

Mr. Hanif Yusoof – PROFILE



Hanif Yusoof is the Founder, Executive Director and the Chief Executive Officer of Expolanka Holdings PLC - a company listed on the Colombo Stock Exchange with a market cap of USD 2.0BN (22nd Oct 2021) and is the first company in Sri Lanka to achieve this feat*.

Expolanka is the parent company of Expolanka Freight (EFL) & Classic Travel, two of the leading companies in Logistics and Leisure Industry. In its most recent financial year, Expolanka Holdings PLC, recorded an Annual Revenue in excess of USD 1.0BN. As the CEO of the group, Hanif has led and enabled the transformation of Expolanka from a family run business to one of the leading global logistic companies in the world. His determination, passion and charisma form the core nucleus of the rapid expansion of this entity into the global leader it is today.

Expolanka today, is the largest and most valued listed entity on the Colombo Stock Exchange and this feat has been achieved due to the focused dedicated efforts and leadership of Hanif Yusoof.

A product of Royal College -a prestigious college in Colombo- Hanif commenced his professional career at Expolanka. In 1982, Hanif established Expolanka Freight in Sri Lanka. He was instrumental in transforming the freight forwarding industry in Sri Lanka. Today, he is considered the god father of the industry for developing the first generation of logistics professionals in the country. After setting up strong operations in Sri Lanka catering to the growing apparel industry, Hanif shifted his attention to other markets and replicated this model taking Expolanka beyond the shores of the island. He firmly believed in the concept of taking Sri Lanka to the world and this vision has been achieved today, where over 90% of Expolanka income is generated from outside the shores of the country.

As an innovator in the industry, it was Hanif who pioneered the concept of Garment on Hangers in Sri Lanka leading to much recognition among global brands sourcing from the region. Expolanka was consistently ranked number 1 IATA freight forwarder from 1998 to 2003 by leading air cargo publications as a result of its dominant market share. Furthermore, Sri Lanka's first ever Free Port hub was introduced and implemented by EFL under his leadership & guidance.

Along with the rapid global expansion achieved by the company, Hanif took on the responsibility of establishing a global head quarter in Sri Lanka and became the President of EFL Global. The company was rebranded to further consolidate its brand identity to recognized as a global logistics brand. His mantra has always been, 'I grow with my customers' and he adopted a customer centric approach to the business operations, thereby creating a distinctive operating DNA for the company of being an agile, flexible and dependable global operator.

Stepping into the shoes of Group CEO, Hanif was instrumental in successfully transitioning a family-owned business to a public listed enterprise raising over US\$ 22 Million. He then subsequently led the company to attract amongst the largest foreign investments into Sri Lanka, with the Japanese based SGH Holdings acquiring a majority share of Expolanka Holdings PLC. Parallel to the process, it was under his leadership, the group had divested much of its large portfolio to concentrate on key businesses and create brands that are market leaders in their respective industries.

A strong proponent of good governance practices, Hanif was keen to ensure that the organization followed the highest level of corporate standards in reporting and placed emphases on integrated organization, which focuses not only on profits, but also on its environment, society, and governance framework at large.

He is one of a select group of global leaders, who has helped shape an industry, taking Sri Lanka to the world and bringing recognition to a truly global Sri Lankan enterprise. Today, Expolanka is present in over 30 countries, servicing leading international retail brands primarily in USA, Europe, and Asia truly epitomizing the concept of a global Sri Lankan enterprise.

Apart from his role as the Founder, Executive Director and CEO of the Expolanka Group, Hanif has also achieved the following accolades throughout his career, further augmenting his position and profile.

- Recipient of the 'Asia Pacific Entrepreneurship Special Achievement Award' by Enterprise Asia in 2013.
- Awarded for 'Global Commerce Excellence' in light of contributions to the Sri Lankan economy by the Central Bank of Sri Lanka in 2012.

- Was honoured by ‘The Outstanding Young Persons - TOYP Award’ in 1998 for the outstanding entrepreneurial accomplishment.
- Played an active role in community development and service affairs through the participation in service organizations such as the Leo Club, Jaycees and the Lions Club. He was the District President of Leo Club 306B and the President of Lions Club of Colombo North.
- Selected among ‘Top 10 Businesspeople of the Year’ by LMD Magazine in 2013.
- Served as the President of the Sri Lanka Logistics and Freight Forwarders Association (SLFFA) from 1991 to 1993.
- Stanford-NUS (National University of Singapore) Business School alumni.
- Featured in LMD’s A-List ‘CAPTAINS OF BUSINESS’ in 2019 and 2020 among the best in Sri Lanka’s corporate and professional communities.
- The latest addition to his accomplishments is the ‘Legend of Logistics Award’ presented at the National Logistics Awards 2022 by Sri Lanka Logistics and Freight Forwarders Association (SLFFA) in recognition of the service rendered to the logistics industry of Sri Lanka.

With an active interest in community and welfare, he has established various initiatives in both a professional and personal capacity. **

A strong advocate of social enterprises and entrepreneurship, Hanif has championed several initiatives across the Environment, Social and Governance aspects, including enacting green logistics to offset carbon emissions to revive the planet, entering into a partnership with the Department of Wildlife in planting over 125,000 trees in Bundala National Park in Sri Lanka to increase forest cover. Furthermore, he has engaged in providing critical health care equipment to the health sector in Sri Lanka, meeting the requirements in a time of need and national importance. On the Entrepreneurial front, he was involved in Venture Engine, a Sri Lankan based startup funding enterprise, which was instrumental in helping launch several new businesses in Sri Lanka.

Being a Logistics Veteran for over 40 years, he has developed strong business relationships with leading global logistics companies and retail brands. These business partners continue to seek out his expertise in resolving various supply chain and logistics related matters. Hanif is an advisor to the regulatory authorities & various professional bodies and a key contributor at business forums providing insights on the industry & economy.

* <https://www.ft.lk/top-story/Expolanka-elevates-to-first-with-2-b-market-cap/26-724797>

** <https://www.youtube.com/watch?v=4vd7yx8yqBM>