

Happy 40th Anniversary, DHL?

From the Wires

United States

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On September 25, 2009, Frank Appel, CEO Deutsche Post DHL, shared the secret of DHL's success as the world's leading express and logistics provider at an understated anniversary event celebrating the company's 40th anniversary. "In 1969, three men set out to do the impossible and conquered the moon. A few months later, Adrian Dalseg, Larry Hillblom and Robert Lynn founded DHL and made the world a little smaller," Appel said. "DHL pioneered the international express industry, making it possible for documents to reach recipients overnight instead of a few days." That, coupled with the company's pioneering spirit, strong customer focus, and the role it has played in facilitating global trade, is the secret to the company's success. Today, DHL continues to break new ground by establishing market leadership positions in emerging markets such as the BRIC economies -- Brazil, Russia, India and China -- which are touted to be the agents of future trade development growth. [PRNewswire \(9/25\)](#) **Share:** [in](#) [f](#) [t](#) [e](#) [m](#)

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