

# روي إيميجه

نشرة المجدوعي الإخبارية  
Almajdouie Group Newsletter

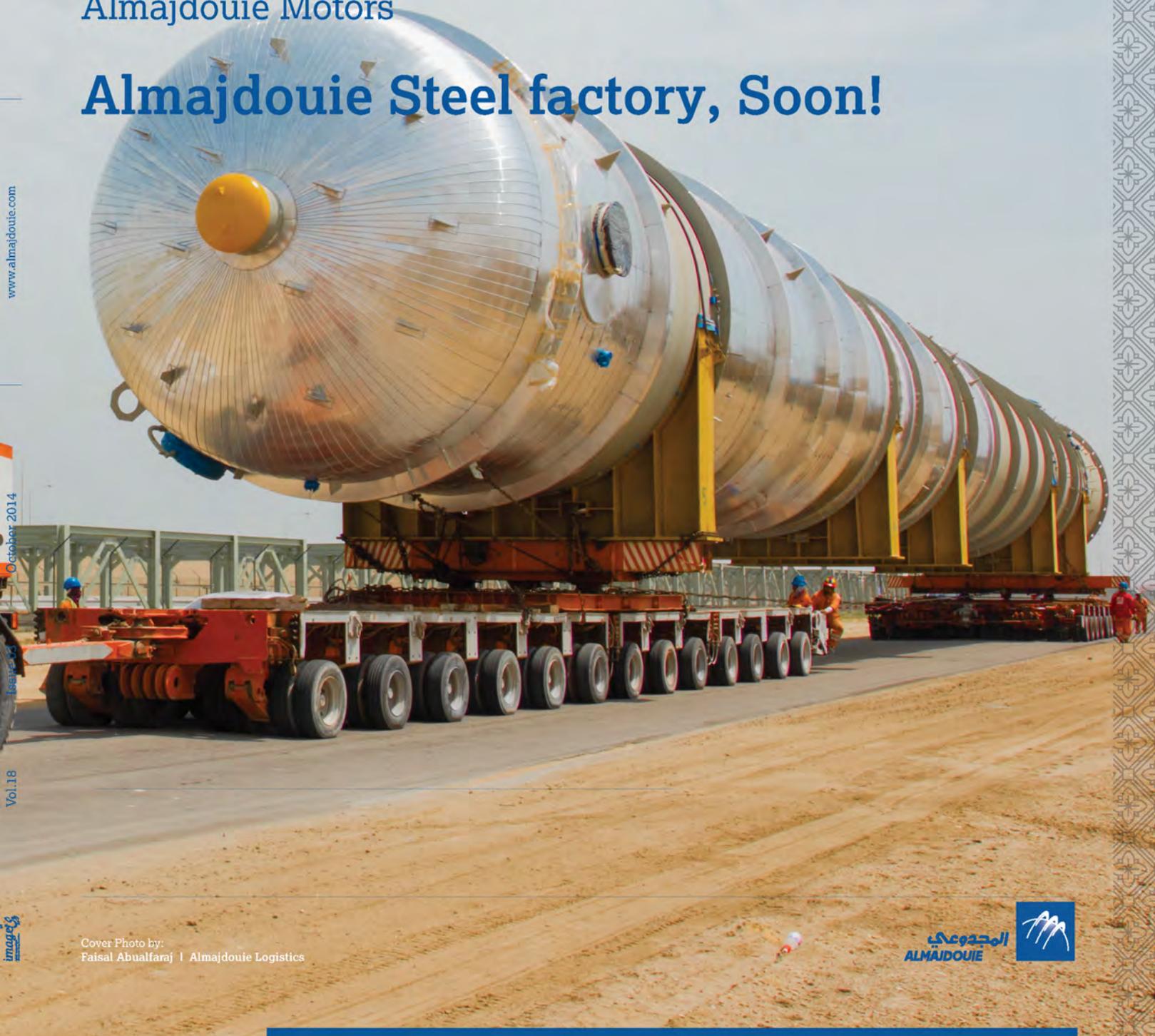
## The Annual Ceremony of the year 2013

In the presence of the Chairman Shiekh/ Ali Almajdouie

## Best Agent Around The World

Almajdouie Motors

## Almajdouie Steel factory, Soon!



New Heights in **LOGISTICS**

# OPERATE & INTEGRATE

**WORLD  
RECORD**  
5,000 TONS  
**HEAVIEST  
ITEM BY ROAD**

**LARGEST FLEET**  
**1,800  
TRUCKS**  
**2,200  
TRAILERS**

**2 MILLION  
FREIGHT  
TONS**  
PROJECTS CARGO  
EXECUTED ANNUALLY

**2 MILLION  
SQM**  
**TERMINAL  
WAREHOUSING  
FACILITIES**

The journey that started with a single truck seems a distant memory. Since 1965 our fleet grew over 1,800 trucks and 2,200 various types of trailers such as flatbed, low bed, extendable and semi-hydraulic. In addition to other types of trailers such as conventional hydraulic, SPTs and SPMTs. Our terminal and storage capacity is over 2 million SQM with more than 6.9 million MT of exports a year.

Our formula of success is to keep everything 'in-house' starting with employing the right calibers, owning state of the art equipment and utilising the latest technology. Then, we are left with the daily task to integrate all of our resources to offer our clients a holistic logistics & SCM solution.

المجدوعي للوجستيات  
ALMAJDOUIE LOGISTICS



Heavy Lift Transportation Freight Forwarding Terminal & Warehousing



Please visit [www.almajdouie.com](http://www.almajdouie.com) to find out more about our integrated services. Tel: +966 13 8198111



ALMAJDOUIE is a Saudi group of companies, which are established by Shaikh Ali Ibrahim Almajdouie in 1965, started as a land transport company but as the business grew it flourished into a group.

## Content

Page 3 **The Annual Ceremony of the year 2013**  
In the presence of the Chairman Shiekh/ Ali Almajdouie

Page 6 **CEO Logistics**  
Ranked # 6 at Logistics Middle East's 3PL Power 25 List

Page 9 **Almajdouie Goes beyond client's expectation**  
Transport Massive 4 units

Page 18 **Almajdouie Motors Best Agent Around The World**  
After showing superior automotive customer service for the Korean Hyundai vehicles.

