelled SSF to put its investment plans on hold and postpone it until such time when the economic situation will be favourable and viable to proceed.

## INVESTMENT OPPORTUNITY IN THE EAST AFRICAN CRUDE OIL PIPELINE (EACOP)

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The recent positive economic development in the country has opened several investment opportunities, and Tanzania has become one of the favourable destinations for many investors.

As such, as a local content organization, SSF had successfully and exclusively won the opportunity to provide massive Logistics Services to the construction of the massive East African Crude Oil Pipeline (EACOP) from Hoima Uganda to Chongoleani Tanga.

The process to achieve this milestone was extremely competitive and was executed through Global Tendering Process which involved over 11

multinational organizations and ultimately SSF was selected as a Main Logistics Contractor.

This Mega Project of unique national interest, necessitate that SSF must execute massive investment plan of over **300 special purpose trailers and trucks** together with other supporting equipment. **Total investment is estimated to be worth of over USD 50 Million** and execution has already started under very tight timelines.

S.N	EQUIPMENT	INVESTMENT VALUE (US\$)
1	Scania Trucks (High End Specs)	\$39,000,000.00
2	Special Purpose 18m Trailers	\$12,000,000.00
	<b>Total Investment</b>	<b>\$51,000,000.00</b>



## CAPACITY BUILDING AND SKILLS DEVELOPMENT

The investment profile of SSF does not end with capital expenditure only but rather it has always extended to include other important elements of success such as ultra modern training facilities, skills development programs, specialized training for drivers and back support team as part of technology transfer program and most importantly is the commitment to continue providing employment opportunities to fellow Tanzanians.

The degree of positive energy, highest level of commitment and dedication, the overall culture of SSF team which embraces their core values including honesty, integrity, ownership and Innovation has always been the foundation based on which SSF has distinguished itself from the rest other players in the logistics services.

SSF success cannot be spelt without the contribution its team of people who are highly experienced in the logistics industry for East and Central African Region. SSF team forms the core engine of success because of their high level of commitment, dedication and motivation to drive forward the mission of the Company. SSF continuously facilitates its people by providing them with necessary innovative infrastructure in order to enable them execute their roles effectively and efficiently.

SSF is one of the very few companies in Africa, which has invested heavily in state of the art training facilities, which is designed to provide regular training programs to its people. Specific training department has been developed to ensure that this objective is met. Reputable trainers from the Region as well as those from overseas are regularly invited to share knowledge to the team based on the field identified by the company and so far it has produced massive amount of benefit to the individuals and to the company as a return of this investment.





## COMPLIANCE WITH INTERNATIONAL STANDARDS IN LOGISTICS

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SSF is an ISO certified company in terms of its logistics provision but it is worthy noting that as a result of SSF commitment to comply with all safety standards, it was able to record massive success in series of **Patrom Audits** carried by Total Auditors and was categorized as **one of the only four logistics providers in the entire African Continent** which have be able to achieve the **GREEN CATEGORY** and by effectively translating European standards in African soil.

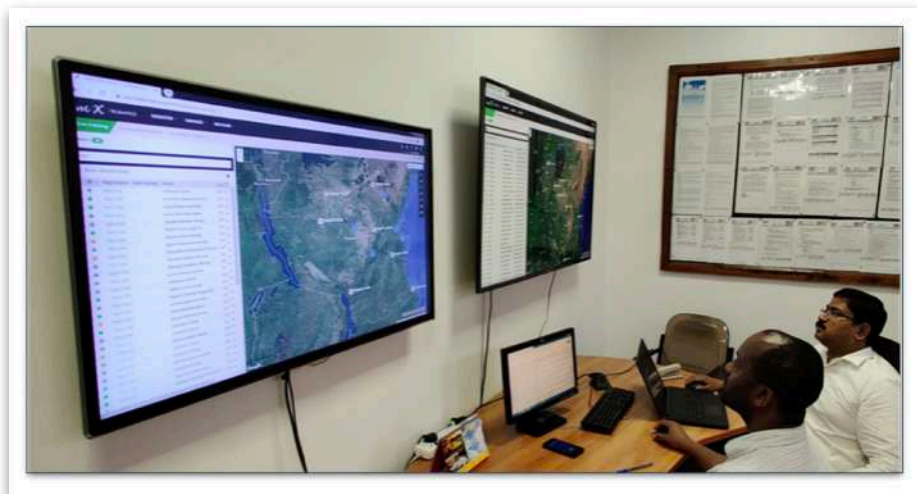
Some of the salient features of this investment includes innovative **Alcolock** devices which comes with equipment and which requires the drivers to perform a blowing exercise prior to ignition of the engine whereby the engine will automatically refuse to start in a situation where the driver smells alcohol even on slightest degree.

