



**EXPERIENCE AND RESOURCES  
WHERE YOU NEED THEM !**

**LOGISTICS AND FREIGHT FORWARDING IN THE HORN OF AFRICA SINCE 1964**

**LOCAL & INTERNATIONAL SERVICES - FREIGHT FORWARDING - AIR/SEA/ROAD/RAIL - PROJECTS  
EXPRESS COURIER - SHIP AGENT - PERSONAL EFFECTS MOVER**





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# HISTORY / WHY MASSIDA GROUP ?



## Founded in Saigon in 1951 by Jean Massida

and established in **Djibouti in 1964**, Massida Group started its activities by supplying import / export freight forwarding services, by air / sea, for all types of cargo.

## Massida Group is based in Djibouti since 1964

Employing more than 200 skilled professionals offering door to door logistics, express courier, international removals, ship agency.

First operator to be present in Ethiopia and Djibouti offering full control of cargo flows over the corridor. International standards offered by a family business, Massida management hands on approach ensures our teams care about our customers, you're not just a number.

One stop shop offering full range of services including sourcing, origin services, air/sea freight, clearing, storing, trucking. Extensive past performance in handling all types of cargo from an urgent letter to a 110 ton transformer.

Experienced professionals in servicing and communicating with commercial, industrial, project, military, government, NGO, diplomat accounts.

With over 50 years experience in HOA, Massida teams offer strong support and insight, the does and don'ts, to assist customers in reducing risks and reaching objectives.

Trusted partner of top 5 leading international networks offering capacity to handle cargo in any country. QHSE, anti-corruption, anti-fraud compliant and regular training offered to our teams.







## **André Massida** Chairman

In 1969, André Massida became General Manager and used his vision to adapt his strategy to the rapidly developing Republic of Djibouti adding activities such logistics, HHG relocations and ship agency to the groups portfolio.

André Massida is active today supporting Massida Group with his robust experience and vast network.



## **Reuben Ahronee** CEO

offers 18 years of management and development experience starting with sales & marketing in luxury hospitality in Europe followed by joining Massida Group in 2007 as General Manager to restructure and develop activities. Under his management Massida Group has added Massida Shipping specialized in military vessel husbanding services and Massida Express Services representing FedEx.

In 2014 Massida Group was the first international freight forwarder to open in Ethiopia with Massida Solutions PLC offering full control of Djibouti / Ethiopia corridor activities.



## **Houyam Haidar** Manager Massida Solutions PLC and CFO Massida Group

General Manager of Massida Solutions PLC and the Massida Business Group CFO  
Houyam Haidar is the General Manager of Massida Solutions PLC and the Massida Business Group CFO. She has 15+ years of experience in the procurement and logistics industry and currently leading a team of young and vibrant professionals.

Efficient & reliable financial and administrative professional with 15+ years of experience supporting executives & directors to improve internal operating procedures for small and medium-sized businesses. Hands-on executive officers & shareholders in taking sound and focused strategic decisions for limiting risk, establishing creative strategies for internal operations, creating cost-effective solutions, and optimizing financial returns. Benefits from excellent analytical skills and forensic accounting skills, plus diversified skill sets covering administrative support, human resources & recruiting complex problem-solving judgment, and decision making.

Have an outstanding knowledge of international financial reporting standards and international auditing standards.





## Services available in :

### 50 years experience at your service!

Massida Group specializes in logistics and in the Horn of Africa since 1964 with offices in Ethiopia & Djibouti.

The Group offer a wide range of door-to-door comprehensive services, for all types of cargo.

We are members of several international leading networks which provide services in over 135 countries through 650 offices with more 27 000 employees.

- ✓ Multimodal Transport
- ✓ Customs and Regulatory Compliance
- ✓ Logistics
- ✓ Global Supply Chain
- ✓ Fields of expertise: industrial projects, mining, oil & gas, aerospace, consumer goods & retail, fashion, food reefer, healthcare, high-tech & telecom,

### High quality service at competitive rates!

### Seven good reasons to choose Massida:

- ✓ 60 years of experience at your service!
- ✓ Offers full control of regional logistics corridors thanks to Massida registered companies
- ✓ One point of contact to support 100% of logistics requirements from origin to destination
- ✓ Efficient, recognised Q-HSE system
- ✓ International reach with local expertise
- ✓ Cage Code : SEQ70 – D.U.N.S  
Code:850454755 – Central Contrator  
Registered(CCR) Navy Electronic Member
- ✓ FCPA – The Foreign Corrupt Practices Act,  
NATL Ethics Governance, NATL  
Compliance Commitment to the ITAR

Djibouti :



Addis Ababa  
(Ethiopia) :





**Massida guarantees a door-to-door delivery service in the shortest possible time at a competitive rate!**

Massida offers regular weekly consolidation services from major ports/airports to Djibouti and Ethiopia via its international freight forwarder affiliations. Clients have the possibility to ship less than container load on a regular basis via sea or air.