Page 13 **Soon!!!**  
Almajdouie Steel factory ...

Page 21 **Middle East Logistics Institute**  
in a new partnership with the National Company of Gas and Manufacturing



**image** وي  
المجموعة  
Almajdouie Group Newsletter

**IMAGE, Almajdouie Group Newsletter**  
Editing & Artwork design By Corporate Communication Office Team - Corporate Strategy Unit

For more information, participation, feedback contact through:  
Tel. 00966138198242 — 00966138198231  
Fax. 00966138113239  
P.O.Box 336 - Dammam 31411 - Kingdom of Saudi Arabia  
info@almajdouie.com



» Almajdouie Group held a gathering for all the employees of Almajdouie to celebrate Eid al-Fitr for the Hijri year of 1435. That was in the presence of the Group's president Mr. Abdullah Almajdouie, a number of general managers and first-line managers of all sectors in the main lobby of the company's headquarters in Al-Faisaliah neighborhood - Dammam.

The Group makes sure to consistently hold such gatherings in order to support interconnection between all the employees of the different sectors of The Group and consolidate the human and social activities between them.

The president of Almajdouie group congratulated all the employees and urged them to exert more effort in pursuing their career goals which will be reflected to the growth and development of The Group.

# EID MUBARAK



# Muslims' Iftar



» Almajdouie's "Muslims' Iftar - Ghana'am" camp, which is held to call to Islam, witnessed the conversion of more than 74 Filipinos to Islam. The camp was held in the compound of Almajdouie Group in cooperation with "Cooperative office of Da'wa and Irshad" in Dammam. The president of The Group, Mr. Abdullah Almajdouie, was also present in this event. More than 15000 people were present in the camp during Iftar. Also, the camp witnessed other activities and events all aimed to call for Islam. This camp is considered a first for The Group and it's mainly targeted to fulfil employees' needs when it comes to religious issues in addition to providing a means for voluntary work as well.

"Such camps have other purposes beyond Iftar as it also calls to Islam and reminds people with the importance of getting closer to Allah and raises the awareness of Muslims about their religious beliefs. Multiple advantages such as interdependence, acquaintance and extensive explanation of Islam are other basic reasons for this camp. Many have volunteered to deliver meals during Iftar. We have also paid special attention to the number of meals to meet the expected number of people to participate to the camp."

Abdel-Aziz Al-Amery- Supervisor of the camp and head of voluntary work in Almajdouie Group.



## Change goes on....

» Corporate Strategy Unit has successfully organized and held training courses on "Change Management" for all its first-line managers in all the departments of Almajdouie Motors. The purpose of these training courses is to prepare all the employees to adaptable to the expected changes after applying "EMAD" project in the Motors sector.

The training courses rely on a precise

scientific technique for change management called "ADKAR". Corporate Strategy unit willfully conducted these training courses to general managers and first-line managers in order to provide them with an overview of the goals of positive change which is predicted after applying "EMAD" project. Moreover, during such courses our employees will receive extra coaching on how to make the required impact, taking into consideration

the potentialities provided by The Group's management for this project.

Other negatives aspects are also covered in the courses such as resisting the change by some of the employees and how to deal with these negativities and turn them into positive points that can work in the favor of the company.

These training courses are part of The Company's management change plan to develop Almajdouie Motors Sector. The plan covers many aspects such as conducting training courses, providing illustrations for "EMAD" project and E-mail messages to our employees.

## Almajdouie participates At Graduation and Career Day



» His Royal Highness Prince / Saud bin Nayef bin Abdul Aziz (Governor of Eastern Province) have opened the event of (the 18th Graduation and Career Day), which was held at the Institute of Management Eastern Province on 05.21.201. Almajdouie Group participated in this event in order to support localizing different positions in the group.

« Almajdouie Group philosophy in employment stands on giving youth and graduates -from different academic institutes- the opportunity to enter the professionals market, and work under an environment which is considered to be one of the best working environment in the Kingdom "Almajdouie Group".

The Group's participated in this event due to the "Institute of Management" approach in supporting the graduates by providing them with the practical training in order to raise their awareness about jobs in real life»

Abdullah Al-Ghamdi - Chief Human Resources Officer

With this participation, the Group had participated this year in many similar forums , for example: (Career Day - King Fahd University of Petroleum and Minerals) and (Career Forum - at the University of Dammam), and all of this comes under the context of attracting distinguished graduates to work for the Group.



# The Annual Ceremony of the year 2013



» In the presence of the Chairman Shiekh/ Ali Almajdouie and the Group President Mr. Abdullah Almajdouie, Almajdouie Holding held its 2013 Annual Ceremony at Green Sports Hall -Khobar City at the end of May 2014, the annual ceremony considered as a part of social, entrainment and appreciation activities directed to the group employees for the last year "2013".

The ceremony began with a Holy Quran recital, followed by the Chairman speech "Shaikh/ Ali Almajdouie" which emphasized on the piety to Allah in everything we do, ensure integrity and honesty in our transactions and commercial deals.

Then followed by Group President speech, which recalled the achievements of the year 2013, and directed that we need to integrate the efforts of all employees from all nationalities and grades to achieve 2014 goals and objectives.

Then the activities proceeded with the entertainment show, contests activities, honoring pioneers employees, honoring best employees and honoring Spark program winners.

Last activity was the announcement of Best (Strategic Business Unit) awarded to "Almajdouie Logistics - Heavy Lift Transport and Engineering" and best (Strategic Services Unit) awarded to "Corporate Internal Audit Department".

Finally, the ceremony was concluded by having dinner with the attendees, wishing to see you all at the same event next year.





# Titans Competing



» On April 2014, Almajdouie Sports Committee organized the Annual Bowling Competition for Almajdouie Managers in Al-Khobar where 12 executive managers were competing in an atmosphere full of fun and

energy, away from the official atmosphere of work. The final results revealed the champions of this competition, as Mr. Humayoun Mirza, General Manager, Heavy Transport & Engineering at Almajdouie

Logistics won the first place, Mr. Yazan Odeh, Manager, Internal Audit Department, won the second place, while Mr. Khalid Al-Ghamdi, Chief Operations Officer, AlMajdouie Logistics won the third place.

