



**PRO
BOX**

From Advisory To Performance



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Who Are We ?

PROBOX is a specialized advisory, process excellence, and capability development firm focused on container terminals, ports, and logistics parks across Africa and the Middle East. We combine strategic advisory with real operational experience, helping regional operators implement world-class operating models, unlock capacity, and improve day-to-day performance.



Mission & Vision

Mission

To help container terminals, ports, and logistics parks implement the best practices, technologies, and operating models of leading international terminal operators through hands-on experience and deep respect and understanding of African and Middle Eastern realities

Vision

To play a meaningful role in advancing trade, logistics, and economic development across Africa and the Middle East by helping ports, terminals, and logistics operators achieve world-class performance.



Our Core Principles

Respecting
local cultures
over imposing
external
changes

Performance
over
paperwork

Client success
assurance
over
transactional
delivery

Hands-on
experience
over desktop
studies

The Challenges We Help Address



01 PRESSURE TO IMPROVE REVENUE AND PROFITABILITY

We help improve throughput, asset utilization, and operational performance.

02 NEED TO GROW VOLUME WITHOUT ADDITIONAL CAPEX

We unlock hidden capacity through better processes, planning, and resource use.

03 BERTH AND YARD CONGESTION AFFECTING SERVICE LEVELS

We reduce bottlenecks, delays, and operational inefficiencies.

04 UNCLEAR DIGITAL ROADMAP

We help identify the right technologies and build a practical implementation path

07 WORKFORCE SKILLS AND PERFORMANCE GAPS

We strengthen technical, operational, and functional capability.

05 NEED TO BUILD A LEAN, PERFORMANCE- DRIVEN CULTURE

We embed continuous improvement and performance discipline across the organization.

06 HIGH EQUIPMENT DOWNTIME AND MAINTENANCE COSTS

We improve reliability, maintenance planning, and asset performance.

08 EXPANSION OR NEW TERMINAL DECISIONS NEED DE-RISKING

We support market assessments, feasibility, master planning, and development strategy

What Makes PROBOX Different

Container Terminal Specialists

Focused expertise in terminal operations, performance improvement, and infrastructure development.

Africa & Middle East Experts

Deep understanding of regional operating environments, market realities, and stakeholder expectations.

Process Excellence at the Core

Applying Lean principles and operational best practices to unlock measurable performance improvements

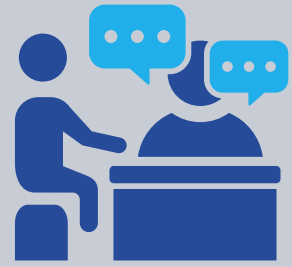
Former Operators, Not Just Advisors

Practical recommendations developed by professionals who have operated, managed, and transformed terminal businesses.

Big-Firm Expertise Without Big-Firm Overheads

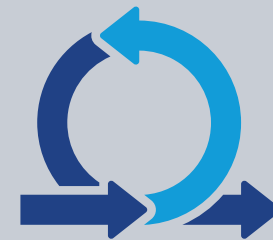
Senior-level capability, practical delivery, and competitive cost structure.

Our Service Pillars



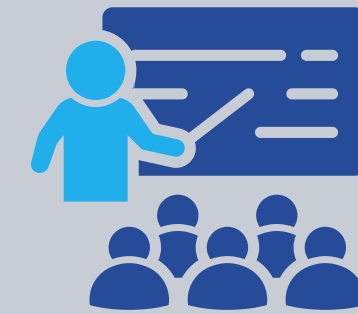
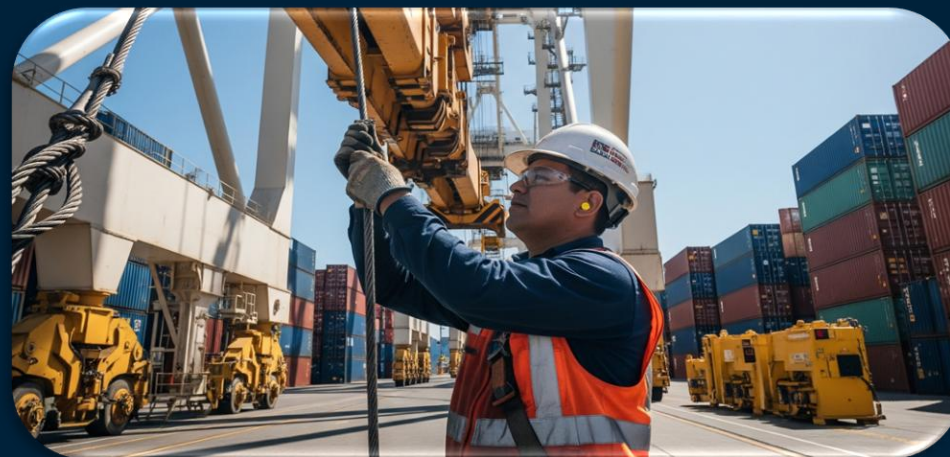
ADVISORY