Cargo can be picked from supplier at origin, it is then consolidated and shipped with other clients cargo via sea or air, delivered to Massida bonded warehouse, and finally delivered to local client premises.

Consolidation helps save freight costs thanks to our special negotiated rates with air and sea companies.

Contact Massida Logistics groupage service experts for more information, refer to [contact page](#).







## Focus on your project, Massida does the rest.

Logistics in the Horn of Africa can represent more 60% of setup costs and may be a reason for success or can permanently damage a project.

Massida Group has built its reputation since 1964 in assisting international clients with the realisation of important projects in various sectors offering extensive support and knowledge of the local environment. Project managers can therefore prepare, plan accordingly and focus on their core mission while mitigating potential risks.

Massida Group is the only international logistics specialist with owned offices in Djibouti and Ethiopia offering key full control of the inland corridors.

## Range of services :

- ✓ Pre-feasibility support: road survey and budgeting data for tender requirements,
- ✓ Initial setup support with supply of : accommodation / office, vehicle rental, furniture, HR consulting, legal and tax support, catering,
- ✓ International freight forwarding including air, sea, road,
- ✓ Air & sea chartering,
- ✓ Customs clearance,
- ✓ Heavy lift and transport,
- ✓ Warehousing,
- ✓ Site management,
- ✓ Surveyors and insurance,
- ✓ Procurement assistance,
- ✓ Other services on request,
- ✓ QHSE, anticorruption, antifraud compliant,
- ✓ Other services offered upon request



## Operating sectors :

- ✓ Oil and gas research and exploitation,
- ✓ Mining activities,
- ✓ Water and sewage treatment plants,
- ✓ Renewable energies,
- ✓ Electrical power plants,
- ✓ Exploration, drilling,
- ✓ Civil, military and industrial constructions,
- ✓ Construction of port infrastructures,
- ✓ Oil terminal construction.

## Massida Group offers robust past performance in project logistics on the Djiboutian / Ethiopian corridor, a few recent examples :

- ✓ New Age oil rig mobilisation / demob in Ethiopia
- ✓ Ethiopian Airlines flight simulators delivery and positioning
- ✓ Transformers weighing average 45-110 tons to Ethiopian Electric Power Corp
- ✓ 45 000 MT of GRP pipes for largest irrigation pipeline in Ethiopia
- ✓ Oil & gas rig and equipment for Schlumberger Ethiopia servicing Poly GCL

*Massida offers safe, environmentally friendly, tailor-made and cost-effective logistics solutions.*





## Massida Shipping guarantees that your vessels spends more time at sea than in port!

Massida Shipping (MS) team consists of professional agents who put their international experience at your service. MS services commercial vessels and 80% of military vessels calling Djibouti port. The US Navy, Royal Navy, Japanese Navy and NATO Naval coalition forces use MS services for their visits to Djibouti port.

MS is part of leading international professional ship agent networks which offer harmonised professional ship agency and shipservices in worldwide ports with one point of contact for contracting, operation coordination and accounting purposes.

MS team is available 24/7 and strives to meet the needs of all kinds of vessels and to protect their interests.

### Services available in :



### Massida Shipping provides a wide range of ship- and crew-related services:

- ✓ Port coordination,
- ✓ Vessel supply, shipchandling,
- ✓ Logistics coordination: customs formalities, warehousing and deliveries,
- ✓ Spare parts supply and repair service,
- ✓ Express courier via FEDEX and TNT,
- ✓ Immigration assistance, crew transportation, vehicle rental,
- ✓ Crew embarkation/disembarkation at sea,
- ✓ P&I Correspondent services in partnership with FRANCE P&I
- ✓ Bunkering,
- ✓ Medical assistance, medical evacuation,
- ✓ Legal assistance,
- ✓ Hotel and flight booking,
- ✓ Hull survey and cleaning services,
- ✓ Organisation of day trips / excursions for the crews.



# EXPRESS COURIER - ARAMEX



## Services available in :

Djibouti :



## Massida Express Services represents Aramex in Djibouti

Massida Express Services (MES) is licensed by Aramex to carry out all its services in Djibouti in accordance with the laid-out rules and regulations.

MES receives and ships any type of parcels / cargo via air from letters of 0.5Kgs or cargo and Shop-&-Ship.

Clients benefit from professional service and the latest tracking tools to ensure your shipments are followed.

