

CCI Worldwide Logistics introduces 'Trans Africa' service with an estimated investment of 106 crore to enhance Intra-African Trade

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CCI Worldwide Logistics, a leading international freight forwarding vertical of CCI Group, announced the official launch of 'Trans Africa', a technology-led freight service designed to streamline cross-border logistics across the African continent.

Backed by an investment of 106 crore, the initiative targets a significant boost in freight volumes with a projected 5,000 TEUs annually via air and sea transport, and an estimated 15% return on investment. With this launch, CCI Worldwide further strengthens its commitment to transforming Africa's trade landscape through innovation, connectivity, and scalable freight solutions.

Why Africa needs a smarter freight solution

According to a report by UNCTAD, trade between African countries makes up only 16% of the continent's total exports, showing a huge opportunity for growth. With the rollout of the African Continental Free Trade Area (AfCFTA), the region is expected to become a \$3.4 trillion market. Whereas maritime trade is also projected to grow rapidly, from 58 million to 132 million tonnes by 2030. Therefore to support this growth, AfCFTA has launched an initiative to promote new digital solutions that can make cross-border trade faster, easier, and more efficient. However, it still remains untapped due to complex customs procedures, fragmented infrastructure, inflated costs, and limited shipment visibility. The lack of digital infrastructure has long impeded supply chain optimization and discouraged foreign investment.

Building next era of African trade

CCI Worldwide Logistics' 'Trans Africa' is CCI's vision of a more streamlined African trade landscape. Designed to significantly enhance export capabilities, it focuses on key commodities such as Pulses, Auto Spare Parts, Pharmaceuticals, and Automobiles. This service offers end-to-end logistics solutions, including door delivery across South, West, and East Africa, seamlessly connecting shippers, transporters, and customs agents across borders.

This will also provide real-time visibility, streamlined operations, and diligent regulatory compliance from port to the final mile.

Key features of Trans Africa:

End-to-End Freight Management across ocean, air, road, and rail modes, with real-time tracking from pickup to delivery.

AI-Powered Smart Routing & Carrier Matching to recommend optimal routes and pair clients with vetted regional transporters via a robust marketplace.

Digital Customs Clearance with localized modules for over 20 African nations and API integrations with national customs systems (where available), minimizing paperwork and delays.

Real-Time Visibility & Notifications via intuitive dashboards, keeping stakeholders informed at every step.

Unified Documentation & Compliance Tools to simplify trade operations and maintain transparency across borders.

CCI Worldwide Logistics' Trans Africa launch phase will cover strategic markets including Nigeria, Kenya, South Africa, Ghana, and Egypt, with planned expansions into Francophone West Africa, Central Africa, and landlocked nations such as Uganda and Zambia. This phased approach supports CCI's long-term vision of building a resilient, digitally connected pan-African logistics network.

What sets Trans Africa apart is its broad pan-African reach combined with a nuanced understanding of local trade dynamics. The platform is supported by strategic partnerships at critical infrastructure hubs including ports, border posts, and regional trade blocs, ensuring smooth cross-border movement. Its mobile-first design makes the platform accessible even in low-bandwidth regions, extending its utility to a wider audience. With a commitment to transparent pricing, real-time performance metrics, and data-driven accountability, Trans Africa is built to foster long-term trust and efficiency for clients operating across diverse African markets.

Satish Singh, Vice President – P&L, CCI Worldwide Logistics said, in a statement, "The launch of Trans Africa represents a significant milestone in our mission to empower trade across Africa. We're not just offering a service; we're providing a catalyst for growth, enabling seamless trade that will contribute to the continent's economic prosperity and connecting global economies." He further added, "CCI is poised to become the preferred logistics partner through 'Trans Africa' for a diverse range of clients, including importers, exporters, existing freight forwarders and

3PLs, e-commerce companies, and NGOs operating supply chain networks across the continent. By delivering unparalleled efficiency and transparency, CCI aims to bring a new dawn in intra-African and global trade."

The platform's flexible revenue model encompasses per-shipment fees (based on mode and distance) and a suite of value-added services such as cargo insurance, warehousing solutions, and trade finance referrals.