- Market Research & Traffic Forecasting
- Feasibility Studies
- Technical & Commercial Due Diligence
 - Master Planning
- Business Cases & Investment Support
- PPP & Infrastructure Advisory



PROCESS EXCELLENCE

- Operational Assessments
- Performance Improvement Programs
 - Lean Transformation
- Terminal Process Optimization
- Equipment Reliability Improvement
 - Maintenance Excellence
- Digital Transformation Support



PROFESSIONAL TRAINING

- Terminal Operations Training
 - Maintenance Training
- Supervisory Development
- Functional Training Programs
 - Safety Culture Programs
 - Competency Framework Development
- Workforce Transformation Programs



The PROBOX Performance Lifecycle



ASSESS

Understand current performance, opportunities, risks, and capability gaps



DESIGN

Develop practical solutions aligned with business objectives.



IMPLEMENT

Work alongside your teams to execute and deliver results.



SUSTAIN

Embed systems, competencies, and governance to ensure long-term success.

Sectors We Serve



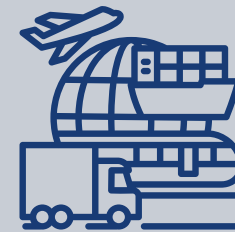
Container Terminals

Marine terminals, inland container terminals, cargo handling facilities, TOS optimization



