

EPG strengthens leadership in the Middle East and North Africa

Ahmad Al-Saber Appointed CEO MENA at EPG

EPG (Ehrhardt Partner Group), a global leader in unified supply chain execution technology, is pleased to announce the appointment of Ahmad Al-Saber as its new Chief Executive Officer for the MENA region. With over two decades of experience in logistics software across the Middle East and North Africa, Al-Saber will guide EPG's regional growth strategy to unify and strengthen growing supply chains.

Al-Saber joins EPG with a strong track record of leadership across the region. His career has spanned key roles in high-growth companies where he focused on business development, sales, operational excellence, and launching new business lines. "I have extensive experience building companies from the ground up and successfully expanding them into new markets across the region," explains Al-Saber. "I became aware of EPG through its strong market presence and reputation as a trusted logistics technology provider," says Al-Saber. "What attracted me to the role was the opportunity to build on that foundation by expanding our presence, launching new business lines, and helping customers transition to smarter, more digital operations."

Strategic Markets and Regional Expansion

EPG has operated in the MENA region since 2006, with its regional headquarters located in Dubai, a key strategic hub for trade, transportation, and supply chains. The site is home to over 60 employees and serves as a center of excellence for 24/7 global customer support, local project implementation, and the Logistics Solution Center (LSC), which offers ongoing education and enablement for both employees and customers. Some of the well-known clients in the region include the Al Maya Group, dnata, DHL Express, Hellmann MEA, Alfamar, Jumbo Electronics, and Lulu Hypermarket.

With strong local roots and a deep understanding of regional logistics requirements, EPG plans to explore growth opportunities in high-potential economies across the wider Middle East. Al-Saber will focus on key markets including Saudi Arabia and the UAE, while identifying entry points into additional MENA countries. His appointment reflects EPG's continued investment in regional leadership to strengthen customer proximity and address the logistical demands of fast-growing economies.

“My primary goal is to support the existing team, deepen relationships with our customers, and grow our presence in strategic markets,” explains Al-Saber. “We will also explore opportunities to build new solutions that meet the region’s evolving needs.”

Supporting Transformation with Scalable Technology

The MENA region is undergoing a major transformation, driven by a surge in e-commerce, infrastructure development, and international trade. But this transformation comes with growing pains. According to Al-Saber, “the market faces challenges such as fragmented supply chains, the need for digital transformation, and increasing customer expectations for speed and reliability. Solutions that offer end-to-end visibility, AI-driven optimization, and seamless integration across the supply chain have the greatest chance of success.”

EPG is ideally positioned to actively support this transformation process with its EPG ONE Supply Chain Execution Suite. The comprehensive solution portfolio offers powerful systems for warehouse and transportation management, workforce optimization, and real-time visibility across the entire supply chain. This offering is complemented by Greenplan – a smart transportation management system (TMS) driven by a powerful routing engine that enables faster, more transparent, precise, and cost-efficient dispatching and delivery performance.

EPG is also successfully active in the aviation industry, providing specialized software solutions for cargo management, ground handling, and enhancing operational efficiency at airports. In addition, EPG brings extensive expertise in the retail sector and, through EPG Consulting, offers a holistic consulting approach – from strategic warehouse planning to the optimization of logistics processes. With this combination of technological expertise, deep industry knowledge, and strong local market presence, EPG helps companies in the MENA region successfully tackle logistical challenges and sustainably

“Logistics is a critical enabler of economic growth in the region,” says Al-Saber. “My plan is to leverage EPG’s trusted solutions and proven track record to equip companies with flexible tools that help them streamline and strengthen operations.”

Partnering for Long-Term Success

The foundation of EPG's long-term growth in MENA will be built on customer proximity, market knowledge, and localized innovation. "Our team's deep understanding of the local market, combined with our ability to deliver tailored, scalable solutions, ensures we remain a trusted partner to our customers," Al-Saber adds. "Together, we can turn today's logistics challenges into tomorrow's competitive advantages."

EPG looks forward to this exciting new chapter under Al-Saber's leadership, as the company continues to empower logistics operations across the region with smarter, connected supply chain execution technology.

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EPG – Smarter Connected Logistics

EPG is a leading international provider of a comprehensive supply chain execution suite (EPG ONE™) and employs 1000+ people in 23 locations across the globe. The group of companies offers its more than 1,600 customers WMS, WCS, WFM, TMS and voice solutions for optimizing logistics processes – from manual to fully automated logistics environments. EPG's solutions cover the entire supply chain: from warehouse and road to ground and cargo handling solutions at airports. Logistics consulting, cloud services, managed services and logistics training in the company's own academy round off EPG's comprehensive range of solutions.

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