## Aramex:

- ✓ Created in 1982
- ✓ 1.65 billion USD per year
- ✓ 17,000+ employees, 600+ offices, 65+ countries
- ✓ International Express, Domestic Express, Freight Forwarding, Logistics and Other

## Outbound



- ✓ Pick-up from your location
- ✓ Delivery to your location from all over the world
- ✓ We ship a whole range of shipments of all weight categories from 0.5Kgs to over 1000Kgs

## Inbound



- ✓ Import shipping from all over the world.
- ✓ We pick-up the shipment and deliver to you.
- ✓ All you need to provide us is an address and contact from the origin country.
- ✓ International online shopping delivered to you

# PERSONAL EFFECTS INTERNATIONAL RELOCATION



## Services available in :

Djibouti :



Addis Ababa  
(Ethiopia) :



## Massida supports you in every corner of the world

With more than 50 years of know-how, Massida supports its clients in every corner of the world. More than 600 moves per season of career soldiers, expatriates, diplomats, companies and NGOs/IGOs makes Massida a solid supplier you can trust in Djibouti and Ethiopia!

The team uses quality packing materials to protect your personal effects and fragile belongings.

**Ask for a free quote, a manager will proceed to evaluate volumes and requirements.**

## Tailored services:

- ✓ Air and sea international services,
- ✓ Customs clearance and documentation assistance,
- ✓ Insurance,
- ✓ Single contact person,
- ✓ Estimation of the overall volume to be sent,
- ✓ Secured storage facility,
- ✓ Vehicle Transportation (cars, motorcycles, boats...),
- ✓ Provision and delivery of all types of packaging material including UAB,
- ✓ Heat treated wooden custom crates manufactured by the company's in-house woodshop,
- ✓ Pickup or delivery of crates and loading / unloading of crates or containers,
- ✓ Packaging of fragile goods,

Massida is member of the French Federation of Moves (Chambre Syndicale du Déménagement Française) and IAM (International Association of Movers).





# RECENT OPERATIONS & CLIENTS THAT TRUST MASSIDA



## Project Cargo :

- ✓ Ericsson telecom substations
- ✓ Conco power transformers 15 units X 70 -180 MT convoy of 3 escorted 180t modular trailers off road including road surveys
- ✓ Larson and Toubro power transformers 15 units X 60 -110 MT convoy of modular trailers off road including road surveys
- ✓ Schlumberger: drilling station 275 trucks Djibouti
- ✓ Seismic Vibrator Convoy: 95 trucks Import / export Ethiopia
- ✓ Wolkaite sugarcane irrigation project : 40 000 CBM (365 trucks) and 300 containers handled & transported to North Ethiopia
- ✓ Ethiopian Airlines: 7 million USD state of the art aircraft simulator delivery - Ethiopia
- ✓ Mobilization of cargo for construction of Horizon Fuel Terminal-Djibouti4
- ✓ Subcom East Africa fiber optics cable operation logistics support – Djibouti,
- ✓ Tulu Moya Geothermal Operations logistics support for all imports into Ethiopia,
- ✓ New Age oil rig mobilisation / demob – Ethiopia,
- ✓ Ethiopian Electric Power Corp transformers weighing average 110 tons,
- ✓ Baran 45 000 MT of GRP pipes for largest irrigation pipeline in Ethiopia,
- ✓ Schlumberger drilling equipment for Ethiopia servicing Poly GCL.



## International Organisations & Diplomatic :

FAO, WFP, UN, ICRC, WHO, UNDP, UNHCR, IOM, Save the Children, Obock Saudi Refugee Camp Action against hunger, Danish Refugee Council, UNICEF...  
US, French, Chinese, German, Egyptian Embassies  
French Lycée – Ethiopia

## Defense :

US Navy, Royal Navy, AMISOM, Japanese Self Defense Force, NAMSA, Italian military, French Military

## Commercial :

Starbucks, DP World, Horizon Oil Terminal, Casino Supermarket, Huajian, CSCEC, Tyco, Subcom, Caddell, BL, Harbert, KBR, Prime Projects International, Rubis Energy, Ethiopian Airlines, Indochine textile, KOMARI beverage PLC, Coubeche Group, BGI-Castel, Ningbo Lehui co., Boortmalt (Axe-real), L&T, Siemens, ENDECO, CMA-CGM...



## PARTNERS



### *Contact Massida if you need quality support!*

Over 55 years of solid past performance has made Massida the ideal partner for international organizations that need to extend support to their clients in the Horn of Africa.

Massida clients benefit from international services thanks to leading trusted global networks and brands.



## DJIBOUTI

### Logistics and HHG personal effects moves



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GPS : 11°34'15.5"N 43°09'33.7"E

### Commercial and military vessel agency & chandling



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## ETHIOPIA

### Logistics and HHG personal effects moves



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