Ports & Port Authorities

Port development, planning, corridor strategy, public-sector advisory



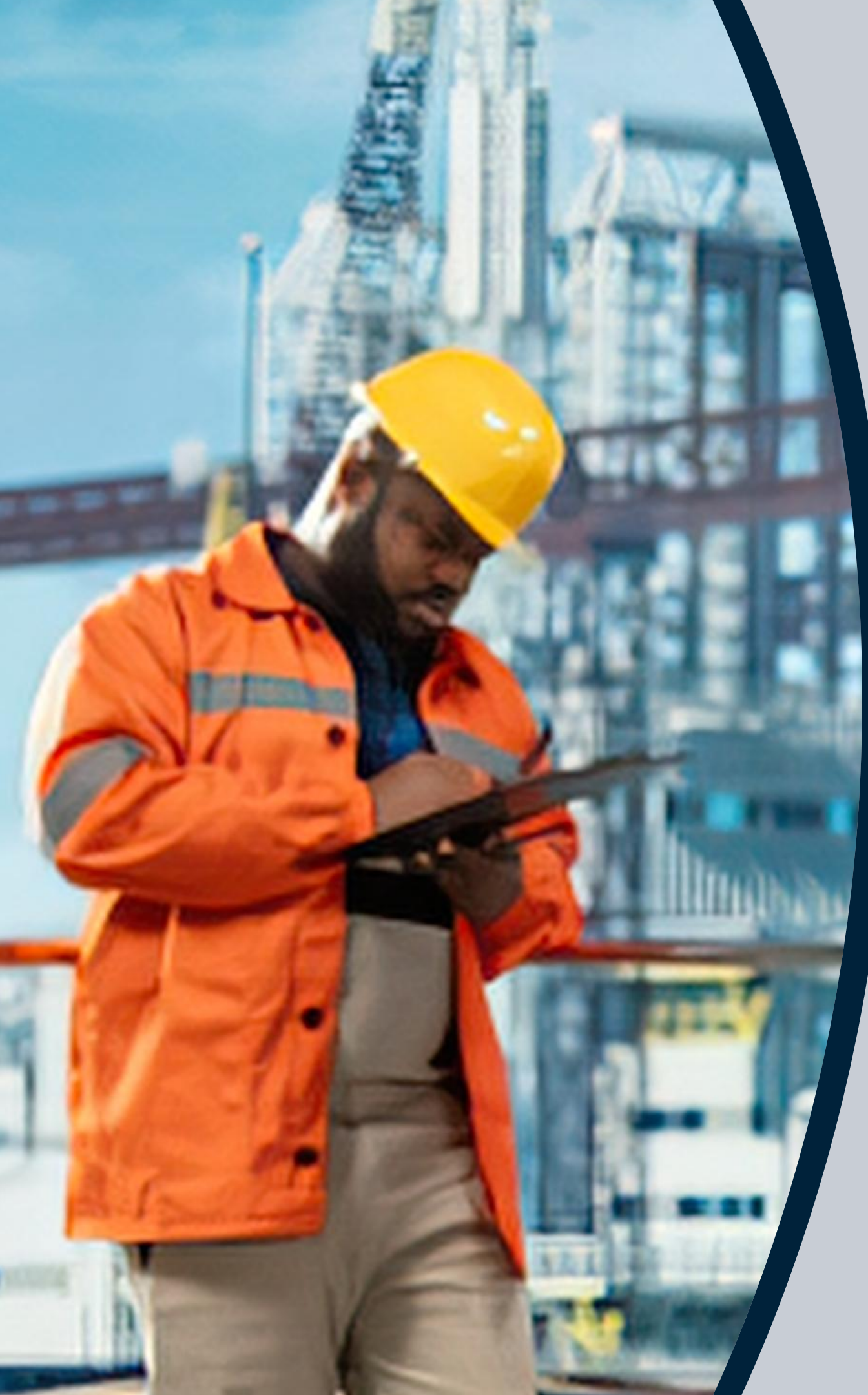
Logistics Parks & SEZs

Phased development, master planning, value-added services, re-export hub strategy

