

SPORTS LOGISTICS MANAGEMENT FOR ASIA'S LARGEST MULTI-SPORT EVENT

Aqua Logistics delivers torches and fuel canisters and torch-bearer uniforms and promotional items for Asia's largest multi-sport event.

“The longest relay in the history of the Asian Games traveling over 50,000 kilometers to 15 countries and regions in more than 50 days.”

A remarkable journey traveled by the Doha 2006 Torch Relay, covering over 50,000 km, 15 countries in a span of 55 days, began with the lighting ceremony in Doha, Qatar on Oct 8th 2006. It signified the beginning of the longest relay in the history of the Asian Games event. The journey concluded with the final torchbearer entering Khalifa Stadium to ignite the flame of 15th Asian Games on 1st December 2006. Symbolizing the spirit and friendship of world's most populous continent, the Games Torch is of great significance. On the journey route the torch's first touchdown was at New Delhi.



Situation:

The event committee planned a Torch Relay in Oct 2006 in New Delhi. Logistics delivery SLA was within committed time frame of 7 days. The tasks involved in this case included movement of torches and fuel canisters (DGR Cargo) from Australia to Delhi. Also torch-bearer uniforms and promotional items had to be moved from Doha to Delhi. Aqua Logistics was required to pick up the material at origin, air freight it from Sydney and Doha to Delhi, also required was having it cleared at Delhi airport and deliver it to Indian Olympic Committee. Aqua Logistics had to procure necessary documents from different government agencies without which duty exemption clearance would not have been possible.

Solution

Aqua Logistics picked up and shipped the goods by air from Sydney and Doha airports to Delhi. Aqua Logistics applied for and procured the necessary documentation for duty exemption after co-ordination with multiple government agencies. Aqua Logistics performed the activities of customs clearance and delivery of torches, fuel canisters, torch-bearer uniforms, caps, logos and other promotional items to the destination within a span of 2 days to Indian Olympic Committee.

Aqua Logistics also provided reverse logistics services which included returning a few of the torches back after event in Delhi, for which permissions had to be obtained from Indian Olympic Committee and torches and other goods were then air freighted back to Doha.

Results

Torches and other material delivered well in time for the ceremony and before SLA timelines. Aqua Logistics obtained permissions from the organizers for torches left over after event in Delhi and air freighted back to Doha as required.