

CASE STUDY

Global Expansion Drives AD Ports Group's Growth with Expert EOR Solutions

**GLOBAL
EXPANSION**



مجموعة موانئ أبوظبي
AD PORTS GROUP

EXECUTIVE SUMMARY

AD Ports Group, based in the UAE, is a major player in global transportation, logistics, supply chain, and storage.

They focus on creating top-tier trade and logistics solutions. As trade has grown, so have they. Today, they operate across five clusters: Digital, Economic Cities & Free Zones, Logistics, Maritime & Shipping, and Ports, connecting global maritime routes and international trading partners.

Through organic growth and partnerships, AD Ports Group has become a leading enabler of trade, industrialization, and economic diversification. Established by Emiri Decree and owned by ADQ, one of the region's largest holding companies.

AD Ports Group had never used an EOR provider before. After a competitive tender process, they chose Global Expansion (GX) as their preferred EOR services provider.

CASE STUDY

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INTRODUCTION

AD Ports Group is a growing organization, looking to expand its business through organic expansion and acquisition.

With an EOR solution, AD Ports Group can hire the necessary personnel to support these activities. Once they establish a new entity, the professionals hired through EOR will transfer to it.



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PROBLEM STATEMENT

AD Ports Group faced the challenge of introducing a new service into their program. EOR services can often be confused with recruitment, making it difficult to choose the right model or provider.

They also wanted to hire personnel in emerging markets, which posed additional challenges due to different marketplace data compared to their headquarters. Having a partner to help with these processes was crucial for ensuring a compliant and efficient process.



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APPROACH & METHODOLOGY

The HR and Procurement teams researched the EOR model and potential providers.

Together, they conducted a thorough tender process with several presentations to meet key personnel from GX, who would be essential for AD Ports Group's service delivery.

After selecting GX, they focused on a detailed implementation process for client onboarding and finance, ensuring smooth data management for professionals in the EOR program using the GX¹ platform.



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ANALYSIS

Working with AD Ports showed the value of having a dedicated client service team. This close relationship was crucial for hiring in complex, emerging markets.

It was also important to clarify any confusion between EOR and recruitment services, making the process straightforward.

Results & Outcomes

GX completed the onboarding of personnel in several different locations.

The GX management team visited the team at AD Ports Group, six months after the onboarding was complete to review the processes and practices in place.

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LESSONS LEARNED & BEST PRACTICES

GX regularly meets with clients for reviews. Visiting AD Ports Group's offices highlighted the importance of understanding clients and their operations.

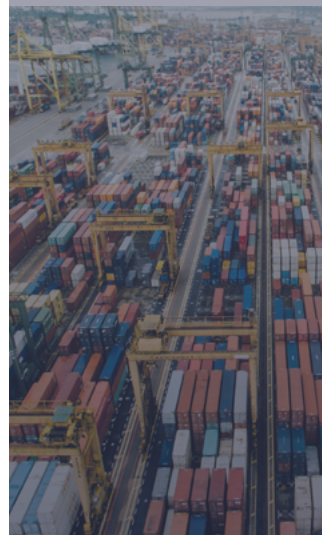
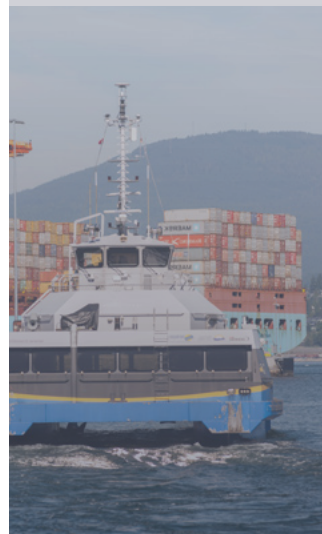
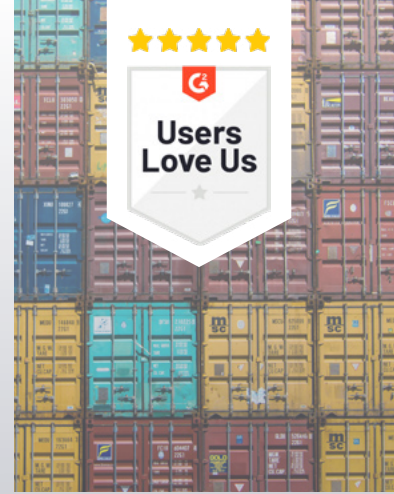
During the visit, GX also introduced other partners to help address requests outside the EOR service scope.



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A SUCCESSFUL ONGOING PARTNERSHIP

After partnering with GX, the AD Ports team successfully planned and provided resources for their projects, using GX to support the organization's ongoing growth.





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