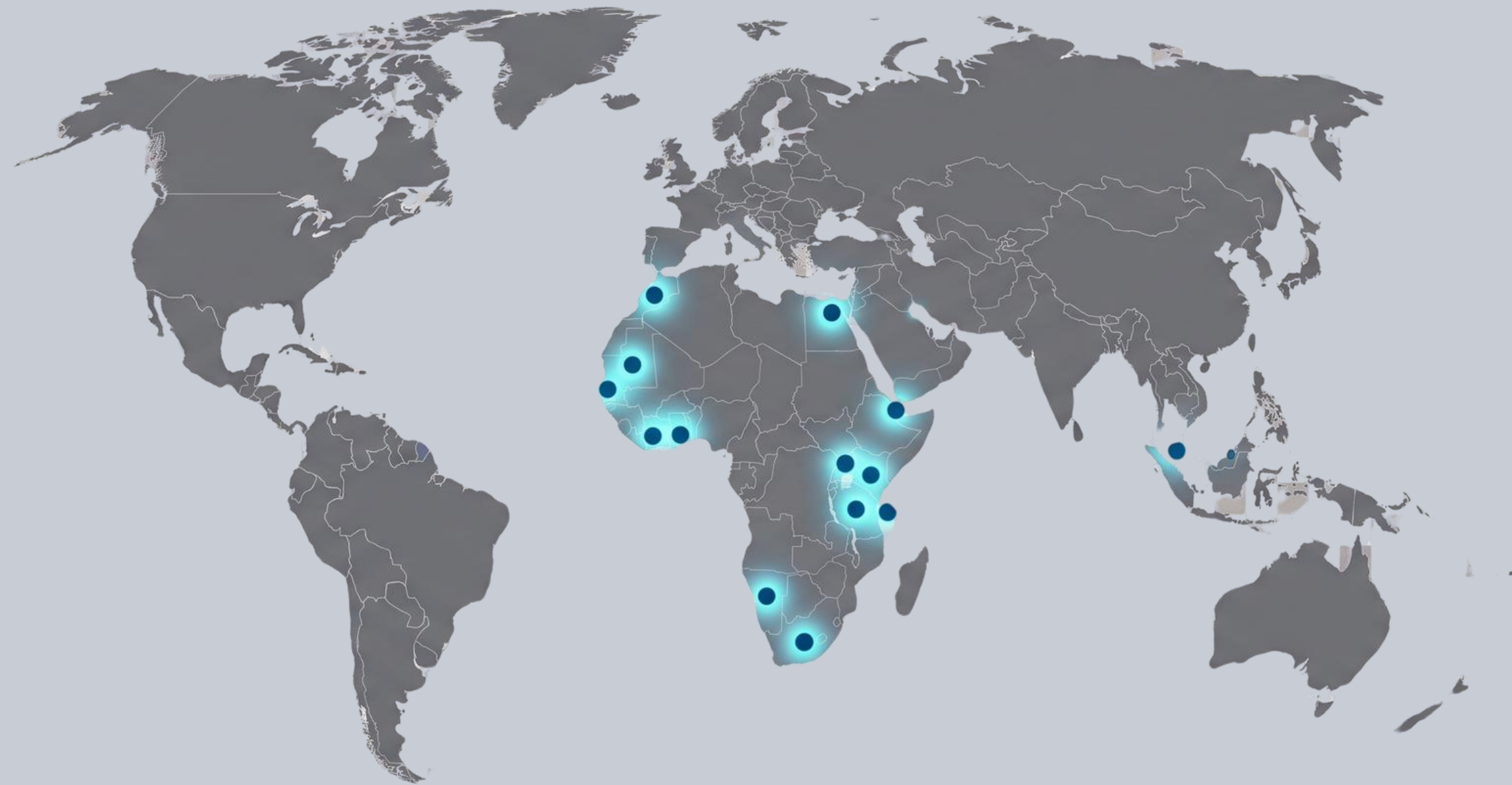


Dry Ports & Depots

Cargo flow planning, intermodal efficiency, depot optimization, process restructuring



Regional Footprint



Countries where our team has delivered operations, advisory, training, process improvement, and infrastructure development projects.



**PRO
BOX**

Selected Case Studies

Case Study: Container Depot Optimization

Client: Container Depot Operator

Location: Egypt

Services: Operations Excellence | Process Optimization

- **The Challenge:** The client faced significant constraints in yard capacity and throughput, limiting operational efficiency and future business growth. The objective was to increase storage capacity without additional capital investment or operational disruption.
- **The PROBOX Intervention:** PROBOX conducted detailed yard capacity analysis, operational flow assessments, and Lean process optimization. The engagement included redesigning traffic flows, eliminating operational bottlenecks, and optimizing yard layout and space allocation through practical on-site implementation.
- **Business Impact:** 1- Increased effective yard capacity by 35%. 2- Achieved without additional CAPEX. 3- Improved operational efficiency and asset utilization



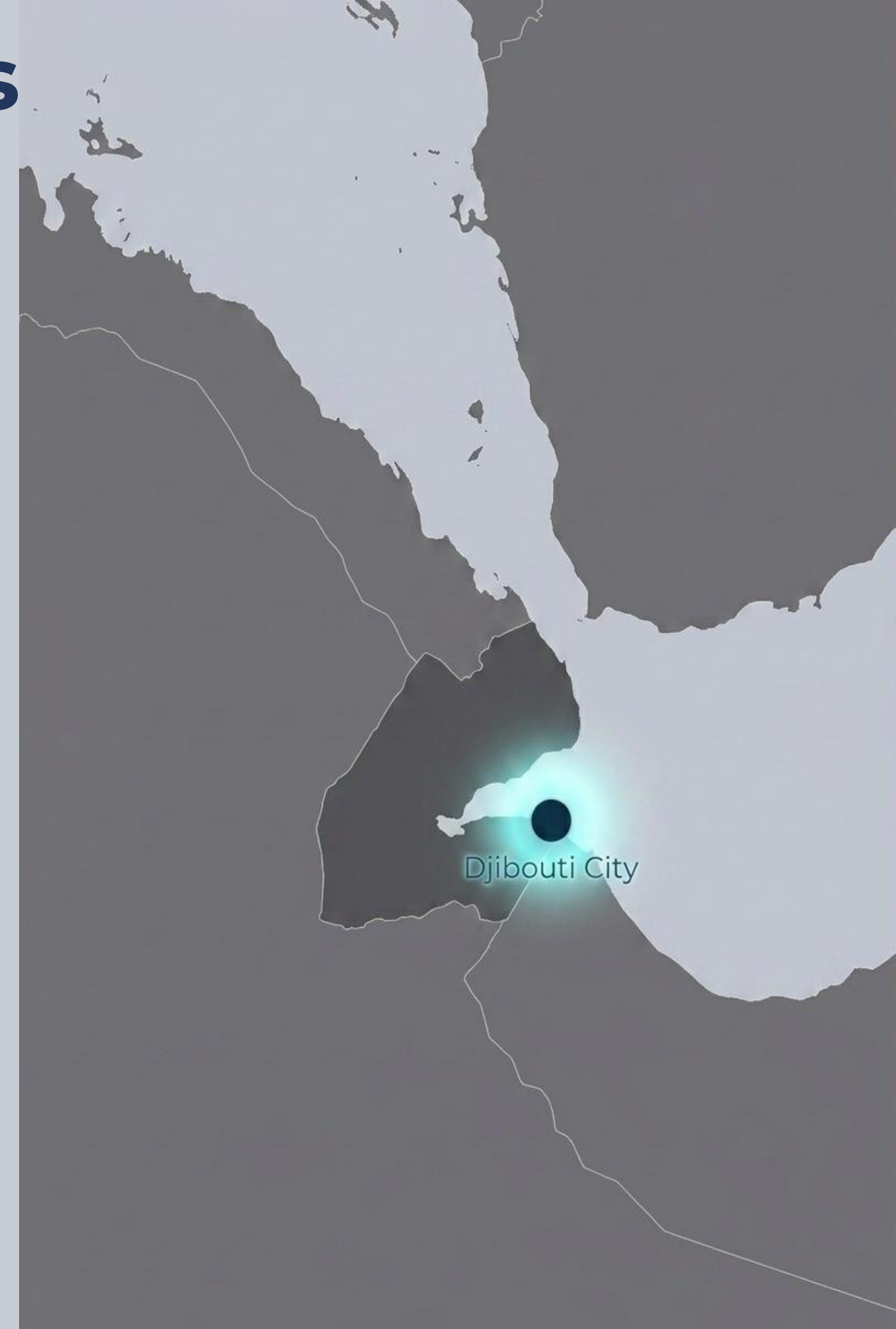
Case Study: Greenfield Logistics Park Development