# CEO Logistics ranked # 6 at Logistics Middle East's 3PL Power 25 List

2013 POSITION: 06  
2012 POSITION: 06

## SYED MUSTAFA

Chief executive officer,  
Almajdouie Logistics

# 06

New Heights in LOGISTICS

## OPERATE & INTEGRATE

<b>WORLD RECORD</b> 5,000 TONS HEAVIEST ITEM BY ROAD	<b>LARGEST FLEET</b> 1,800 TRUCKS 2,200 TRAILERS	<b>2 MILLION FREIGHT TONS</b> PROJECTS CARGO EMPLOYED ANNUALLY	<b>2 MILLION SQM</b> TERMINAL WAREHOUSING FACILITIES
---	--	--	---



» ITP Business publication has released the fifth 2014 edition of Logistics Middle East's Power 25 List. This is the ranking of the region's most influential executives from the warehousing and transportation sector. The special report includes the industry's most prominent figureheads. Together, these decision makers are representative of respected and elite community that plays an important role in success and growth of Logistics activities throughout the Middle East. Mr. S. I. Mustafa – CEO of Almajdouie Logistics has been ranked as Number 6, consecutive third time, In 2011 he was at 10

positions and in 2012 he was also ranked at 6th position. Mr. Syed Mustafa has worked his way up from accountant to CEO of Almajdouie Logistics, having joined the fledgling Almajdouie in 1976. He has led the company on an impressive journey, transforming it from a small transport firm into a regional leader in project logistics and supply chain management. Mr. Mustafa created and implemented a communication system within the group that has played a major role in the success of its logistics, and pioneered a proactive approach to sales at a time when making sales calls in

Saudi Arabia was not common practice. The firm became the first Saudi privately-owned firm to enter the Guinness Book of World Records for the 'Heaviest Item Moved by Road Freight' in 2012, when it transported an evaporator unit weighing 4891 tons from the manufacturer in South Korea to a project site in Saudi Arabia. This year Almajdouie Logistics celebrated the successful transportation of six evaporators, including what is believed to be the world's heaviest evaporator, weighing 5,736.8 tons (gross weight during transportation), at Saudi's Yanbu 3 Desalination Project.



# AMAN - Safety Comes First

» Almajdouie Logistics company has applied a new programme called (AMAN - Safety Comes First) which is designed specifically to raise the level of safety and occupational health in all the departments of Almajdouie Logistics company plus applying the evaluation of operational processes used in the Gulf Cooperation Council.

This programme aims to raise the awareness on the importance of safety, quality and the occupational health of the staff, starting with the logistics section to all the other sections, through labourers, drivers and employees' training on how to use the extinguishers and differentiate between the various types of firefighting tools.

The programme also covers a practical training on evacuation plans, how to respond to the emergencies and a discussion of "Gulf sustainability and quality assessment" system for safety and occupational health especially in logistics section.

This programme is under the supervision and support of Mr. Khalid Alghamdi (Logistics Chief Operating Officer) and it is applied by Mr. Omar Alsheri (Acting Safety Manager - Logistics section) and Mr. Osama Abo Shareha (Quality Assurance Officer - Logistics section).



## Almajdouie's De Rijke - An Official Spokesman In Emirates



» Almajdoie's De Rijke spokesman talked about its successful and productive experience (safety, security, health, environment and quality) on the side-lines of Gulf Petrochemicals and Chemicals Association's workshop which was held in Emirates - Dubai.

Almajdouie's De Rijke presentation which was delivered by Mr. Amador Brinkman (SHHEQ-Manager) illustrated many subjects including: what is Almagdouie's group, the relation between the Group and De Rijke Group of Netherlands and how to manage activities on a daily basis mechanism (safety,

security, health, environment and quality). In addition, talking about how Almajdouie Group can meet the requirements of certificate of "Gulf sustainability and quality assessment system" for petrochemical logistics provider.

The presentation also showed the most important changes the company has acquired as a result of applying "Gulf sustainability and quality assessment system".

Finally, the presentation referred to the most important professional certificates earned by Almajdouie's De Rijke employees regarding this issue.

# Celebrating as one family



» In addition to winning the best business unit across the group in 2013, Almajdouie's logistics for Heavy lift and Engineering management shared this success with the managerial department in an entertaining family atmosphere for the employees in Dammam and Jeddah on the 4th of June 2014.

"We held this entertainment day to ease the pressure which faced our staff in order to win this achievement, and the benefit of gathering the staff lies in achieving the goals of the company with this high spirit. Not only do we care for our headquarters' employees but also we pay special attention to the labour outside the headquarters like

Jeddah and Yanbou." Humayun Mirza – General Manager of heavy lift and engineering – Almajdouie's logistics. Almajdouie's group managements used to hold such celebrations for all its employees of all classes and nationalities within the framework of the staff's social communication.

## Almajdouie logistics participates at the 2nd Multimodal Freight Network conference



### Multimodal Freight Network the revolution of the network services

Dubai event 12th June to 15 June 2014

» Almajdouie Logistics participated at the 2nd annual Multimodal Freight Network conference event at Dubai, Crown Plaza hotel last 15-12 June, 2014, Mr. Mohamed Mahmoud "Freight Manager Western", Mr. Raihan Hussain "Senior Sales Executive Eastern" represented Almajdouie Logistics during the event and held all meeting with prospective freight

forwarders which successfully translated into first shipment executed with new partner in UAE, The event gave us chance to meet about 200 respectable and prominent freight forwarders from the whole globe which offered an excellent Platform for future collaborations and exclusive networking opportunities in one-on-one meeting. Almajdouie Logistics were invited to attend

the one to one face to face business meeting, and each member selected online schedule through the conference website prior to the meeting time. All the pre-qualified freight forwarders attendees applied online to look for the overseas agent and the delegates were attended the meeting with potential working together created the mutual beneficiary in business profit and safety.

# ALMAJDOUIE GOES BEYOND CLIENT'S EXPECTATION



» Almajdouie Logistics Company secured a job of Door-to Door from one of their reputed clients SK Engineering, who are the lead EPC for Wasit Gas Plant located around 80kms north of Jubail. SK Engineering had placed an order of fabricating 4 units of AGR contractor to Zamil-Rabigh & 4 units of AGR Solvent Filter to Zamil-Jeddah.

