

Blossoming: The Dubai Flower Center

page 44 |

A ROSE IS GROWING UNDER THE AFRICAN SUN. | Even before it wilts, it stands in a vase in Moscow in full bloom. It is not visible that the rose has been on a long journey, also passing Dubai. Here, the world's biggest cargo terminal for perishable goods, the Dubai Flower Center (DFC), can be found.

On each day, tons of flowers from all over the world, which started their journey in cooled containers, reach Dubai. From here, they are sent to their final destinations around the globe. 90% of the goods stored at the DFC are flowers; the remaining 10% are made up of other perishable goods such as fish or pharmaceutical products.

The USD 70 million project is strategically well positioned, as it is located directly at the Dubai International Airport. The products can easily be stored in the chilled warehouse and wait for further transportation or even repacking. It is essential for perishable goods that the cooling chain is not interrupted. Therefore, DFC warehouses have a constant temperature of between 2 and 12 degrees Celsius. As paradoxical as it may sound, the metropolis in the desert knows exactly how to deal with heat-sensitive goods. And doing so, it is developing to the headquarters of export and import of flowers. Beside Amsterdam, Miami and Singapore, Dubai is becoming the

hub for trade between the African, Asian markets and the rest of the world. At full capacity, DFC can operate up to 1.500 tons of cargo per month. The free zone environment and the central location make the DFC an attractive location for companies from all over world. In addition, a packaging area is available on a space of 34,000sqm.

"We have a waiting list of international companies who want to establish an office or warehouse. Our target is to have a good mix of major international players with different strategies, products, sizes and from different parts of the world. We are very close to achieving this.", says Ibrahim Ahli, Marketing Director DFC.

LOGISTIC FLOWER POWER

DFC boasts a large, automatic high rack storage area, up to 20m high, which is supplied by an also automatic transport vehicle. The storage racks provide space for whole containers, which can also be found in cargo airplanes. That means that the perishable products can be stored from beginning until the end in those containers without being unloaded. The general contractor of this project is the German company ICM Airport Technics, which is responsible for planning and processing. Dealing with perishable goods has become a prosperous and auspicious business in the Gulf region. Ger-

man logistics companies have a great impact on the success of this project. Not only is the general contractor from Germany, but also the company in charge of the surveillance and control of all automatic processes with the so-called "Inventory Control System" (ICS) is German (Unitechnik AG). Also in the future, they will operate more intensely in the Gulf region. Because this is the place, where the logistic industry is booming and growing like in almost no other country.



A warehouse at the DFC. (Source: Dubai Flower Center)

Source: Dubai Flower Center, Frischelogsistik, Logistics Middle East

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