Client: International Industrial Park Developer

Location: Djibouti

Services: Strategy Advisory | Feasibility Study

- **The Challenge:** An international industrial park developer planned a greenfield logistics facility within a newly established Special Economic Zone (SEZ). The project required reliable market intelligence, demand forecasting, and commercial planning to support investment decisions while serving the Ethiopian trade corridor.
- **The PROBOX Intervention:** PROBOX delivered a comprehensive market feasibility study, cargo demand forecasts, and commercial master planning. The engagement combined international logistics best practices with regional market analysis to support a commercially viable development strategy.
- **Business Impact:** 1- Delivered a comprehensive market assessment and development strategy. 2- Supported informed investment decision-making. 3- Accelerated stakeholder alignment and infrastructure planning.



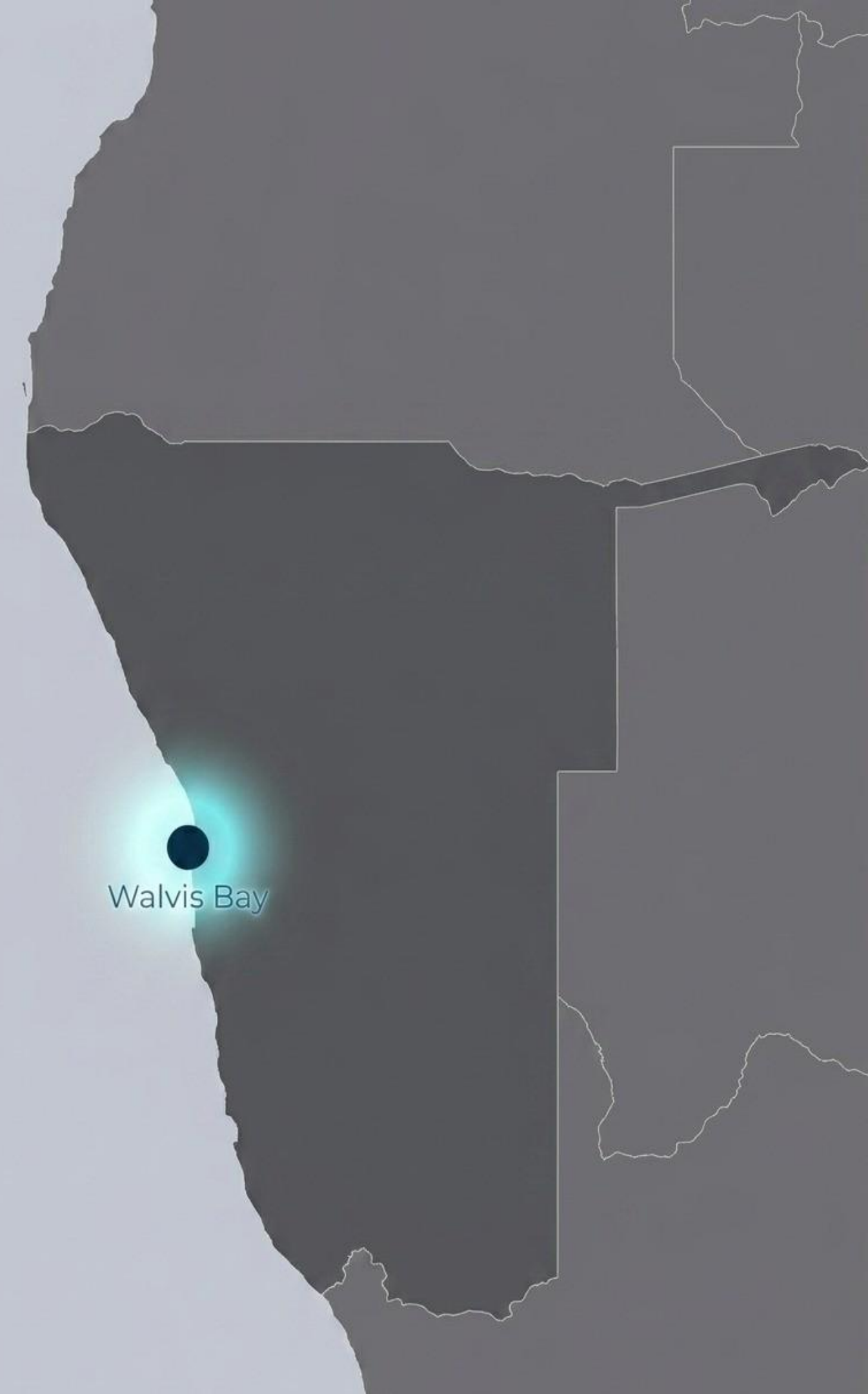
Case Study: Terminal Transition & Technical Support

