

## Transforming the global supply chain sector: Soft Freight Logic and TNP Consultants Announce JV

**Dubai, UAE/ Paris, France, March 2023** - Dubai-based Soft Freight Logic (SFL) - a specialised software company that focuses on the global technology requirements of the supply chain industry, announced the joint venture with a long-standing partner - TNP Consultants, a France-based management consulting firm that works across the banking, pharmaceuticals, automotive, retail & luxury, and transport sectors. The partnership was established on March 2023, worldwide, to form TNPSFL Management Consulting LLC which fortified the collective offering of both global entities, unifying the expertise of their global workforce, diverse skills, multi-industry expertise and customized solution creation capabilities along with in-depth expertise on Cargowise.

TNPSFL Management Consulting LLC is poised to offer the best of both worlds leveraging SFL's extensive experience, Cargowise Platinum Partner status and logi-tech-focused solutions; alongside TNP's business transformation consultancy services, multi-disciplinary industry expertise and strong European presence. The unique collaboration is set to revolutionize the industry, providing unmatched technology and transformative solutions for supply chain operators in Europe and across the globe through design and developments that empower global economic activities via logistics and supply chain enhancement.

Speaking with CEO, Soft Freight Logic (SFL Tech) - Ikraam Reyaz, commented on the evolution of supply chain markets, stating: *"Supply chains are shifting the landscape of modern economics and trade faster than ever before. Technology is the underlying propulsion moving brands and markets closer to the consumer and environment, creating a new era of possibilities. The TNPSFL collaboration aims to be at the forefront of this revolution."*

As a Platinum Partner that assists in the implementation and management of WiseTech Global's Cargowise - an end-to-end logistics management software platform that streamlines the handling of supply chain activities, SFL is also at the helm of the industry in the development of products in data management, tracking, and solution integrations, aimed at further enhancing logistics businesses. In turn, SFL caters to supply chain businesses such as freight forwarders, Consolidators, 3PL and 4PL operators, Customs brokers, E-commerce businesses, and Liners and Agents. With its R&D offices located in India, and support teams distributed globally, SFL also has a global presence in the UAE, India, Sri Lanka, USA, Brazil, Chile, South Africa, New Zealand and Morocco.

Commenting on the evolving market needs of the industry, President, TNP Consultants - Benoit Ranini noted: *"We understand the importance of delivering cutting-edge, reliable, efficient logistics solutions that meet the needs of our customers. The future of logistics is full of exciting possibilities. At TNPSFL, we are committed to being at the forefront of this fast-paced and ever-changing industry"*.

TNP Consultants helps customers in their industry verticals understand the future landscape of consumer behaviour, industry regulations, technology and sustainability. Through TNP's services, their clients have an experienced partner that can assist in business transformation across multiple business disciplines that are core and critical to their future success. The consultancy has a global presence across France & Marseille, Luxembourg, Monaco, Italy, Germany, Switzerland, Morocco and India.

TNPSFL Management Consulting LLC will focus on delivering a suite of comprehensive solutions that cater to the unique requirements of supply chain operators. The specialized focus encompasses technology adoption, managed deployment solutions and services, as well as business transformation aimed at optimizing supply chain operations. Against a backdrop of rapid evolution in

global supply chains, driven by an imperative to adapt to emerging global standardizations, sustainability, and shifts in consumer behaviour, TNPSFL is well positioned to serve as the apex industry provider. Drawing on the team's expertise, cutting-edge technology, and deep understanding of these changing landscapes, the newly formed management consultancy is well-positioned to bridge the gap in industry needs, delivering unparalleled value for its global clientele. To learn more, visit: <http://tnpsfl.com/>

### **About TNPSFL Management Consulting LLC**

TNPSFL Management Consulting LLC, headquartered in the UAE was established in March 2023 via a joint venture between global consultancies - Dubai-based Soft Freight Logic and France-based TNP Consultants. TNPSFL's strategic location in the UAE ensures access to key markets, and global talent, and enables the company to leverage groundbreaking technology and service practices.

The firm was designed to meet the increasing need for on-ground expertise across all continents, with an understanding of local dialect(s), regulations, operating conditions and other nuances that are prerequisites to any successful implementation or business transformation.

### **About SFL**

Soft Freight Logic (SFL) is a software company that focuses specifically on the needs of the Supply Chain industry. Headquartered in Dubai - UAE, with R&D offices located in India, and support teams distributed globally, SFL is a Platinum Partner that assists in the implementation and management of WiseTech Global's Cargowise. An end-to-end logistics management software platform that streamlines the handling of supply chain activities, building technologies and solutions that are focused on transforming global logistics.