AGR contractor: Massive 4 units with dimensions of 56.91 x 8.19 x 7.9M (LWH) weighing 1394 metric ton each not possible to

move by road due to its weight & dimensions, hence, they were transported from Zamil-Rabigh fabrication shop using 2\*36 SPMT trailers (72 axle lines) to Rabigh jetty, whereby rolled-on to a charter barge sailed to Jubail, after safe roll-off & instant customs clearance safely delivered to Wasit job site. Certainly the journey indeed needed lots of surveys, permissions, obstacle removal etc., but with professional approach could make it possible & deliver to job site on time.

AGR Solvent Filters: 4 additional units of AGR-SF with dimensions of 20.0 x 9.0 x 9.4 M (LWH) weighing 281 ton each were fabricated @ Zamil Jeddah, but by using our technical skills persuaded authorities & finally moved all 4 units with prior approvals. Upon reaching Jubail Industrial port, instant customs clearance was done & moved to MLC lay down area as the site was not ready to receive, later delivered @ the convenience of our client.

## Almajdouie De Rijke Passed OHSAS 18001 & ISO 14001 Certification Requirements

» On 11 June 2014, MDR management celebrated the it's achievement and milestone of receiving two certifications of the International Standards in Health & Safety and Environment at the head office in Dammam in the presence of Almajdouie Logistics COO Mr. Khalid Alghamdi, the MDR General Manager Mr. Ateequr Rahman and the MDR Corporate SSHEQ Manager Mr. Amador Brinkman. The certifications would integrate MDR's Health & Safety and Environment prevention system with the previous recognition of ISO 9001 Quality Management System.

Being committed to become the prominent provider of supply chain solutions of the petrochemical industry in the GCC, MDR is keen to continuously develop and enhance their Health & Safety and Environmental programs.



» On May 2014, an expansion agreement was signed between Almajdouie Logistics and Hempel paints for inter branch movement (IBM) contract for 5 years.

The CEO of Almajdouie Logistics Mr. S. I. Mustafa and Country Manager (KSA) of Hempel Mr. Yusuf Al Sayed, signed the expansion contract at Hempel Head office on behalf of their respective organizations.

As per the contract Almajdouie logistics will handle the transportation and distribution of Hempel products (paints) from their factor in Dammam and Jeddah to their warehouses located in different cities of the Kingdom, like Riyadh, Jeddah.

Hempel the largest coatings suppliers in the country initially started business relationship with Almajdouie in July 2010, which gradually based on satisfactory performance, increase the operational fleet to match the growing market demand.

The signing ceremony was witness by Almajdouie Chief Operating Officer - Khalid Alghamdi, General Manager Business Development - Dudi Hermanto, General Manager Transport Yousef Saleh, National operations Manager Burhanuddin Syed and from Hempel Regional Procurement Manager - Middle East, Leszek Bartosik and Regional Supply chain Manager Middle East Dinesh G. Santhumayore

## EXPANSION AGREEMENT WAS SIGNED BETWEEN ALMAJDOUIE LOGISTICS AND HEMPEL PAINTS





## Almajdouie Logistics Coming Over Obstacles

» In another task, Samsung Engineering awarded a job of customs clearance & transportation to Almajdouie Logistics Company of some heavy & oversize packages of their Co2 project which is located around 350 kms south of Jubail. Out of the total 13 units, one unit named GDU (Gas Dehydration Unit) with dimensions of 16.8x4.9x9.2m (LWH) weighing 63.4 tons was critical due to its height & considering long journey. Though cargo was not heavy but looking

to the over height Almajdouie Logistics Company Engineering team suggested moving the cargo using a 2\*10 side by side trailer. Operations followed & decided to move cargo using side by side trailer. Prior to move it was necessary to conduct a final site survey in order to make sure a hassle free haulage until the erection point. During the survey it was found that the main gate of the plant was only 5.5m width & non removable, whereas Almajdouie Logistics Company

trailer was 7.5m in width.

Worked out on the options & concluded that journey from Jubail up to the gate it would move using side by side trailer considering safety of the cargo, later cargo shifted using a single 10 axle trailer in order get thru the narrow gate. Finally cargo was safely delivered & erection as scheduled. Samsung appreciated Almajdouie Logistics Company efforts.

## Almajdouie De Rijke conduct OHS & EMS training



» In order to achieve Almajdouie De Rijke target related to Quality Management System, has organized training on the 26th and 27th of February 2014 to ensure that Head Office and Project staffs are aware about the details to implement, maintain and audit the MDR SSHEQ integrated management system.

Mr. Ateequr Rahman, Almajdouie De Rijke General Manager said: "We've trained a group of our staff from Eastern and Western regions on the famous OHSAS 2007 :18001 international standard for Occupational Health and Safety Management System and the ISO 2004 :14001 international standard for Environmental Management System to ensure proper understanding throughout the organization, commitment and compliance with our customer's expectations"

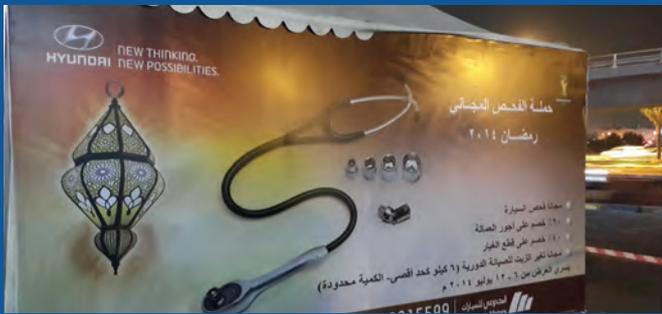
Almajdouie de Rijke is rewarded with an ISO 2008 :9001 Quality Management System Certification since a while and it's a goal to be certified for an IMS (Integrated Management System) by the end of 2014.

