

Performance World and Stratagem Consulting join forces in airport and logistics consulting

During the Dubai Airshow 2015 in Dubai, Oman based management consulting company The Performance Factory, a unit of the Performance World LLC have signed an MoU with Netherlands based airport management consultancy firm Stratagem Consulting. While both companies have an excellent track record in their respective fields of expertise, the opportunity to both expand their business scope and become active in other geographical regions was enticing to both companies.

During 2015 the two companies became involved in two separate airport and logistics projects in the Sultanate of Oman and discussed the possibility to pursue other work in the region, drawn by the strong growth of aviation and logistics in the GCC and Indian sub-continent.

The Performance Factory brings to the table organizational skills and strategic positioning, founded on the basis of hands-on experience in banking, insurance and utility companies. Stratagem Consulting has acquired managerial experience at airports worldwide, especially in the business areas aviation, strategy & marketing, airport real estate, security and retail.

“Our knowledge of local business practices and visibility through our existing offices has enabled us to grow in the region in the past years in the areas of Strategic Consulting, Operations Management and Performance Management” said Dr. Aju Samuel of Performance World. “However partnering with Stratagem Consulting will give us access to new geographies of business, an opportunity which we like to further explore”.

Gert Jan Hermelink of Stratagem Consulting added: “Our hands-on expertise of managing essential business aspects of modern airport management has taken us around the world in the last decade; we can bring this specific aviation knowledge or expertise to the table. We feel that in the fast-growing aviation arena in the GCC and surrounding area’s partnering with a local expert will help us better assess the opportunities and grow our business together”.

On the event of the Dubai Airshow the Dutch consulate in Dubai kindly offered the opportunity to host the signing event against the backdrop of the Dutch participants to the air show and their guests, supported by the Netherlands Aerospace Group (NAG).

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