**Abdul Latif Jameel builds on 60 years of experience with launch of S:mile**

* *Abdul Latif Jameel Logistics launches S:mile an express delivery service and end-to-end ecommerce logistics solutions brand*
* *Abdul Latif Jameel Logistics continues its commitment to be the premier logistics services provider in Saudi Arabia, focused on customer care and service delivery*

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Abdul Latif Jameel Logistics has launched an express delivery service and end-to-end ecommerce solution brand, S:mile, building on Abdul Latif Jameel’s six decades of proven expertise in the transportation sector in Saudi Arabia and the MENA region. This follows Saudi Arabia’s recent launch of the comprehensive National Industrial Development and Logistics Plan (NIDLP).

The S:mile services offer international and domestic express delivery services, including customs clearance through various points of entry into Saudi Arabia, and end-to-end e commerce logistics solutions including cross-border service, product fulfillment, last mile delivery and reverse logistics.

Commenting on the announcement, Oussama Abba the Managing Director, Abdul Latif Jameel Logistics, said: “Over the decades, Abdul Latif Jameel has developed significant experience in the automotive logistics sector, and the launch of the S:mile brand is a testament to our ambition to do even more for our customers. At its core, S:mile is committed to support any and all of our customers’ logistics needs, driving efficiency in the delivery of their goods at a time where the ecommerce sector is growing rapidly in line with the goals of Vision 2030, and the recently launched NIDLP. We are constantly looking for new opportunities to better serve the region by connecting people around the world and the launch of S:mile is a major milestone in reaching our goal to be the premier logistics services provider in Saudi Arabia.”

S:mile joins a wide range of existing logistics services offered by Abdul Latif Jameel Logistics, including freight forwarding, land transportation and mysaudistore.com, the US mailbox consolidation platform. It will be supported by Abdul Latif Jameel Logistics’ state-of-the-art information system, robust operational capabilities, including sorting and delivery facilities, a large fleet of vehicles, service outlets across major cities around the country and a wide range of products and packaging designs.

Building on its strong track record in automotive logistics, Abdul Latif Jameel moved into non-automotive logistics for the first time in 2015. Today, Abdul Latif Jameel Logistics handles both domestic and its international express services to and from over 220 countries. The expansion of Abdul Latif Jameel Logistics builds on strong demand in the transport and logistics sector in Saudi Arabia, which is expected to grow significantly by 2020, with annual growth predicted at 5% growth for international cargo, and up to 8% for air and sea cargo.

**ENDS**

**Notes to the Editor**

**About Abdul Latif Jameel**

Abdul Latif Jameel refers broadly to distinct separate and independent legal entities whose interests encompass automotive distribution, auto parts manufacturing, financial services, renewable energy, environmental services, land and real estate development, logistics, electronics retailing and media services. Abdul Latif Jameel positions itself as a preferred business partner primarily for inward investment into the Middle East, North Africa and Turkey (MENAT) region. For more information, please visit: [www.alj.com](http://www.alj.com)

**For more information, please email us at** **media@alj.ae** **or call +971 4 448 0906 (+4 GMT - Dubai, UAE).**