## Mark of excellence to Almajdouie Spare Parts Co.

» One more time Almajdouie Spare Parts Company shows spectacular performance leaving all its competitors behind. Almajdouie Spare Parts company was for Excellence in Sales Performance in the Middle East & Africa Region for the fifth time in a row during the Shanghai Conference that was organized by MOBIS (Hyundai's spare parts' factory) on September 2014.

“This award is due to extreme efforts from everyone who works for Almajdouie Spare Parts company, just to satisfy all our valued customers. This award wasn't the only award that we received as we also received “After Market & Accessories Business development Award” which is something that distinguished the company for its post sales services.”

Shaikh Enayat – General Manager of Almajdouie Spare Parts Company. On the other hand, Almajdouie Spare Parts company has been named between the top ten best distributors in the world. The best distributor and winner will be declared on the first quarter on 2015.



## Free Check-up Campaigns Continue... Even During Ramadan



» Almajdouie Motors Services has always made sure to continue its (Free Check-up campaigns) as the last campaign was in the holy month of Ramadan.

During this last campaign, Almajdouie Motors served all Hyundai customers in Al-Khabar an Dammam as well. Such campaigns make Almajdouie Motors stand out in the Saudi market by providing

excellent customer service and support bearing in mind our motto «Serving Customer Wherever They Are». The idea of free check-up campaigns, especially in the heavily crowded places, makes our customers feel that they are the centre of attention.

That's why such campaigns will go on throughout the year, to guarantee the utmost

satisfaction of our valued customers.

During checkups, cars go through many checks such as:

Electric circuits check, Ignition circuit check, Entire electronic system check, exhaust checks and oil level check using state of the art technology available at Almajdouie Motors services centres.

## Almajdouie Automotive Kickoff ERP Program "EMAD"



» On the 1st of June 2014 at Holiday-Inn Hotel Al Khobar, Almajdouie Automotive Company celebrated the ERP Program "EMAD" Kick off, which will enable Almajdouie Automotive to provide their services more effectively, efficiently and professionally in order to meet and exceed customers' expectations and requirements. "Changing is a norm in life, and we as well, will always strive for positive changes that lead to what we aspire to achieve. And for this project, the change starts from you, the General Managers and First Line Managers are the real engine and fuel for the coming change"

Mr. Yousef Almajdouie CEO of Almajdouie Automotive Co.

The ceremony was held in the presence Almajdouie Automotive General Managers and most of the first line managers, in addition to representatives from Oracle and HCL (the project implementers).

## GCC Traffic Week 2014

» Almajdouie Motors sponsored activities of the GCC Traffic Week 2014 which was held at Sultan bin Abdulaziz Science & Technology Center (scitech) in Al-Khobar and inaugurated by HRH Prince Saud bin Nayef.

"Almajdouie Motors constantly participates in events related to skills and behavior development of school students. In the Exhibition of the GCC Traffic week, we were keen on presenting traffic information in an interesting and attractive way as well as, on diversifying what we present. This, in turn, led to raise the traffic awareness of the children with all their various ages" Yasser Farouq, Manager, PR & Marketing Department, said.

The number of school students, who used to attend the exhibition since its inception, reached 110 male and female students in addition to more than 18000 visitors.



# Customers Comes First



» Hyundai Motors conducted the third conference for after-sales services at Crowne Plaza Hotel in Khobar, in the presence of its dealers in the Kingdom including Almajdouie Motors Service (MMS). MMS was a keynote speaker at the conference which aimed to present approaches that would improve after-sales services provided to Hyundai clients.

The meeting discussed the outlines which must be followed to provide the best services with international quality standards that reflect positive image for Hyundai, moreover the conference discussed the implication of the new regulations and rules in KSA with regards to consumer protection in the automotive sector. It was also agreed at the conference about a

number of steps to be taken in the Kingdom in the near future on how to improve current services for Hyundai cars customers in terms of sales, maintenance and spare parts to get the highest level of customer satisfaction. It is noted that this conference was held in the presence of the authorized agent for Hyundai Auto Parts MOBIS.

# A Drop of Blood = The Gift Of Life

» Almajdouie's group has finished its annual campaign for blood donation under the supervision and execution of Almajdouie's motors company in the cooperation with King Fahd Specialist Hospital in Dammam as one of their social activities that The Group worked hardly on its execution within the framework of Group's social responsibility in which they held a campaign in Hyundai motors' headquarters in AlFaisaliya Neighbourhood - Dammam.

"The Group is working on expanding these programs which aim to build bridges between the group and different classes of society which lead to tying up the social relations and contribute to spreading the culture of giving in society."

Yasser Farouq, Manager, Public Relations & Marketing, Almajdouie Motors  
 The campaign also targeted to embed voluntary work culture, spread the awareness of blood donation

and its rule to save the patients and injured. The campaign witnessed the donation of the Group's employees as well as customers who desired blood donation. The campaign continued for two consecutive days.



# Eco-friendly Almajdouie Motors

» Following the non-stop efforts that are made to preserve the environment, Almajdouie for automotive services and the Saudi Company for basic industries (Sabesco) has signed a contract for importing, installation and operating an automatic car wash machine at Almajdouie's main service center in Al Faisaliah, Dammam with the aim of protecting the environment as it is one of the issues that Al Majdouie program for social services supports.

"Selecting such techniques guarantees high efficiency and speed, thus gaining customers' utmost satisfaction. This machine washes twelve cars per hour; in addition, the machine is environmentally friendly and saves energy by saving more than %50 of water with a recycling rate of %75.

Aqel Abou Hanoud- General Manager of Al Majdouie Motors

Al Majdouie Motors will circulate this idea to rest of the branches bearing in mind how beneficial the idea is in reducing costs which will help us to direct surpluses to other activities and interests that will help in presenting better services to our valued customers.



» Almajdouie Spare Parts Company in branches Dammam and AlHasa has conducted a training workshop on Inventory management for all its spare parts distributors. The workshop that was conducted by the end of July 2014, comes as part of the company's psyche towards continuous development to all our staff members and guiding them through the newest high-tech methods of dealing with spare parts stock and supplies.

"Such training courses are conducted to continue the company's vision of laying the basis for more interaction between Almajdouie Spare Parts Company and its distributors. The company has preset plans to ceaselessly develop its employees so that they can always be up-to-date with the latest technology and acquire key skills such as: how to manage the in-stock spare parts as well as how to deal with customer and maintain a long-lasting relationship with them"

Moaaz Adnan – Almajdouie Spare Parts whole sales manager.