Client: Container Terminal Operator

Location: Namibia

Services: Technical Advisory | Engineering Training

- **The Challenge:** Following the commissioning of a new container terminal, the client experienced significant equipment availability challenges during the transition from conventional reach stacker and Mobile Harbour Crane (MHC) operations to Ship-to-Shore (STS) and Rubber-Tyred Gantry (RTG) crane operations.
- **The PROBOX Intervention:** PROBOX deployed a multidisciplinary technical advisory team to assess maintenance practices, strengthen engineering capabilities, and support operational readiness. The engagement included technical audits, competency development, and structured mechanical and electrical training for local engineering personnel.
- **Business Impact:** 1- Achieved operational readiness for the new terminal. 2- Improved equipment availability and utilization. 3- Strengthened long-term engineering capability within the local workforce.



Case Study: Strategic Investment Advisory

Client: International Terminal Operator

Location: North Africa

Services: Investment Advisory | Market Assessment

- **The Challenge:** An international terminal operator required independent market assessments and cargo volume forecasts across two Middle Eastern countries to evaluate potential terminal investment opportunities.
- **The PROBOX Intervention:** Acting as a strategic sub-consultant, PROBOX conducted comprehensive market assessments, traffic forecasting, cost analysis, and stakeholder consultations with industry participants and government authorities to support investment evaluation.
- **Business Impact:** 1- Enabled evidence-based investment decisions. 2- Identified commercially attractive market opportunities. 3- Supported portfolio expansion through data-driven analysis.



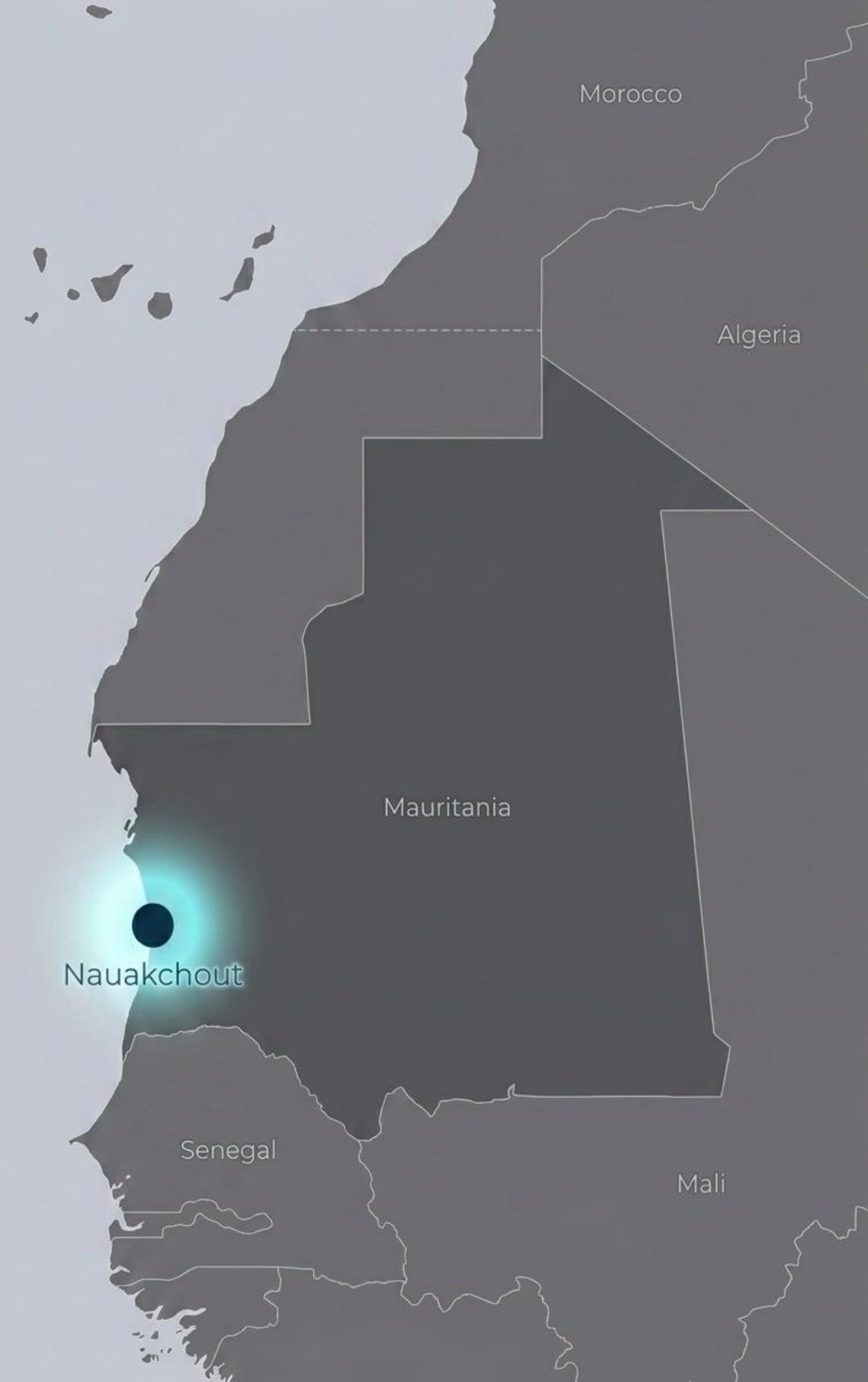
Case Study: Maintenance Capability & Reliability Improvement