In addition to this, SSF has also invested heavily on modern **Fleet Management Solution** which comes with high degrees of innovation not only in tracking the real time location of the vehicles as well as their speed and velocity, but it goes beyond by providing a platform on which the behavior of the truck operator can be thoroughly managed. This innovative technology works effectively through web enabled applications, which are lively shared by the clients in order to instantly and seamlessly keep them updated on the movement of their cargo.

It is also worthy noting that SSF is the only Company in the Region, which is using **Anti-Splash tyres designed by Michelin** in all of its equipment. Anti-Splash tyres is one of the modern innovation in the tyre industry which have been designed by Michelin to cut down by over 50% the amount of water splashed out to the adjacent vehicles during the rainy days resulting in high clarity of vision through the wind-screen and hence becoming as one of the key safety feature of SSF operation during rainy situation.

SSF success has also been registered well because of their commitment to comply without compromise in international safety standards in their operations and in the acquisition of their equipment. In addition to this is conformity to all ADR standards of all the trucks at the point of manufacturing. The average age of the fleet is ensured to be not more than 4 years. This is important to ensure that all equipment on the road are capable of providing contractual obligation to the client at highest level of standard.

The operational structure of SSF have been planned with view to support highest level of efficiency at every step of implementation. This can be manifested through the well-designed systems and procedures, which ensures robust compliance of international standards. Example of this includes effective driver management programs, the modern workshop facility which is operated by an international expert with rich experience in this field, the back support team and the entire organization structure.



## LONG TERM PARTNERSHIP WITH INDUSTRY LEADING ORGANIZATIONS

It is rather gratifying to note that SSF have registered very successful long term partnership of over 20 years with number of the leading international organizations such as Total Tanzania, Total Uganda, Total Zambia, Total DRC, Puma Energy, and Coca Cola Kwanza Limited. This long-term partnership with such multinational clients is a hallmark of SSF's commitment and dedication to provide well structured and best of class logistics services to our customers.

Long term mutually beneficial contracts with international companies such as Total is a result of hard work and commitment of the SSF to comply without compromise on international standards of logistics operations which calls for appropriate heavy investment on facilities that can interpret standards of well developed countries in African soil. SSF is proud to have achieved this effectively and it has been an important element of company's vision.







## SSF ROLE IN THE ECONOMIC CONTRIBUTION OF THE REGION

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SSF has played substantial role to contribute its part in the economic development of our Country through increased tax contribution and cross border business through transit operations. However the most important part of SSF role is the initiative it has taken in collaboration with various Government Institutions and Authorities such as TRA, TTFA and relevant ministries to facilitate and to promote the position of Tanzania in the East and Central African Region which will result in making Tanzania a uniquely preferable country to use as a gateway for transit business with neighboring countries.

A clear example of this are the efforts taken to reopen Central Corridor Route through Mutukula which was closed for number of years and consequently denied both countries immense revenues and multiple economic benefits to all stakeholders in both countries. SSF in collaboration with Government Authorities such as TRA pioneered the efforts to coordinate reopening of the route, which is now open and operating under Single Custom Territory

Because of its commitment and clean track record in its operations, SSF was appointed as one of the **Authorized Economic Operator (AEO)** in East Africa through a pilot project which involved few members from other East African countries. The purpose of the pilot project was to see the economic impact of fast-tracking custom services to appointed AEO by giving them first priority in the custom procedures across borders.

The result has indicated massive success in the project through increased efficiency, which in turn has impacted on the increased tax revenue of both countries and gained other multiple economic benefits. SSF is pleased to share the news that it has now been recognized as an official AEO and was awarded the below certificate to authenticate that at the special East African Community event which took place in July 2015 in Kampala, Uganda.