Caring for the spare parts distributors is such a great deal as they are one of Almajdouie Motors Company's main assets and they represent the company and deliver the required services for our valued customers.

## Training And Support Our Employees





# 2013 REGIONAL EXCELLENCE AFRICA & MIDDLE EAST



Excellence has another name called:

# Almajdouie Automotive



» Almajdouie Automotive was honored with award of excellence in 2013, in a celebration has combined more than 40 distributor of Hyundai motor in the Kingdom and the Middle East by Hyundai company, in the presence of Mr. Abdullah Almajdouie the president of the group, and Mr. Yousuf Almajdouie Chief Executive Officer of Almajdouie motor company.

“ Excellence award doesn't come out of thin air, rather its a result of persevering work, to provide more excellence to our honorable

customers from all aspects weather it from the aspect of sales and marketing, Automotive, or spare parts . And this award is crowning , is was added to its awards list, which we are proud of it, also comes in parallel with the awards of last year, like interpolated us in the list of the best trademark in the kingdom, and the award of the first distributor in Saudi Arabia and the Middle East for the third time consecutively. «Said by Mr. Yousuf Almajdouie the Chief Executive Officer of Almajdouie Automotive.



# Pursuing Their Plans to Support Saudi Youth, Almajdouie Announce Their Return To Car Racing

» Almajdouie motors reveal the name of their team leader, the driver «Sultan Kaillo» who is going to lead Almajdouie's racing team. Sultan will go through the drifting competition next season driving his Hyundai Genesis Coupe which is fine-tuned for the next season's competitions.

Mr. Yousef Almajdouie (Chief Executive Officer of Almajdouie Motors) said «We've always felt the responsibility towards the youth of Saudi Arabia to support and encourage them and turn their energy into achievements that all of us can be proud of and that is what has triggered us to hit the racing track on more time. Choosing «Sultan Kaillo» was never a coincidence but the choice came after thoroughly examining the driver's abilities and gifts as well as his ambition which is at the same pace of our company's goals and targets.»

Almajdouie Motors always prove their continuous support to cars' sport and to the Saudi champions participating in the local competitions especially the national drifting



competition which will be launched next season. This sponsorship is going to be the beginning to long term promoting plans.

The racing drifting car will be revealed in its new makeover in the next season's Saudi competitions 2015 / 2014.

# Who is the best “service adviser” at Almajdouie Motor Service?!

» At Almajdouie Motors Service centers in Dammam, “Best service advisor contest” was held on 29th May, 2014. The contest aims to highlight the skills of service advisors and test their potentials and abilities to provide the best service to Almajdouie Motor Service valuable customers.

"Service Advisors have a vital impact in achieving customer satisfaction, they are the link between the customers and the service centers operations including activities such as handing vehicles, identifying the customers needs, implementing and improving quality systems applied across service centers" Mr. Aqel Abu Hanood - General Manager of Almajdouie Motor service. The contest consist of three phases for one full month: a written exam, practical interview and practical exam.,

The contest winners names came as the following:  
 “Eng. Ahmed Mohamed Darwish” won the first place with the gold medal, a cash prize, a certificate of appreciation in addition to the promotion to compete in Hyundai World contest in South Korea, second place won by “Eng. Fawzi Hassan” with a silver medal, a certificate of appreciation in addition to the promotion to compete in Hyundai World contest in South Korea, third place won be “Eng. Julius Brian” who was appreciated by a valuable gift and a certificate of appreciation.





# Dear customer...

# Thanks



» In April, 2014 ,Almajdouie Motors service company held a ceremony, in Sofitel Hotel-Al Khobar, honoring Hyundai cars customers and appreciating their trust.

«The main goal of this ceremony is to show our great thanks and appreciation for our customers because we consider them as partners in our achievements and success.

We started more active communications with our customer's feedbacks and complaints and this made them inquire more information about our future plans that would meet their needs and expectation»

Eng. Aqel Abo Hanoud- General Manager of Almajdouie Motors Service

The ceremony included too many activities, such as introduction about Al Majdouie Group, awareness about different outlets of Al Majdouie Motor service company which cover the Eastern Province, the awards Almajdouie Motors had won like «Improving The Quality Of the Service» for 7 consecutive years , «Excellent Service» award for the Middle East.

At the end of the ceremony, draws and many souvenir awards were given to the valuable customers. Finally, the ceremony ended with a Dinner meal.



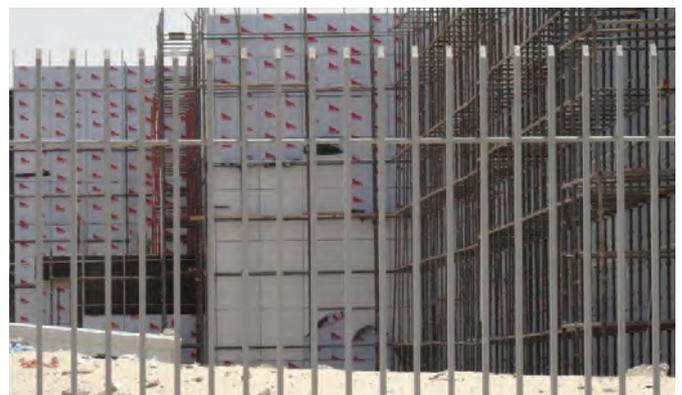
# Soon!! | Almajdouie Steel factory ...



» The department of steel industries has successfully completed the concrete construction of Almajdouie Steel factory in the Second Industrial City (Road of Half Moon coast). This step is another developmental phase towards the renewal of the old factory to be able to cope with the market's requirements.

It has been taken into consideration during setting up the plan of Almajdouie Steel Factory to increase the overall efficiency of workflow in addition to installing high-tech machines that should significantly increase the factory's production rate. Other means of modern technology have been used as well. A more developed "Paints" department has been built taking into account all the planned adjustments that we were looking to fulfill and avoiding all the obstacles that we faced in the previous old factory.

We will keep you posted with all the updates till its opening next year.