Client: Container Terminal Operator

Location: Mauritania

Services: Maintenance Excellence | Capability Development

- **The Challenge:** The terminal experienced low equipment reliability and increasing maintenance costs due to limited technical capability within the engineering organization.
- **The PROBOX Intervention:** PROBOX designed and implemented a structured maintenance capability development program, combining classroom training with on-the-job coaching for mechanical and electrical teams. The program focused on preventive maintenance practices, technical competency, and asset reliability.
- **Business Impact:** 1- Improved equipment reliability and operational availability. 2- Reduced equipment downtime within the first three months. 3- Established sustainable maintenance practices that lowered operating costs.



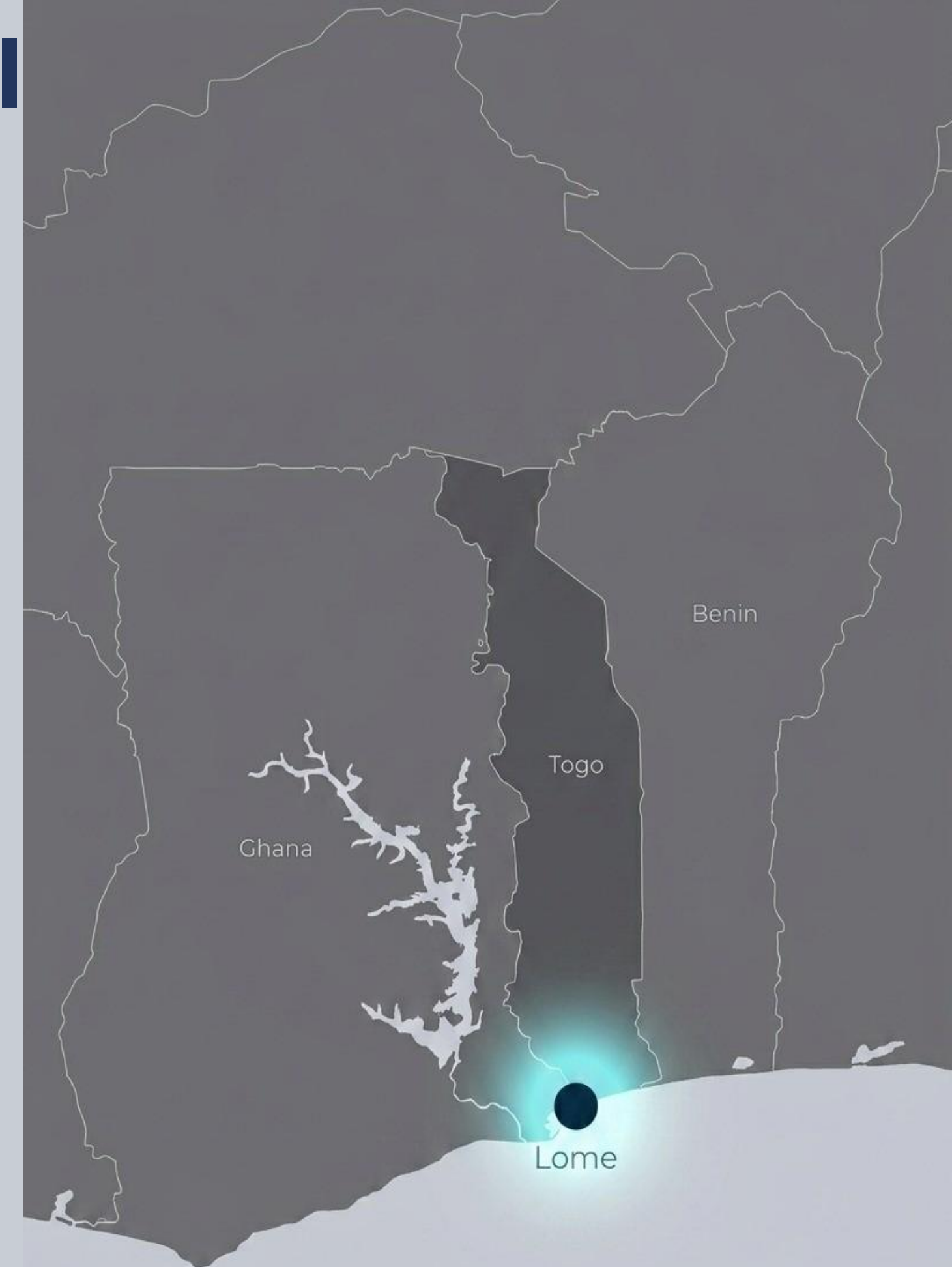
Case Study: Greenfield Terminal Operational Training

