

## Agility invests \$100m in 'Shipa' logistics and delivery platform

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Logistics group Agility plans to invest \$100 million over three years to launch Shipa.com, a B2B and B2C digital logistics platform for freight and e-commerce deliveries, with an initial focus on the Middle East region. Shipa.com will let businesses, entrepreneurs and consumers manage their freight, e-commerce and urban deliveries online, the Dubai-based group said. The start-up platform will have three main service lines. Shipa Ecommerce gives online merchants access to some of the world's fastest growing and most complex e-commerce markets. Shipa Ecommerce offers integrated freight, fulfilment, delivery and returns solutions across the Arabian Gulf with additional reach into the EU and Africa planned for the near future. Customers are cross-border retailers based in the US, EU and Asia, as well as regional merchants based in the Middle East. Shipa Ecommerce solutions are underpinned by easy-to-use digital integration: APIs and web interfaces such as checkout integration with customer portals, websites and apps. Shipa Delivery offers businesses and consumers on-demand same-day, next-day or cross-border delivery across the Arabian Gulf. Intuitive and easy-to-use, the platform is accessible by mobile or directly integrated with its business customers' systems, and provides solutions to optimize for speed, convenience, and affordability.

Source: <https://www.cep-research.com/news/agility-invests-100m-in-shipa-logistics-and-delivery-platform>