## Almajdouie Steel Industries “Excellence is never an accident”

» Adhering to our Group’s vision, going parallel with our motto “Excellence is never an accident”

Almajdouie manufacturing was the 1st pioneer in the Kingdom to get Aramco’s approval on the design and manufacturing of new Aluminum Fuel Tanker.

Going along side by side with Aramco’s direction to replace all the Carbon Steel fuel tanker in the Kingdom quantity (16000+3600) with at least 6000 ltr. More bigger capacity units, with aluminum tankers in, a plan of 6-3 years, targeting safer roads and less traffic congestions.

Responding to Aramco’s plan, Almajdouie manufacturing moved fast forward ahead of its local competitors in the Kingdom, established technology partner in Europe, together designed our Aluminum fuel tanker that is best suits the Gulf region / Middle East road conditions satisfying both SASO & International Standards.

Marketing our aluminum tankers will be on stages,

In 2014, COBO, our European partner, will manufacture the barrel tank for us in Europe and Almajdouie will assemble the chassis, Axles, Electrical system, Brake system, Bottom loading system, API box and other accessories in our Dammam old plant.

In 2015, COBO will train our technical team, both in Europe & KSA, to manufacture partially the aluminum barrel in our new 2nd industrial area manufacturing plant in Dammam, by the beginning of 4th quarter of the same year.

In 2016, when ALCOA-Maaden started producing aluminum sheets for tankers in Raas Alkhair, KSA, Almajdouie manufacturing will be completely capable of manufacturing aluminum tanker in KSA. Almajdouie-COBO tanker design, enjoys a capacity of 43,200 ltr.,

That may be lead up to 42,000 ltr. As recommended by Aramco.

The tanker weight when empty is 5.3 tons,



equipped with BPW or SAF axles, bottom loading system, air brake system, ABS/EBS system, LED electrical system, Michelin tires and aluminum rims.

Almajdouie aluminum tankers, like all of our products has the advantage of Almajdouie

extraordinary after sales & products technical support, excellent training program and availability of spare parts.

Almajdouie manufacturing is proud to be contributing to Aramco’s Aluminum tanker success.

# Colors With Chocolate Taste



**ألكيكيتوان**

تشكيلة مميزة من الأوران و الشكولات الرابطة تقدمها أرياف في كيكية جديدة مطابقة بأصابع...  
الكيت كات و حلاوة أرياف المبتكرة المغطاة بسكاكي m&m's اللذيذة

للحجم أفضل

رقم التوحيد: 1100 - 1100

التمار - الحمر - الحليل - الأضواء - الرياض - المدينة المنورة

» The Marketing & Production Department Aryaf Foods launched its new product “Colors Cake” (Alwan Cake) in all Aryaf branches in Al-Khobar, Dammam, Jubail, Ahsa, Riyadh and Medina.

The Production Department at Aryaf Foods launched its new product (Alwan Cake) to meet the needs of the local market, as it has been noticed the blockbuster of customers from all age categories on the ingredients of the new product, which are the innovative Aryaf’s filling, Kit Kat chocolate fingers and the full cover of m&m’s.

Launching the new product comes in line with launching Aryaf’s new products; mini-cookies and rusk with its unique taste.

**We wait for you at all Aryaf branches.**

## Don't Underestimate Yourself!! Your Idea Could Be Great

» Almajdouie Steel Industries stepped into a new design serving its targets through Almajdouie Spark Program.

The idea, which was presented by one of the factory staff and adopted by the factory management, is designing a large-sized air compressor to accommodate more than 80 Liters of the material used in detection of leaks in pressure - & air pipes which are used in manufacturing various tanks. It is to ensure that the manufactured tanks don't have any leaks instead of using ready-made compressors which don't exceed 2 Liters and take much time to be re-packaged and use, which in turn,

will save time wasted in testing by the conventional methods, and this also encourages the rest of employees to present their ideas.



## Our Customer is One Of Our Innovation Channels

» Necessity is the mother of invention, this saying is commonly used in Almajdouie Steel Industries when new solutions have been invented and added to one of the products of Almajdouie Steel Industries "Cranes with Forklifts".

The idea is adding a part at the rear of the huge cranes, which will enable the transport companies to load a forklift wherever the crane goes to ease loading or unloading the cargos of customers.

Also, this idea contributes in reducing efforts and saving time as well as the financial costs associated with renting forklifts by the customer to load or unload his cargo. Additionally, it significantly contributes in reducing labors which may be redundant.



## Middle East Logistics Institute in a new partnership with the National Company of Gas and Manufacturing

» The academic manager of the Middle East Logistics Institute Mr. Amer Badarneh revealed a new deal with the National Company of Gas and Manufacturing in order to train more than 600 drivers working for the company. That was in the ceremony that was held in the 27th of June, 2014 within the institute's plans for expansion.

"The agreement enclodes that the institute will train and instruct the truck drivers in the field of road transportation of dangerous materials. As well as presenting a plan to train those who should work on the training and qualification program and providing the internationally certified trainers from the International Union of Road Transport. The courses and lectures will be available in Arabic, English, Hindi and Urdu. Moreover the training program will focus on improving the efficiency of the drivers and make them



able to identify the dangerous materials and their properties and how to deal with such materials as a prelude to qualify the drivers to get certified in transferring dangerous materials and that's a field that only the Middle East Logistics Institute can instruct among all the other institutes".

Amer Badarneh - Academic Manager of the Middle East Logistics Institute. The international certificate of road transporting of dangerous materials can only be acquired through the Middle East Logistics Institute which is the only institute that grants such certificate.

## Middle East Logistics Institute Shows Commanding presence

» Middle East Logistics institute showed commanding presence in the annual conference of International Road Transport Union academy which was held on June, 2014 under the supervision and presence of Emirati minister of public works while Mr. Amer Badarneh (Academic Affairs Manager,) represented the institute.

Middle East Logistics institute stood out by making a presentation of its achievements in the field of logistic training, in addition to explaining its certifications and showing the previous history of participating in such events.

Mr. Amer Badarneh was also chosen to be a member of the national committee that was established on the sidelines of the conference to study and discuss the national and international laws and their impact on the private companies within the field of road transportation as well as evaluating of the importance of the international certifications that are related to road transportation especially when it comes to dangerous materials.