Client: Industrial Park Developer

Location: Togo

Services: Workforce Development | Operational Training

- **The Challenge:** A developer establishing a greenfield container depot required rapid development of a newly recruited operational workforce while ensuring compliance with international operational and safety standards.
- **The PROBOX Intervention:** PROBOX mobilized experienced terminal operations specialists and technical trainers to deliver a customized operational training program. Training was delivered in the local language to maximize knowledge transfer, workforce engagement, and operational readiness.
- **Business Impact:** 1- Achieved operational readiness prior to commencement of operations. 2- Ensured compliance with international safety and operational standards. 3- Led to a follow-on engagement, reinforcing PROBOX's long-term advisory relationship with the client.



Managing Partners



Moataz Aly

COO & Managing Partner

20+ years of experience across container terminals, ports, logistics, and infrastructure development throughout Africa, the Middle East, and Asia. Former leadership roles with APM Terminals, AD Ports Group, and international advisory organizations. Specialist in terminal operations, business transformation, operational excellence, logistics strategy, and infrastructure advisory.



Yasser Osama

Managing Director & Partner

25+ years of experience in container terminals, maritime operations, and human capital management. Former senior leadership positions within APM Terminals and Maersk. Specialist in workforce transformation, organizational development, talent management, and performance culture development.

Our Team



Ahmed Elsiefy
Head of Business
Development

20+ years of experience across commercial leadership, business development, customer experience, and retail operations. Former leadership roles within the telecommunications sector, overseeing large-scale retail channels and high-performing sales organizations. Specialist in commercial growth, stakeholder engagement, market expansion, sales leadership, business transformation, customer experience, team development, strategic partnerships, and business development within the ports and terminal solutions industry.



Salwa Ousama
Head of Process
Excellence

16+ years of experience across container terminal operations, process excellence, and business transformation. Former leadership roles with APM Terminals and Suez Canal Container Terminal, leading standardization, Lean transformation, and ERP implementation initiatives. Lean Six Sigma Black Belt specializing in operational excellence, process optimization, digital transformation, continuous improvement, organizational change management, and cross-functional business integration across terminal operations.



Hazem Zekry
Strategy & Economics
Associate

Supports the leadership team in advisory assignments, market intelligence, feasibility studies, and investment assessments across the ports and logistics sectors. Contributes to business analysis, strategic planning, proposal development, and project coordination while supporting the execution of PROBOX's growth and delivery agenda.

Clients & Partners



Our Team's Experience



We're Here to Support Your Success

Reach out now to start the conversation

Contact Us:



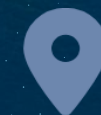
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