All the training centers, certified by the academy of union, joined the conference in addition to delegations from various Arab and non-Arab counties that are interested in road transportation and the involved international agreements.



# TOP IDEA SUBMITTERS HONORED DURING 'SPARK HIGHEST IDEA SUBMITTERS CONCLAVE 2014'

» On 29th May 2014, Almajdouie Spark organized "Spark Highest Idea Submitters Conclave 2014" to honor the highest Spark idea submitters for the year 2013 from all Almajdouie Spark Divisions.

The program was conducted at Commitment Auditorium, Almajdouie Head Office under the humble supervision of Spark Patron Mr. Omar Almajdouie. The program started with the opening remarks of SCCH Mr. Dudi Hermanto followed by a certificate distribution ceremony for the highest spark idea winners & spark performance review. SCCM Mr. Liyo Cefre, Spark Heads and the highest Spark idea submitters from all Spark divisions were participated. Group Spark Administrator Mr. Manoj Philip organized this program for Almajdouie Spark.



## NEW CLUB OFFICERS FOR ALMAJDOUIE TOASTMASTERS – WESTERN REGION

» On Thursday, June 12, Almajdouie Western Region Toastmaster club conducted the second election meeting at Tusdeer terminal to elect the new committee to continue the Almajdouie Toastmasters towards new heights.

The new elected members are:

(Shadi Abou Aseal-LTRJ-President)

(Heydil Jowak-LTRJ-Vice President Education)

(Mohamed Sameem-LTWJ-Vice President Membership)

(Ummar Kolani-LTRJ-Vice President Public Relations)

(Jun Mungcal-LTRJ-Secretary)

(Hisham Al-Sayed-LTRJ-Treasurer)

(Maher Abdullah Al Ghamdi-LTRJ-Sergeant at Arms)

The elected club officers ensure the meeting is conducted as per Toastmasters International standards.

The idea of initiating such a club in our company comes from the truth of "Growth of any organization resulted from the investment in the employees development" Al Majdouie group management believes in the training for the staff and developing of their skills and having a toastmaster club will complement the role of the training process by giving the needed skill of leadership and communication skills.



Management expressed gratitude to the first the new committee. TM President western region Mr. Abdulaziz Rubeya Awad and the team for their splendid efforts and wished all the best to

## ALMAJDOUIE TOASTMASTERS CLUB AWARDED GOLD MEDAL EXCELLENCE AWARD – E1T1

» Almajdouie Toastmasters Club's Officers were among the 50 Clubs' officers in the District 79 that made it to the E1T1 Gold Medal Award for achieving the Distinguished Club Award before December 2013 ,31.

The President TM Abduljalil Alojjan and the VP-Education TM Lali Mohamed received the Gold Medal Awards in the Saudi Arabia Toastmasters Annual Conference (SATAC) 2014 which was held in Riyadh on May -29 2014 ,31.

The Club enjoyed a term full of achievements in this period. The team solidly worked hard to make sure the club reaches new heights in Educational Achievements, Awareness of its activities which in return made another record of membership, and enhancing a competitive environment by successfully arranging for a Youth Speech Competition



inspired by Almajdouie Group president TM Abdullah Almajdouie.

"Almajdouie Toastmasters Club increased its activities awareness in the group and beyond through a social media account it officially opened earlier this term -2013 2014. "The Facebook account (Almajdouie Toastmasters Club – Eastern province) which is administered by the club officials, is now among the key factors to the club's growth and stability

We dedicate these Medals for the club's

teamwork." Abduljalil added. Every single Toastmaster has a share in the Medals. Officials worked hard to make the club's fruits visible to everyone whom in return joined the club increasing the membership and we worked with them to ensure they achieve their goals, Congratulations Almajdouie Toastmasters Club" Acclaimed the Club President TM Abduljalil Alojjan on the Gold Medal Award celebrations arranged at Almajdouie Head Office Auditorium.



**\* Yousef \*  
Zaker Husain (MMP)**



**\* Mohammed \*  
Mohammed Nour Zaman  
(MDR)**



**\* Ali \*  
Majdi Yousef (HO)**



**\* Beibars \*  
Majdi Yousef (MMP)**

### Congratulation



**Blessed Marriage  
Omar Alshahri  
Tas'heel**



**Blessed Marriage  
Mohamed Zain  
Almajdouie Holding**



**New Appointment  
Whillmarc Gamitin  
Strategy Coordinator  
Almajdouie Holding**



**New Appointment  
Majid Al Matar  
Senior Projects Officer  
Almajdouie Holding**



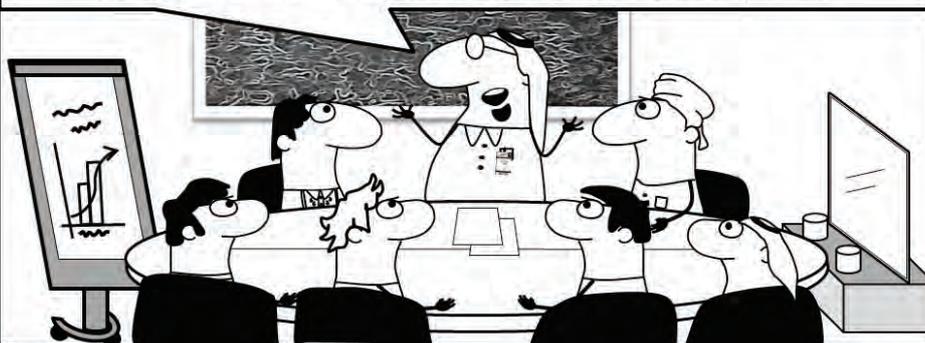
**New Appointment  
Emmanuel B. Icaranom  
Administrative Assistant  
Almajdouie Holding**



**New Appointment  
Amr Shahwan  
GM of Almajdouie  
Invetment**

### Promoted & New Appointment

*I am very happy to hear about these results, and I would like to take this opportunity and acknowledge my leadership and motivational skills that made these achievements possible*



Fahim diaries

**BEST  
MOTIVATION  
EVER**

Idea & drawing: Khalid Salahi  
Communication Office